Building Effective Partnership Programs for Sustainability

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Opening Words of Wisdom

“Watch out for the endangered pandas in China”

-- Carlie Sylvan, 4 years old
Energy Star programs

EPA Partnership Programs
(partial list of the 55 programs)
EPA Partnership Programs

Guidelines for Measuring the Performance of EPA Partnership Programs

Links in the chain

1. Build partnership-centered team
2. Define problem & measure of success strategically
3. Select target audience strategically
4. Understand targets well – what they value and why
5. Develop strong value proposition
6. Build and stick to compelling brand position and communications strategy
7. Coordinate effectively/build strategic coalitions
8. Measure & report progress
9. Evaluate & refine
Overview

• Building a Team
• Defining the Problem
• Selecting Target Audience
• Building Value Proposition

Take-away messages

Some key ingredients in the “Secret Sauce”
(to make a significant sustainability difference in a world of very limited sustainability resources)

1. Build an entrepreneurial, outwardly-focused, partnership-centered team including not just traditional issue-specialists, scientists and analysts
2. Define issue and measure of success to maximize leveraging potential
3. Select target audience through a process to maximize partnership leveraging potential
3. Develop a strong partner-centered value proposition
Build partnership-centered team

Define problem
Define problem
Select target audience

[Image of tractors and a man]

BENYE Tractors: TRacked for Delivery!

Select target audience

[Diagram showing the supply chain from power plant to household]

[Text box: State/local govt., NGOs, households, consumer]
Select target audience

1. Consider potential decision makers, influencers, communications channels
2. Evaluate “bang for the buck” – opportunity to leverage EPA resources
3. Investigate leveraging potential of targets
4. Understand targets well to verify their potential
5. Test out this leveraged intervention point
6. Stay focused on highest leveraging point

Define business case/ value proposition

The more value the program offers the partner …
the more you can ask in terms of environmental improvement
-- ancient partnership program proverb
Define business case/value proposition

- Current activities
- Desired action steps
- Benefits of their current activities
- Barriers to taking desired action steps
- Benefits/incentives of desired action steps
- Benefits/incentives/barrier removal could come from 3rd parties
- The deal
Additional resources

- EPA Guidelines
- Profiles of Success Partnership Programs
- Social Marketing