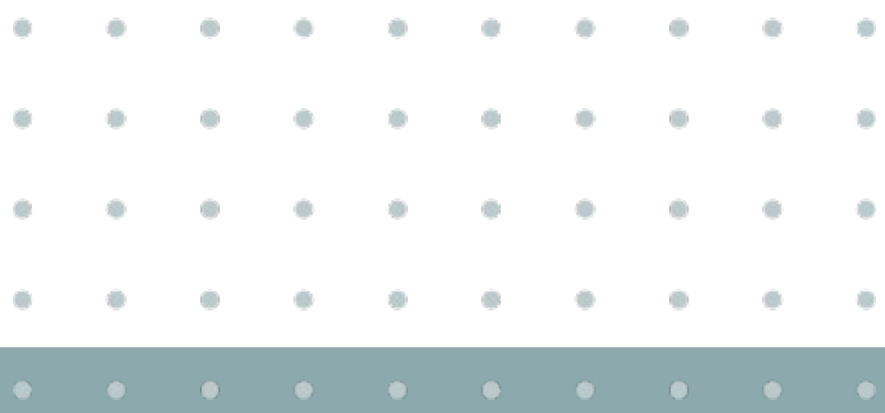


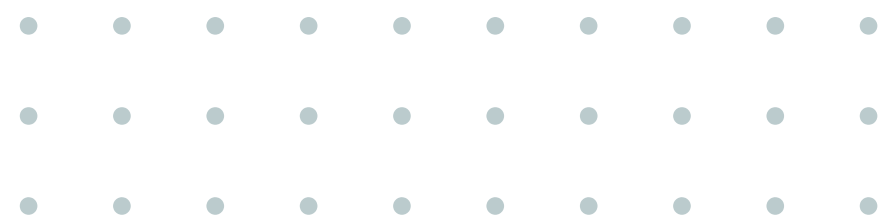


CRAFTING WIN-WIN COLLABORATIONS IN SOCIAL ENTREPRENEURSHIP

Train the trainers



The RESIST project is co-financed by the European Union (European Regional Development Fund) under the Interreg Baltic Sea Region Programme.



Interreg
Baltic Sea Region



**Co-funded by
the European Union**



RESPONSIVE PUBLIC SERVICES

RESIST

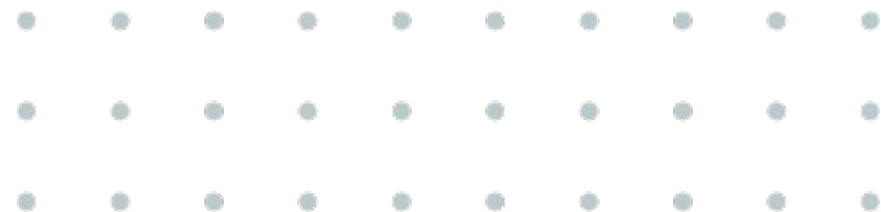


01. HOW TO GET A WIN-WIN COLLABORATION
What it is? How to find the right partner?

02. PRACTICAL EXAMPLES
What are some case studies?

03. GUIDELINES FOR A GOOD EXPERIENCE
What to do? What not to do?

TABLE OF CONTENT

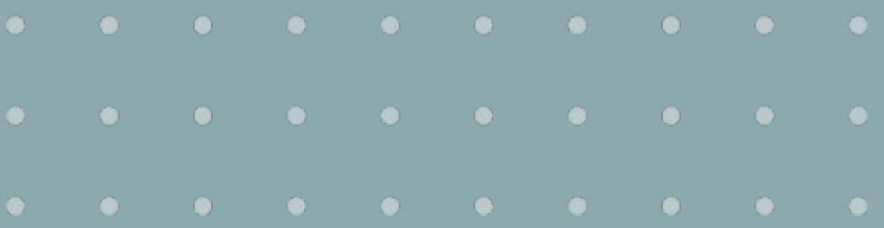


01.

HOW TO GET A WIN-WIN COLLABORATION

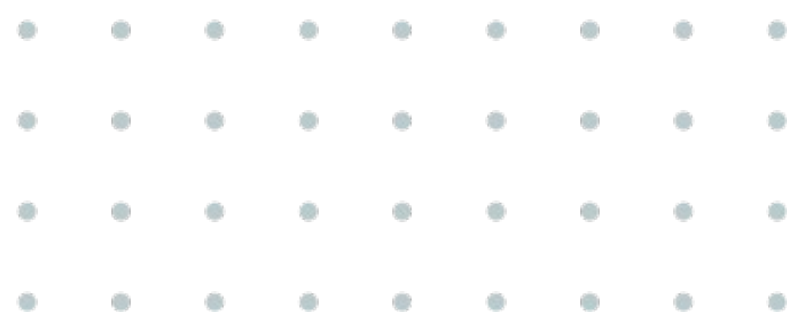
What it is? How to find the right partner?





“A "win-win" collaboration is a
cooperative arrangement
where all partners benefit
from the relationship.”





WHY WIN-WIN?

01

LEVERAGE RESOURCES

Collaborations help social enterprises access partners' resources, enabling both to gain more than they could alone.

02

SHARE EXPERTISE

Partnerships facilitate knowledge transfer and skill exchange, fostering innovation and growth in social enterprises.

03

INCREASE CREDIBILITY

Collaborations with established organizations can boost credibility, enhancing public trust and attractiveness to investors.

04

RISK MITIGATION

Risks can be shared and managed, making ventures less uncertain and more resilient, particularly beneficial in high-risk projects.



Alignment with Your Goals

The collaboration should align with and support the larger goals of your social business. This means that it should contribute to your enterprise's values and mission.



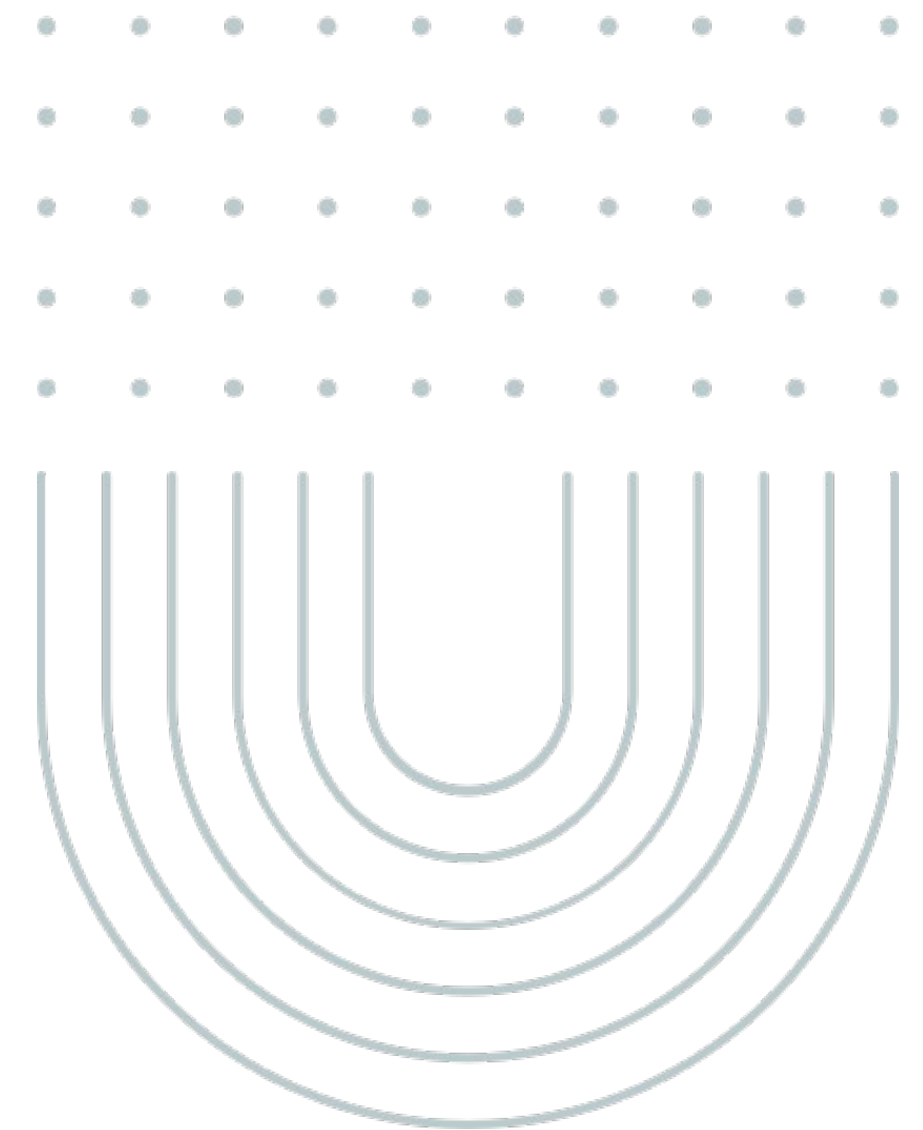
Partner's Resources and Capabilities

A potential partner's resources and capabilities should complement your enterprise's needs. This could be financial resources, human skills, technology, or market access.

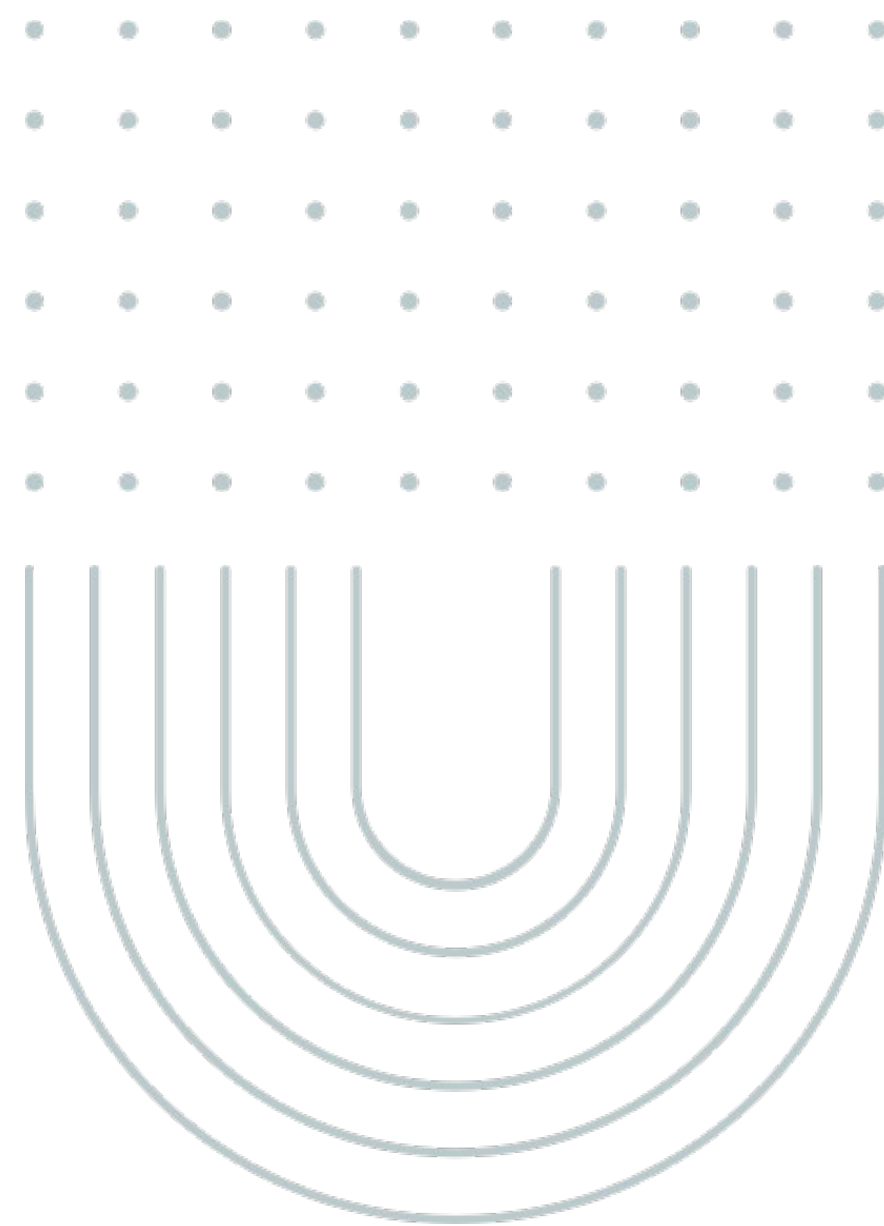


Shared Objectives and Benefits

When choosing a partner, it's crucial to ensure that both parties share common objectives and that the collaboration offers mutual benefits.



CHOOSING COLLABORATION

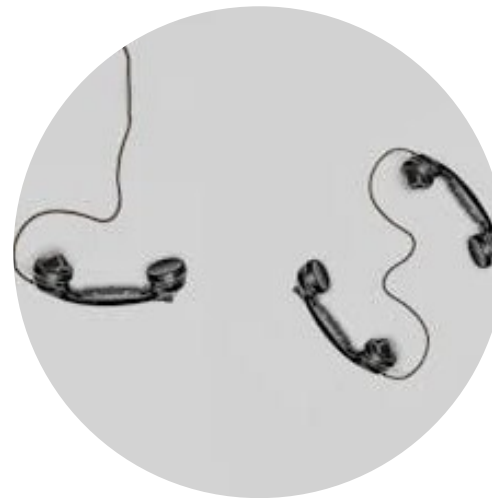


NEEDED IN A COLLABORATION



Commitment

Both partners should be committed to the collaboration and the shared social mission. This commitment includes allocating necessary resources, time, and effort.



Communication

Open and regular communication is key to understanding expectations, discussing progress, and addressing issues. It ensures transparency and helps to build trust.



Trust

Trust is the foundation of any strong partnership. Each party must have confidence in the other's integrity and ability to fulfill promises.

MAPPING POTENTIAL PARTNERS



Step 1 - Identification

Start by identifying critical stakeholders that you are already connected to or that you aim to connect with.



Step 2 - Categorization

Categorize these stakeholders based on their roles: partners, funders, advisors, etc.



Step 3 - Analysis

Analyze each member's influence, resources, and relevance to your social business.



Step 4 - Link Establishment

Establish the links between these stakeholders and your social business. This could be current or possible partnerships, mentorship, funding relationships, etc.

EVALUATING POTENTIAL PARTNERS



Mission Alignment

The potential partner's mission should align with yours. A shared mission ensures common ground and mutual understanding.



Capabilities

Evaluate the capabilities of the potential partner - their skills, expertise, and resources. These should complement your enterprise's abilities and needs.



Reputation

A partner's reputation can impact your business. A well-regarded partner can enhance your credibility, while a poor reputation can harm your enterprise.



Potential Synergies

Look for potential synergies - areas where you can work together to achieve more than you could individually. This could be joint projects, shared markets, or resource pooling.

02.

PRACTICAL EXAMPLES

What are some case studies?





STORY OF IMPACT DAY & SEB

Impact Day & SEB have had a successful “win-win” collaboration for two years in a row and continuing it.

Let's look into how it came to life.



Impact Day is Baltic's & Nordic's biggest sustainability festival, operating as a social business.



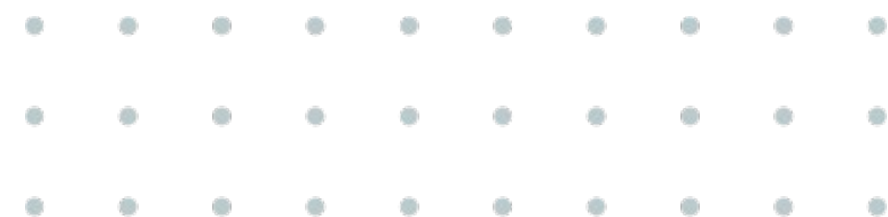
SEB is a universal bank, offering full financial services to large, small and medium-sized companies, the public sector and private individuals.

HOW IT STARTED

Impact Day began its operations in 2022 and wanted to have like-minded partners who would lead the way in sustainability topics.

So they compiled a list of companies who had been recognized for their efforts and/or dealing with the topic publicly.

SEB was one of those.



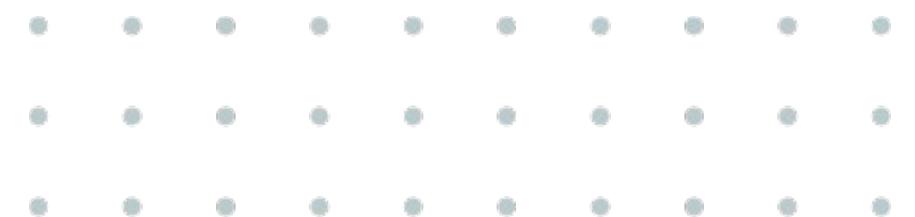


GETTING TO “WIN-WIN”

As one of the team members had already had a contact in SEB, he reached out and arranged a video meeting.

First, they agreed that they had a common goal - to make sustainability a normality.

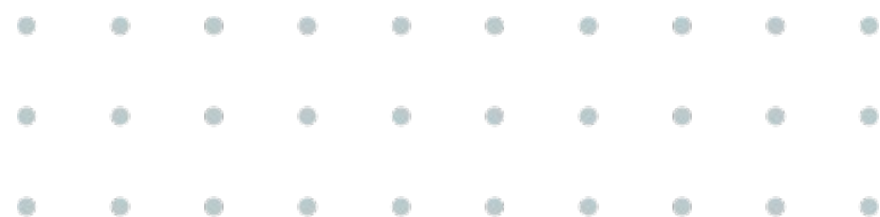
Through the calls, they then evaluated what things SEB would like to achieve, but would need help for, and vice versa.



KEEPING THE GOOD FLOW

From the results of the calls, Impact Day agreed to help SEB reach a larger audience to position itself as a brand that deals with sustainability & SEB in return supported financially and with spreading the word about the festival.

Thanks to a good experience, SEB & Impact Day have decided to continue their collaborationship.





ringo

Ringo's mission is to eliminate disposable packaging waste by developing an open platform for reusable packages.

● itella
SmartPOST ●

Itella Smartpost is an international logistics company.

STORY OF RINGO ECO & ITELLA SMARTPOST

A good example of how to combine your expertise and gain value from it.

Together they established a project called "Tango" - the first e-commerce packaging circulation system.



STORY OF FITLAP & PEETRI PIZZA

How one brand can help another
and vice versa -

Fitlap & Peetri Pizza devised two new pizzas and kinds of pasta to Peetri Pizza's menu that would be healthy and align with Fitlap's recommendations.

Fitlap

Fitlap is a virtual diet plan that helps people lose weight and teaches them how to eat healthily.



Peetri Pizza is a franchise chain of nearly 50 pizzerias in Estonia.

03.

GUIDELINES FOR A GOOD EXPERIENCE

What to do? What not to do?





HOW TO BUILD RELATIONSHIPS?

INVEST IN IT

Spend time getting to know your partners. Strong relationships are the foundation of a successful collaboration.

FOSTER RESPECT

Respect each partner's expertise, perspectives, and contributions. This encourages open dialogue and fruitful cooperation.

PROMOTE CULTURE

Cultivate a culture that values collaboration, embraces diversity, and promotes shared decision-making.





HOW TO MAINTAIN MOMENTUM?

CELEBRATE

Celebrate shared successes and milestones to foster a sense of accomplishment and reinforce the collaboration's value.

LEARN

Treat the collaboration as a learning journey. Reflect on experiences, learn from challenges, and continually strive to improve.

RESOLVE

Disagreements are natural. Address them openly and constructively, and seek mutually beneficial resolutions.



CLEAR COMMUNICATION

Transparency and open dialogue foster trust and ensure all parties are aligned throughout the partnership.

MUTUALLY BENEFICIAL TERMS

Ensure that all parties derive value from the collaboration to maintain engagement and commitment.

WHAT TO DO

HAVE A SHARED VISION

Collaborations are more productive when all partners share a common goal and vision.

ENGAGE REGULARLY

Regular engagement keeps stakeholders informed and invested in the collaboration.

IGNORE THE POWER DYNAMICS

Power imbalances can undermine collaboration; and ensure all parties have equal say and participation.

UNDERESTIMATE TRUST

Building trust takes time, but it's the foundation of any successful collaboration.

WHAT NOT TO DO

SKIP THE AGREEMENTS

Clearly outline roles, responsibilities and expectations to avoid disputes.

ASSUME STATIC DEVELOPMENT

Goals and objectives can evolve over time, ensuring regular alignment check-ins.

04.

PRACTICAL PART

(Mapping YOUR potential partners and
collaboration TODAY)



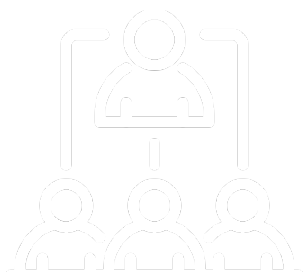
PRACTICAL PART: MAPPING YOUR POTENTIAL PARTNERS (1)



Step 1 - Identification

- Who would You like to collaborate with?
- Why would You like to collaborate with them?
- Why would they like to collaborate with You?

- What is Your united mission?
- Who are the critical stakeholders that you are already connected to?
- Any important networks of communities that You should
 - - belong to before the collaboration?
 - - ask advice from?



PRACTICAL PART: MAPPING YOUR POTENTIAL PARTNERS (2)



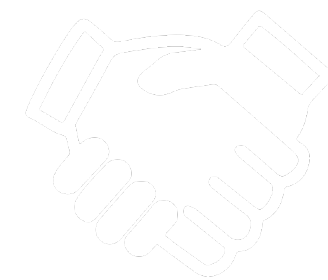
Step 2 - Categorization

Please categorize these stakeholders based on their roles. Are they:

- partners,
- funders,
- advisors; also business support organizations and networks.

Describe their (and your):

- skills,
- expertise,
- resources.



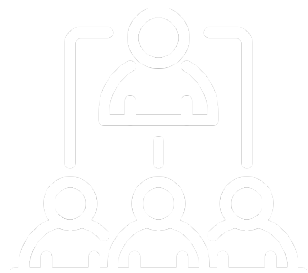
PRACTICAL PART: MAPPING YOUR POTENTIAL PARTNERS (3)



Step 3 - Analysis

Please map and think about the potential

- influence;
- outcome;
- resources needed and provided;
- relevance to Your business;
- relevance to their business.



Describe the potential outcome

- Joint projects?
- Shared markets?
- Resource pooling?

PRACTICAL PART: MAPPING YOUR POTENTIAL PARTNERS (4)



Step 4 - Link Establishment

Please make a communication plan concerning contacting

- Current or possible partners,
- mentors,
- funding relationships, etc.

- Set the deadline!

REMEMBER:



Mission Alignment

The potential partner's mission should align with yours. A shared mission ensures common ground and mutual understanding.



Capabilities

Evaluate the capabilities of the potential partner - their skills, expertise, and resources. These should complement your enterprise's abilities and needs.



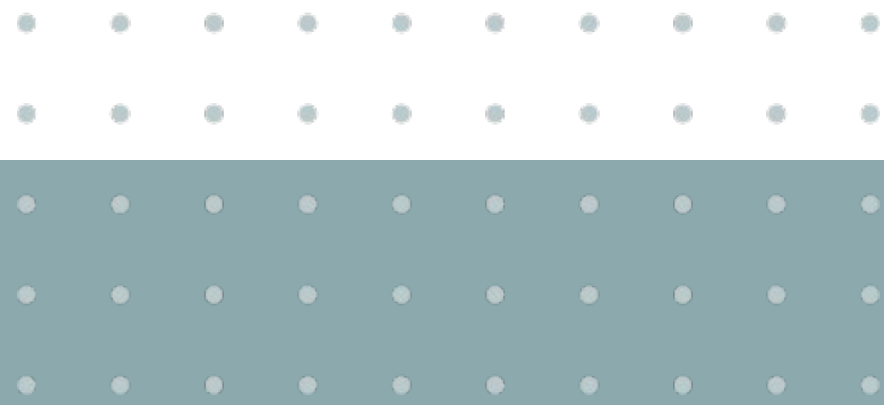
Reputation

A partner's reputation can impact your business. A well-regarded partner can enhance your credibility, while a poor reputation can harm your enterprise.



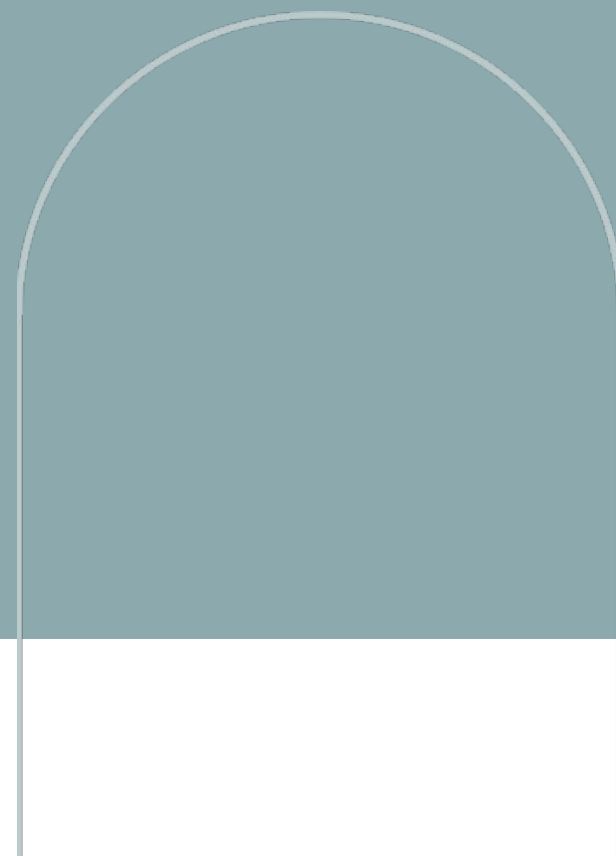
Potential Synergies

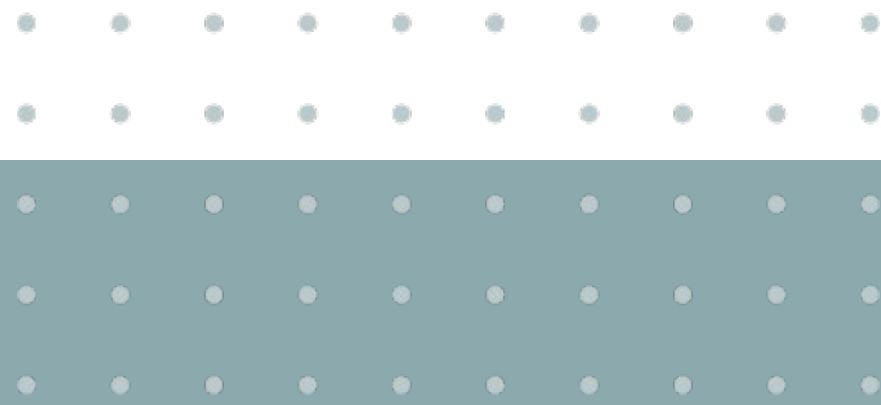
Look for potential synergies - areas where you can work together to achieve more than you could individually. This could be joint projects, shared markets, or resource pooling.



SHARING COLLABORATION PLANS

(in pairs or in groups)





THANK YOU

What questions do you have?

