

P2Rx Partnerships

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Submitted by WMRC

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P2Rx Partnership Subcommittee

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MISSION STATEMENT:

P2Rx is a national network of regional centers that is working to provide access to quality pollution prevention information, research and expertise.

BACKGROUND:

A partnership is defined as "A deliberate blending of capacities for the continuous mutual benefit of involved parties," (Bell and Shea 1998). Partnerships are emerging at increasing rates across all facets of business and organizations throughout the world. Partnerships can increase the ability of the involved parties to leverage resources, extend their reach, and decrease duplication efforts.

Given the environment in which P2Rx operates, the National Network (P2Rx) can more effectively deliver on its mission by working together with partner organizations. Several Regional Centers have already formed such partnerships. The following document is a guide for P2Rx Centers and potential partners to define and facilitate mutual benefits and deliverables.

BENEFITS OF P2Rx

- Access to an established, effective network of electronic and personal contacts with local, state, and federal pollution prevention expertise
- Access to websites, targeted listserves, and other sophisticated electronic vehicles that increase availability of pollution prevention information
- Links to partner organizations with expertise in environmental compliance, regulations and technical assistance
- Access to routine vehicles for face-to-face meetings, such as regional pollution prevention roundtables
- Access to selected, peer-reviewed, pollution prevention information resources and clearinghouses with standardized bibliographic references and quality control, maintained by regional centers
- Access to calendars of events on regional and national pollution prevention and related activities
- Access to rapid response services that provide timely, customized information on a wide range of issues related to pollution prevention
- Use of standardized formats to facilitate information exchange. A standard-

setting process to improve adoption of new standards and practices for compiling, organizing and sharing information efficiently

- Access to Pollution Prevention News from regional sources, populated by regional centers

BENEFITS OF THE P2Rx PARTNERSHIP

The benefits of partnering with P2Rx may include:

- Increased resource access
- Market access at the regional and national levels
- Leveraging of funding
- Knowledge sharing
- Expert review of pollution prevention information
- Heightened level of credibility
- Decreased duplication of efforts
- Standardized information sharing and dissemination
- Shared recognition of current and future projects

NATIONAL PARTNERSHIP DEFINITION

P2Rx is interested in forming national partnerships where programs, resources, and name recognition will help expand and promote P2Rx. P2Rx is interested in partnering with national organizations whose mission and values coincide with those of the National Network. By extending P2Rx's outreach and mission, new venues and partners will emerge that ultimately help P2Rx fulfill its role as a seamless information network.

A P2Rx partnership is one in which defined deliverables are the desired outcome of the relationship. The deliverable must have some pollution prevention component to it. The partnership is limited in scope and length by the expected outcome. The driving force in the partnership is the deliverable that the venture is trying to accomplish. Once established, the subcommittee to which the corresponding project is related and the P2Rx Program Manager will manage the partnership.

MECHANISMS TO ENTER INTO PARTNERSHIPS

Partnership Proposals Initiated by Outside Entities

Outside entities interested in entering into a partnership with P2Rx should do so by contacting the P2Rx Program Manager or one of the Regional Centers. Proposals will be forwarded to the P2Rx Partnership Subcommittee who will check proposals for conformance with the guidance provided in this background document. Upon review of proposals, the Subcommittee may go back to proposers for clarification or modifications

as deemed appropriate based on the guidance outlined in this document. Once accepted by the Subcommittee, proposals would be put forward to the Regional Centers for a vote to accept or reject the proposal. Regional Centers may elect to send the proposal back to the Subcommittee for further modification and resubmittal.

Partnership Proposals Initiated by the National Network (P2Rx) or by an Individual P2Rx Center

Partnership proposals may also be initiated by one or multiple P2Rx Centers or by the Network as a whole.

For partnerships initiated by one or more Centers, but not the entire Network, the interested Centers will develop a proposal and submit this proposal to the Partnerships Subcommittee for review. The Subcommittee will check to see that the proposal is in conformance with the guidance provided in this background document. If not, the Subcommittee will identify the areas of non-conformance for the proposer(s) and ask that they modify the original proposal and resubmit it. If the proposal is in conformance with the guidance, the Subcommittee will submit the proposal to the Regional Centers for a yes or no vote to pursue the proposal. If the proposal does not pass, the proposer(s) may choose to modify the proposal based on the input received from dissenting Centers and resubmit the proposal to the Partnership Subcommittee.

For proposals initiated by the network as a whole, the Administrative Group will identify who they would like to partner with and what the defined deliverable is they would like to get from the partnership. The Administrative Group will also define what role the P2Rx Centers and the P2Rx Program Manager will play in the partnership. With this information, the Partnership Subcommittee will draft a proposal and submit it to the Regional Centers for a vote to accept or reject the proposal. If the proposal is rejected, the Regional Centers may elect to send the proposal back to the Subcommittee for further modification and resubmittal.

"The most successful "organizations" today are ever-shifting, temporary or, at most, semi-permanent strategic alliances..."

-Tom Peters

ROLES AND EXPECTATIONS OF PARTNERS

Any successful partnership must be maintained actively and personally so that trust, honesty, and integrity evolve as the foundation of the partnership. For the sake of communication and the ongoing relationship, partners are asked to meet some subset of participation criteria such as adopting a common information exchange format and contribution of resources to joint efforts of P2Rx projects. The partner would be invited to joint conference calls, meetings, and mailing lists, where appropriate, to discuss specific project work and progress.

A written document, derived from the partnership proposal, will outline expectations of the partnership and will define the vision and goals of the project. The written document will include goals, values, specific responsibilities, and commitment of resources, specified methods of communication, and a designated partner spokesperson for the project. The partner is granted use of the P2Rx logo and marketing materials as well as the expectation of endorsing P2Rx.

USE OF RELEVANT INFORMATION STANDARDS

Standards for information exchange are vital in executing and recognizing the relationship between P2Rx and partners. Standards are implemented to speed the exchange of information and resource content and ensure that quality information is exchanged. To the extent standards are relevant to the partnership, partners will use the standards as defined in the partnership proposal.

EXAMPLES OF DELIVERABLES TO PARTNER ON

Below are a few brief examples of projects that the National Network would like to partner on. This list is not intended to be exhaustive, and the Network is open to any and all partnership proposals.

- Information Dissemination
- Information Collection
- Content Sharing
- Content Development
- Marketing

CONCLUSION

Partnerships are hard won through relevant purpose, careful choosing of partners, cautious courtship, and constant toil (Bell and Shea 1998). Successful partnerships require a significant commitment from both organizations and P2Rx partnerships will be formed with those that share the Networks commitment to partnering. By defining expectations, continuously communicating, keeping agreements and honoring our partners, P2Rx is paving the way for building successful relationships and projects.

References:

H. Shea and C. Bell, *Dance Lessons: Six Steps To Great Partnerships in Business and Life* (Berrett-Koehler, San Francisco 1998).

J. Arsenault, *Forging Non Profit Alliances* (Jossey-Bass, San Francisco 1998).

Drop out voting

What do we want to see in MOU

How do we want it defined

Who's going to sign off on it? Program manager

What are the roles, responsibilities and expectations? Who owns something at the end of development. Credit or recognition, distribution issues, maintenance issues, web standards, QA/QC procedure, training of personnel, travel, meetings/conference calls, who's the lead needs to be spelled out. Have one center director listed in MOU as project leader.

How long does it last?

How do we get out of it?

Funding – one center can take the lead and subcontract it. May need an internal procedures document. Project by project basis, Initially with exec committee, and lead center if there happens to be one, then following full approval of P2Rx centers

Let exec committee decide to bring it forward

These are just agreements, not contractructural.

Feedback for exec committee – need to communicate back to the full group. Internal doc for exec committee