

1. AI enters partnering arena - important for research but not yet delivery

72% of all respondents think AI will play an important, or very important role in research in the year ahead – but only 19% of non-profits and 24% of corporates expect to apply AI to partnerships over the year

2. Partners step up response to cost-of-living crisis

An overwhelming majority of corporates (90%) and nearly all non-profits (97%) report that cost-of-living considerations feature strongly or moderately in their planning and delivery of their purpose or mission – whilst two-thirds of all respondents identify the need to access hard-to-reach or low-income beneficiaries as a key partnership role

3. Corporates need credibility

Almost all corporates (89%) say enhancing reputation and credibility is the main reason to partner

4. Non-profits need cash

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

5. Partnerships help corporates to understand issues – and to change their behaviour

Ninety-two percent of corporate and 95% of non-profit respondents believe very strongly that their partnerships have helped corporate partners to deepen their understanding of the societal / environmental issues. Significantly, 72% of non-profits (an increase of 18% from 2022) believe they have helped their corporate partners change business practices for the better

6. Non-profits are thinking more holistically

42% of corporates and 68% 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

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



The most admired partnership is a multi-lateral winner with the Tesco, Cancer Research UK, British Heart Foundation, and Diabetes UK health-based partnership gaining most votes from peers

9. Partnership is to become more important

Cross-sector partnerships are likely to become more important – 86% of corporates and 84% of non-profits believe that partnerships will become more, or much more, important over the next three years

7. Non-profits are thinking more strategically

Previous Barometers have shown corporates ahead of non-profits in describing partnerships as deep and problem-solving that address core, mission-relevant or purpose-led issues in ways that create value for society. This year, non-profits are almost at par with corporates in now saying this is the case – while 48% of non-profits and 45% of corporates aspire to this position

10. Investment in partnerships will rise

Investment in partnerships is expected to increase over the next three years – 88% of corporates and 82% of non-profits (the latter figure up significantly from 2022) believe that such investment will either increase, or increase significantly, over the medium term. No respondents expect to see a decrease in investment to 2026

Data based on a survey of 166 leading internationally leading companies and well-known non-profit organisations