

01 Cost of living crisis

will have big impact

The cost of living crisis is significantly affecting (or is set to affect) the ways in which partnerships deliver; 87% of companies and 86% of NGOs report this major issue to feature strongly or moderately in their cross-sector partnerships. Two-thirds of corporates and NGOs identify the need to access hard-to-reach or low-income beneficiaries, and almost all NGOs (95%) identify the need to raise funds and generate resources, as key ways in which partnerships can help address the crisis.

02 Ukraine war

impact is patchy

Over half of all organisations report no impact from the war...But contradictory experiences are revealed for others. Whilst 29% of corporates believe the war has had a positive impact on their partnerships, or is likely to, 33% of NGOs view the war as having a negative effect on their partnerships.

03 NGOs need cash

Almost all NGOs (95%) say access to funds is the main reason to partner.

04 Corporates need

credibility

Almost all corporates (97%) say enhancing their reputation and credibility is the main reason to partner.

05 Partnerships help

corporates to understand

issues – and (sometimes)

change behaviour

Notwithstanding 3 and 4, almost all partnership practitioners (97% of corporates and 92% of NGOs) believe that partnerships have helped corporate partners to enhance their understanding of the societal / environmental issues their partnerships have been designed to address. Also, 43% of corporates, and 54% of NGOs think that partnerships have helped businesses to change their practices for the better.

TOP TEN STATS

06 Corporates think

more strategically

Corporates generally see partnerships as strategic and problem-solving – addressing core, mission-relevant or purpose-led issues in ways that create value for society – with 55% believing this to be the case, and another 33% aspiring to it. Only 35% of NGOs believe their partnerships reflect this strategic stance.

07 NGOs should

think more holistically

Only a quarter of corporates and 48% of NGOs believe NGOs have holistic environmental, social, and governance (ESG) plans and frameworks in place.

08 Tesco-WWF is the most

admired partnership

Tesco and WWF joined forces in November 2018 on different initiatives to make the food Tesco offers more sustainable. This year, for the first time, the partnership was acclaimed as the Most Admired, having been runner-up in both 2020 and 2021.

09 Partnerships will take

on greater importance

Cross-sector partnerships are likely to become more important to both companies and NGOs; 93% of NGOs and 82% of corporates expect partnerships to become more, or much more, important over the next three years, whilst no practitioners anticipate any decline. The pressure on companies to demonstrate societal consideration in their business practices is the main reason for this expectation, with 93% of NGOs and 85% of corporates citing this.

10 Investment in

partnerships will rise

Four-fifths of all companies and non-profits expect to increase, or increase significantly, their investments in partnerships over the next three years.