

ACCO Climate Leadership Summit

November 8-9, 2010 | Hyattsville, Maryland

Marriott Inn & Conference Center, University of Maryland University College  
(The nation's first LEED certified conference center)

## **ROUNDTABLE NOTES**

### **Track 5: Government**

#### **Session 2: Developing Partnership Programs with Industry, Academia and the Non-Profit Community**

Moderators: Kerry Kelly, Leslie Cordes, Susan Wickwire, Justin Yuen

#### **Takeaways:**

Attributes of partnerships that are crucial to success:

- Leveraging partners' capabilities to achieve a mutually desired goal
- Identifying and pursuing goals that would not otherwise be attainable
- Monitoring and evaluation (short-term and long-term) ... continuous check-in and feedback
- Will not work if parties aren't engaged long-term and if interests/goals aren't aligned
- Pair uncommon organizations with complimentary resources
- Understanding tradeoffs (activities lost due to time and resources being devoted to partnerships)
- Managing expectations, including clear communication and establish ground rules up front
- Establishing a shared vision and trust

Least success has been where groups like each other but there isn't a clear sense of how spending the time to partner would be better than one of the parties just doing it alone.

Within sectors, identifying areas where "coopetition" can develop enabling competitors to collaborate on areas of mutual interest.

#### **Next Steps:**

Form working group to establish best practices on forming and managing partnerships programs, with a particular focus on:

- Developing two-way communication and information flow strategies
- Measuring quality vs. quantity
- Defining scope of partnership (casual collaboration vs. legally binding, etc.)
- Identifying appropriate participants (organizations, individuals within organizations, etc.)
- Establishing benchmarks for success and updating/modernizing them

Leverage ACCO's CCO Connect forum as a tool for identifying and incubating prospective partnerships