



P·ACT

PARTNERSHIP ACTIVATION TOOL

Partnership Activation Tool (P-ACT)

A dialog tool to catalyze critical partnership conversations

Despite a strong and growing consensus on the importance of partnerships involving corporations, social ventures, NGOs, and government agencies to achieve and scale up social innovation, practitioners from within these organizations struggle to effectively initiate, manage, and grow such collaborations successfully.

In 2017, the Practical Impact Alliance convened a working group to review the growing body of knowledge generated around this topic, and explore the barriers and enablers of social impact partnerships.

Co-led by MIT D-Lab, Intellectap, and Blood Orange, the working group developed P-ACT, a dialog facilitation tool that fosters open and constructive dialogue among practitioners during the partnership activation phase.

Four partnership dimensions of P-ACT



What Is This?

P-ACT is a practical tool for building more effective and sustainable partnerships.

Developed for practitioners seeking to engage in hybrid, social impact partnerships, the P-ACT card deck is organized along four critical, but often neglected, partnership dimensions:

- **Partnerships Goals:** Developing alignment & coherence
- **Culture:** Building awareness & shared values
- **Risks & Benefits:** Fostering transparency & balance
- **Resources:** Establishing complementarity & sufficiency

Filled with critical insights, thought-provoking dialogue questions, and rich case studies, P-ACT provides a method for systematically approaching partnership conversations for lasting partnership success.

Who Is This For?

P-ACT can be used by social impact practitioners from different types of organizations, including from:

- Multinationals
- National corporations
- Social ventures
- NGOs and foundations
- Governmental agencies

Using P-ACT to agree on partnership goals



How Can It Be Used?

- **Self-guided learning:** To gain a new perspective and inspire reflection on how to approach new and ongoing partnerships by using the deck yourself.
- **Partner-run workshops:** To stimulate critical conversations, identify roadblocks, and support co-designed solutions by using the deck with your partner/s.
- **Facilitator-run workshops:** To provide strategic support and lay the foundation for sustained co-operation through enhanced mutual understanding by using the deck with the help of a facilitator.
- **Simulated role play:** To build knowledge and a range of skills essential for effective partnering by using the deck with a fictitious case study.

What Are The Key Features Of P-ACT?

- Practitioner friendly
- Modular
- Portable
- Easy to use
- Collaborative
- Multi-partner

How Does The Tool Work?

The P-ACT tool makes it easy to improve partnership outcomes by taking users through the following five stages:

- **Self-Assessment** - for discovering what matters most to each partner individually
- **Sharing** - for fostering transparency and insight among partners
- **Diagnostic** - for identifying potential partnership priorities, challenges and pitfalls
- **Alignment** - for creating shared understanding through co-design
- **Contract Readiness** - for reviewing the building blocks of any partnership agreement

Where Do The Case Studies Come From?

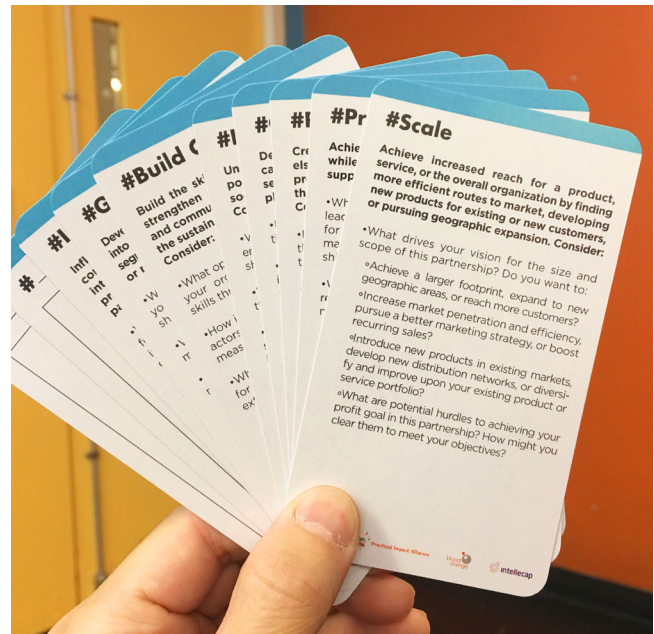
P-ACT was informed by nine case studies of value chain partnerships involving corporations, INGOs, social ventures, and government:

- **Wecyclers and Coca-Cola:** Improving waste management in Nigeria.
- **World Vision, Royal DSM, and Africa Improved Foods:** Increasing access to nutritionally improved foods in Rwanda. Tulaa, Syngenta, and Musoni: Powering mobile commerce to better link farmers to inputs, finance, and buyers in Kenya.
- **BRAC and VisionSpring:** Providing village-level access to radically affordable eye glasses in Bangladesh.
- **Embrace and GE Healthcare:** Distributing low-cost infant warmers in India.
- **SC Johnson, SOLARKIOSK, and Society for Family Health:** Increasing mosquito repellent access in Rwanda.
- **Envirofit and the Honduran Government:** Launching a national-level clean cookstove program in Honduras.
- **Fenix International and MTN:** Expanding energy access through mobile money payments in Uganda.
- **Logistimo, The Bill & Melinda Gates Foundation, UNDP, GAVI, and India's Ministry of Health & Family Welfare:** Optimizing vaccine supply chain for immunizations in India.

What Do You Need To Get Started?

- P-ACT Card deck
- Post-its
- Markers
- Flipchart
- Stickers
- Camera

Partnership goals cards for P-ACT



Testing The Tool:

MIT D-Lab invites development practitioners to test the P-ACT tool. Please contact us at impact-alliance@mit.edu if you would like to use the tool with partners.

We look forward to working with you to use the tool and hearing your thoughts/ suggestions for improving it.

Acknowledgements:

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