



Getting to collective action - experiences from the Water Futures Partnership

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MIND THE GAP!

Collective
action

Local
operations

Other local
businesses

Local
Governments
/agencies

Local NGOs

Preparation for collective action...

1. **Prepare** for the long-haul, and get partnership training before you start – this is definitely not business as usual!
2. **Understand** where you want to work and why you want to work there – there has to be a **business case** and **don't pick the basket case first!**
3. Conduct a **capacity assessment globally and locally** – human, financial and expertise
4. Think about the **incentives and disincentives** for your local colleagues – get real and plan your discussions. **Local buy-in and champions are fundamental** – you can't run this from London!
5. **Engage your local colleagues** to understand their needs and issues, communicate your ideas and see if you can get them excited. **WARNING!** They might be highly cynical about engaging with government, NGOs and other businesses. **Develop first steps they are comfortable with.**
6. Conduct a short local assessment together to **better understand the issues**, how **complex/fixable** the situation is, **stakeholders** and **potential partners** to meet their needs.

Preparation for collective action...

8. **WARNING!** If there are no appropriate local partners, strongly consider what you are getting yourself into.
9. Together, with your local colleagues, **approach partners to establish if there is shared interest, available resources and added value of working together.** Consider resourcing your partners if appropriate.
10. **Plan objectives, roles and responsibilities, activities and financial contributions together.** An agreed governance structure is critical.
11. **Engage public sector stakeholders early on** to understand their perceptions, priorities, to set expectations and see if there is **opportunity to collaborate.** They will not buy in to your studies or your partnerships unless they feel they have been adequately involved, and you don't want them to see you as a threat.
12. **Jointly conduct a risk/risk mitigation assessment.** What is going on in your watershed? What are the shared risks and hotspots? Who are the key actors and what are their perceptions? What are the risk mitigation options? What is the business case? How much should be invested?
13. Jointly develop an **action plan, target list, partnership concept, club rules** and a **face for the partnership.** Think about investing in a **secretariat** and **training** for how to run such a partnership.

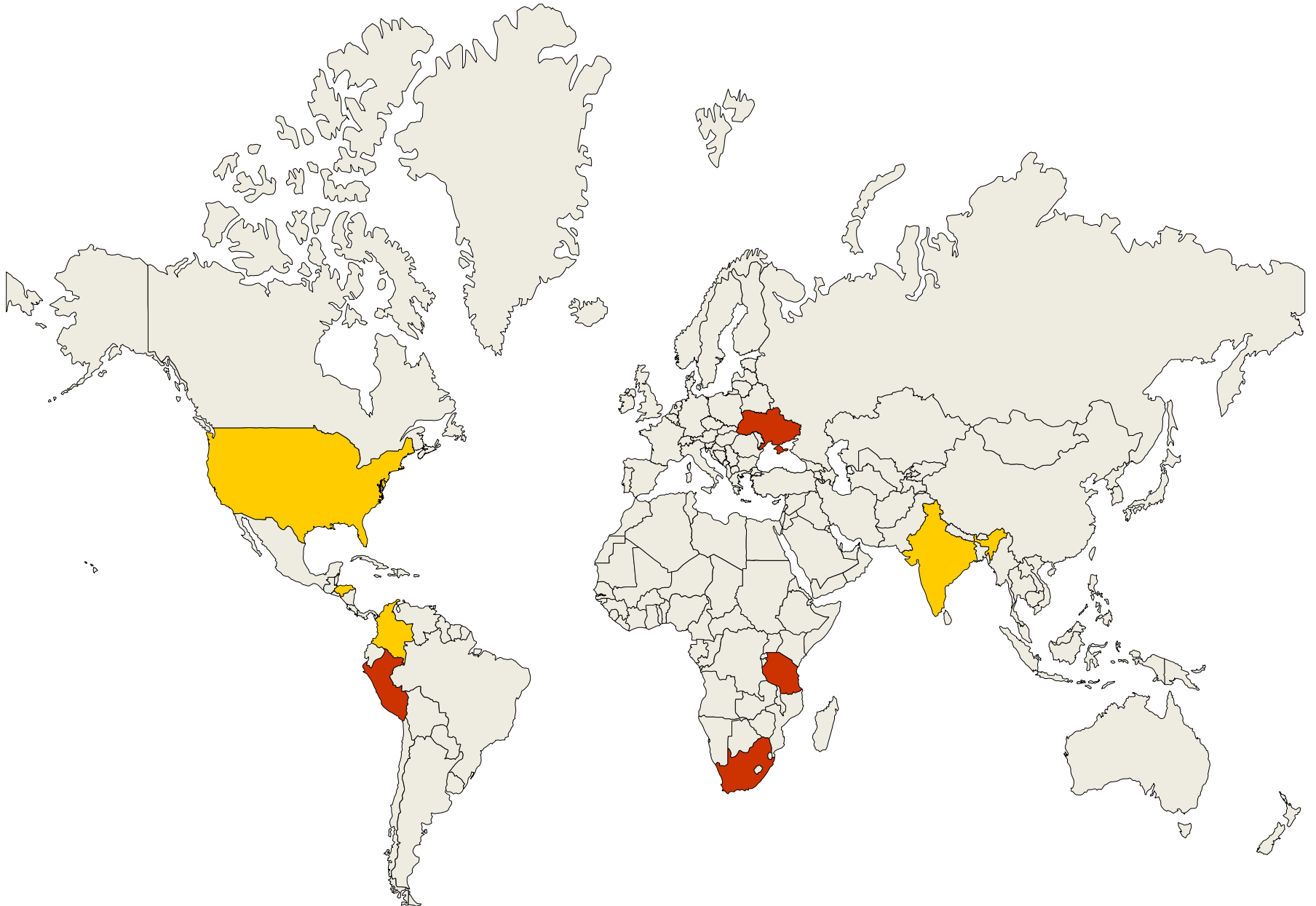
Nearly there...

- 12. Invite in new partners who share the same risks or interests.** Help them establish their business cases if necessary and be willing to **take on board their priorities.**
- 13. Establish a joint MoUs.** Revise contributions, governance structures, activity plans, messaging etc.
- 14. Begin collective action!**

Timescales?



The Water Futures Partnership:





Steering and Monitoring Partnerships with the Private Sector (SMP)

Guidelines for Deutsche Gesellschaft
für Technische Zusammenarbeit (GTZ) GmbH

The Partnering with Governments Navigator



Building effective collaboration with the public sector in Africa

develoPPP.topic

Attention: New ideas competitions +++ Dates of submission: 15.5.11 - 30.6.11 +++

+++ Attention: New ideas competitions +++

Water /Wastewater

Water is vital for development. Water supply and wastewater management are essential to human health and decent living conditions. There is a substantial need for technology transfer in this sector – for example in the operation and maintenance of technical facilities, hygiene education, establishment of water outlets and management training. It is not just companies operating in the water sector that can contribute to the responsible management of water resources. By adapting their production processes, companies in other sectors can also play their part.

[Entry form for the submission of proposal \(external link to GIZ\)](#)