Dear Social Partnership Practitioners & Academics

Welcome to the third issue of the NPO-BUS Partnerships Bulletin featuring the new members of the NPO-BUS Partnerships Yahoo Group, information about events and conferences on partnerships and the news and stories that you have sent us.

The main feature of this issue is the International Scoping Symposium that was organised by the BRESE Research Group at Brunel Business School, Brunel University London-UK on the 24 May 2007. The Symposium was co-organised by the LSE Complexity Research Group at the London School of Economics and Political Science and the Brunel WestFocus Social Inclusion Network. A total of 32 practitioners and academics had the opportunity to participate and contribute to the presentations of more than 10 presenters, including Mr Peter Lacy, Executive Director EABIS- European Academy of Business in Society; Prof Barbara Parker, Seattle University; Prof Eve Mitleton-Kelly, Director, LSE Complexity Research Programme, London School of Economics; Prof Pieter Glasbergen, Chair of the Utrecht-Nijmegen Research Programme on Partnerships, Mr. Simon Parker, Head of Public Services Research, Demos. For a full list of the presenters, the programme and bios please visit:
http://www.brunel.ac.uk/about/acad/bbs/research/centres/brese/news/upevents/scopingsymposium

SCOPING SYMPOSIUM
The Future Challenges of Cross Sector Interactions

One of the important outcomes of the Symposium was a Recommendations Report suggesting Research Priorities for the Framework Programme 7 (FP7) in the area of Cross Sector Interactions to be incorporated into the EABIS report to the European Commission. The report has been delivered to EABIS which will be followed by further communication with the exclusive aim to incorporate social partnerships in the research agenda of the European Commission. Also by the end of the summer the final Report on the ‘Future Challenges of Cross Sector Interactions’ will be available for all of you to download from the website of BRESE, Brunel Business School: http://www.brunel.ac.uk/about/acad/bbs/research/centres/brese

Until the next issue best wishes to all of you for an interactive summer,

Dr. May Seitanidi
Editor NBP Bulletin and Founder NPO-BUS Partnerships Yahoo Group
Copenhagen Conference on Partnerships: Achieving Collaborative Advantage

It is now widely accepted that strategic partnerships are not an option but a necessity for competitive advantage of private sector businesses and better service delivery of public sector organisations. However, ‘making it work’ is still not easy. Efforts aimed at productive and efficient collaboration in the context of cross-sector partnerships often digress into a collaborative inertia, conflicts of interest and lack of mutual trust. The Copenhagen Conference on Partnerships aims to address these problems and concerns. The objective of the conference is two-fold: 1/ enhance understanding of how partnerships function in practice and 2/ cross-fertilise research on alliances and PPPs. The Conference will take place on 30-31 August at the Copenhagen Business School and is arranged by the International Centre for Business and Politics and the Centre for Strategic Management and Globalization at Copenhagen Business School.

Deadline for registration: August 2nd 2007.
For more information visit:
http://uk.cbs.dk/forskning_viden/konferencer/partnershipconference

2007 Australasian Nonprofit and Social Marketing Conference
Social entrepreneurship, social change and sustainability

Griffith University is proud to host the Fourth Australasian Nonprofit and Social Marketing Conference on 27 and 28 September, 2007 - at our South Bank campus in Brisbane, Queensland.

Keynote speakers

- **Associate Professor Walter Wymer**
  Member, [Centre for Socially Responsible Marketing](http://www.centreforcsrmarketing.org) and Editor, [Journal of Nonprofit and Public Sector Marketing](http://www.journalofnpmsm.org)

- **Craig McGovern**
  Chief Executive Officer, [Queensland Performing Arts Centre](http://www.qpac.qld.gov.au)

The Conference will address many of the emerging issues in nonprofit and social marketing, and will be particularly relevant to marketers in government and community-based sectors, and academics and students with interests in these fields. Best Papers will be invited to submit to Special Issues of Nonprofit and Public Sector Marketing and the Australasian Marketing Journal.

Registration for the Conference is $300.00 - registration forms will be made available shortly
For more information visit:
Social Partnerships are a growing in importance around the world. Below we present a selection of partnerships between nonprofit and business. We are looking forward to your partnership news on a global, national or local level and your views on new or on-going partnerships.

*Coca Cola & the World Wildlife Fund* developed a partnership to conserve and protect fresh water resources including seven of the world’s most important freshwater river basis. E. Neville Isdell, Chairman and CEO of The Coca-Cola Company, suggests: ‘*Our goal is to replace every drop of water we use in our beverages and their production. For us that means reducing the amount of water used to produce our beverages, recycling water used for manufacturing processes so it can be returned safely to the environment, and replenishing water in communities and nature through locally relevant projects*’.


*TNT & the United Nations World Food Programme* continued their partnership for a fifth consecutive year to organise the ‘Walk the World’ movement. Unilever and other organisations joined in the partnership. The ‘Walk the World’ movement aims to create awareness, gather public support and raise funds to end child hunger. The fifth consecutive Walk took place on May 13th of this year. Hundreds of thousands of people walked on this day all over the world in support of end to child hunger. Funds that were raised went to the World Food Programme School Feeding programmes targeted at children in countries in Africa, Asia and Latin America. Source: [www.fighthunger.org](http://www.fighthunger.org).

*HSBC Bank, Earthwatch Institute, World Wildlife Fund, the Climate Group & Smithsonian Tropical Research Institute* partnered to help some of the world’s greatest cities (Hong Kong, London, Mumbai, New York and Shanghai) to respond to the challenges of climate change, create ‘climate champions’ to disseminate key knowledge and experiences, measure the effect of carbon on the world’s forests and climate change and help protect some of the world’s major rivers (Amazon, Ganges, Thames, and Yangtze). HSBC committed US $100 million to the sponsorship and implementation of the partnership and realisation of its goals.


Hence, a partnership such as the HSBC, Earthwatch, WWF and the Smithsonian Tropical Research Institute that invests $100 million aiming to measure the effect of carbon on the world’s forests and climate change in order to help protect some of the world’s major rivers might raise the profile of such projects for more banks to follow.

**HAVE YOU ESTABLISHED A NEW PARTNERSHIP?**

Would you like to share some of your partnership news?

Please send your partnership material (max.220 words) to:

**Nadejda Loumbeva,**  
Partnership News Information Officer, NBP Bulletin  
Email: nadejda_loumbeva@yahoo.co.uk  
Deadline: 30 October 2007
New Members

A warm welcome to all of the new members of the NPO-BUS Partnerships Yahoo Group on behalf of 288 partnership people! Below you will find a brief introduction for some of our new members who work on partnerships either as practitioners (working for a business or a non-profit organisation), academics or have a general interest in partnerships. If you would like to contact any of the members for projects, research or information in their area of expertise, please visit the databases section by following the link:

http://tech.groups.yahoo.com/group/NPO-BUSPartnerships/database?method=reportRows&tbl=1

Amelia Clarke, PhD Student, McGill University, Canada
Amelia is a PhD student at McGill University (Canada), studying cross-sector collaborative strategic management; specifically regional sustainable development strategy implementation. Amelia Clarke is the Immediate Past President of the Sierra Club of Canada and a PhD student in Strategy in the Faculty of Management at McGill University (which is located in Montreal, Quebec, Canada). She has taught in the School of the Environment at McGill University and the Faculty of Management at Dalhousie University. Her research interests include: sustainable development, corporate social and environmental responsibility (CESR), and environmental management. Her current PhD research is on cross-sector collaborative strategic management with a specific focus on regional sustainable development strategy implementation.

Amelia Clarke is also a member of the Academy of Management: Organizations and Natural Environment Division’s Membership Team, and on the program committee for the upcoming International Forum on Applied Sustainable Development (see: www.usherbrooke.ca/rvdd_eng/). Amelia was a member of the Canadian Advisory Committee to the World Peace Forum, a member of the federal government’s National Advisory Committee to the World Urban Forum III, and an advisor to the Canadian delegation during the United Nations World Summit on Sustainable Development (Johannesburg) negotiations. She has most recently consulted for the Commission for Environmental Cooperation, the J.W. McConnell Family Foundation, the Canadian Environment Network, and Elements International. Perhaps best known for founding and being the first National Director of the Sierra Youth Coalition, she is most proud of launching their sustainable campus program which is now active on more than 50 university campuses, and her successful efforts to help influence the creation of 10 new protected areas in New Brunswick, Canada; both of which involved multi-stakeholder partnerships.

Prof. Joe Galaskiewicz, University of Arizona and UCLA, US
Joe is a Sociology professor at the University of Arizona and a fellow at the Centre for Civil Society at UCLA. He has done work on ties between government agencies and nonprofits and corporations and nonprofits in the U.S. Joe is particularly interested in the context of these partnerships and the institutional logics that govern their formation, implementation, and success/failure. He is interested in both intra- as well as international cross-sector collaborations.

Prof. Ans Kolk, University of Amsterdam Business School, Holland, Europe
Ans is a professor at the University of Amsterdam Business School, The Netherlands (www.abs.uva.nl/pp/akolk). Her research has concentrated on corporate social responsibility and environmental management, particularly in relation to multinational corporations’ strategies, and international policy. This has involved different lines and topics of research as she describes them: ‘First, corporate social responsibility of multinational corporations, and the interaction with governments, international organisations and other stakeholders. A second line of research is environmental/sustainability/corporate social responsibility reporting, which started in 1998 with our involvement in the KPMG international survey on reporting (carried out in 1998/1999, 2001/2002 and 2004/2005). A third area is corporate responses to the issue of climate change and to the policies developed in this field. Here we have examined how multinationals have changed their strategies over time, which institutional and economic forces have shaped their responses, and how differences can be explained, between different countries, and considering different sectors. Specific attention has been paid to a comparison of US and European corporate responses by large oil and auto multinationals. Current research focuses on multinationals’ market responses that have emerged most recently alongside political (non-market) strategies, investigating types, determinants and implications.’
Mariëtte van Huijstee, PhD Student, Copernicus Institute for Sustainable Development & Innovation, Utrecht, The Netherlands, Europe
Mariëtte is a member of the Utrecht- Nijmegen Research Programme on Partnerships and she is interested in partnerships between NGOs and Businesses. More information about the research programme is available from: www.unpop.nl
She studies dialogue processes between companies and environmental NGOs. Her main research question is:  
**Do company-NGO dialogues around sustainability issues result in changes in the CSR practice of the involved company, and if so, what is the value of these changes for corporate environmental sustainability?**

Stephen DeMeulenaere, Asia Program Coordinator Strohalm Foundation, Indonesia
Stephen and his colleagues work with rural economic development programs in Java and Bali, usually in partnership with Credit Unions and micro-small enterprises. They are working to innovate new NPO-Business partnership models in order to improve the delivery of technical assistance and financing through our programs.

Nadejda Loumbeva, Geneva – Switzerland/Rome – Italy, Europe
Nadejda has most recently consulted for the United Nations World Food Programme on organisational change and knowledge management using communication technologies. In the past, she has consulted on knowledge and information management as well as on communities of practice for other UN and public sector organisations and has coordinated the implementation of a bank information system at an international bank. Her background is in psychology/human-computer interaction and she also has an MBA (International Organisations) from the University of Geneva, School of Business. Nadejda is most interested in change management/organisational change/knowledge management in the context of setting up and implementing NPO-BUS partnerships.

**HAVE YOU BEEN INTRODUCED TO THE GROUP?**
Send us a brief introduction (max.120 words) on your organisation, your role and your partnership related interests.
Email: mmayseitanidi@yahoo.com
Next deadline: 30th October 2007

**GET INVOLVED: Volunteering Opportunities**

If you are interested in volunteering for the NPO-BUS Partnerships Yahoo Group please send an expression of interest for the following position:
**Publications Chair:** reports, conference proceedings, books on partnerships (update the database twice a year with new books, publications and reports sent by the members; email members reminders in order to collect information on new publications). You will be able to add on your CV that you are volunteering for an international professional group specialising on Partnerships that represents an unstructured form of organising. For more information email: mmayseitanidi@yahoo.com

**Do you work or research Cross Sector Partnerships?**
Visit: http://groups.yahoo.com/group/NPO-BUSPartnerships/

**THE PURPOSE OF THE NONPROFIT-BUSINESS PARTNERSHIPS YAHOO GROUP:**
The NPO-BUS Partnerships Yahoo Group was founded more than 1 year ago (7th December 2006) with the aim to connect people interested in cross-sector interactions in business, non-profit organisations, local and central governments, and academia. The idea is to encourage exchange of information specific to social partnerships rather than within more general areas of interest such as corporate social responsibility, sustainability, and business ethics which provide the background that facilitate the increase of cross-sector interactions and partnerships.
Do you want to promote any academic or non-academic events, positions, books, or announce papers on partnerships or research findings? Please send your information in time for the next issue. Deadline: 30 October 2007

Your contributions to the NBP Bulletin are highly encouraged!

Best Wishes for a Relaxing Summer!
with more responsible, meaningful and joyful interactions!

A beach at Halkidiki, Greece