c&e Advisory

Corporate-Non-Profit Partnerships Barometer 2024

Top 10...

1. New EU corporate reporting directive poised to impact cross-sector partnering

88% of corporates and non-profits anticipate that though aimed at businesses, the EU Corporate Sustainability Reporting Directive will impact partnering across the sectors...

2. Divergence between corporates and non-profits over funding modalities

...but there's a mismatch of expectations on likely impact on funding modalities: 80% of corporates say it's unlikely / highly unlikely that they will provide non-earmarked funding in future; 56% of NPOs expect that companies will provide unearmarked funding to them

3. Evolution, not revolution, on use of AI in partnerships

Only 33% of all respondents (cf. 20% in 2023) plan to apply generative AI in any aspect of their partnership delivery in the next 12 months. Whilst the trend is upward, conversion to use of AI in partnerships appears to be more gradual than radical.

4. Corporates seek credibility & non-profits seek funds

Almost all corporates (89%) cite enhancing reputation and credibility as the main reason to partner. Almost all NGOs (95%) say access to funds is their main reason to partner

5. Partnerships are effective – beyond credibility building

97% of corporate and 90% of non-profit respondents believe very strongly that their partnerships have helped corporate partners to deepen their understanding of the societal / environmental issues. Significantly, 78% of corporates and 69% of non-profits believe partnerships have helped corporate partners to change business practices for the better

6. Non-profits are thinking more holistically on ESG

61% of corporates and 66% of non-profits believe the latter now have holistic environmental, social, and governance (ESG) plans and frameworks in place – a big improvement year-on-year

7. Tesco-CRUK-BHF-Diabetes UK is most admired partnership

1st

The most admired partnership remains a multi-lateral winner with the Tesco, Cancer Research UK, British Heart Foundation, and Diabetes UK health-based partnership retaining its status from 2023

8. Partnerships to become more important

Cross-sector partnerships predicted to become more important - 84% of corporates and 85% of non-profits believe that partnerships will become more, or much more, important over the next three years

9. Investment in partnerships will rise

Investment in partnerships is expected to increase over the next three years – 73% of corporates and 75% of non-profits believe that such investment will either increase, or increase significantly, over the medium term.

10. Partnerships will continue to evolve significantly. Key trends include:

1. Deeper integration of ESG and partnership into business strategies
2. Greater focus on resilience and sustainability
3. Multi-stakeholder collaborations to address complex challenges
4. Increased use of tech
5. Emphasis on transparency and accountability

15 years

of the C&E Advisory
Corporate – Non-Profit Partnerships Barometer

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Data based on a survey of 122 leading internationally leading companies and well-known non-profit organisations. Report co-authored by generative AI