

Guideline

- for identification of relevant competences and opportunities related to CSR-cooperation between NGOs and companies.

The guide is to help you realise your organisation's potentials for cooperation with companies and their csr-strategy. Please use the guide freely and as you find suitable for this aim to be obtained.

Information on the organisation
1.Name of organisation:
2.Number of employees (specify number for employees in Denmark and other countries and by staff category)
3.Overall mission statement for the organisation:
4.Overall vision for the organisation:
5.Objectives/desirable results for engaging in CSR projects:
6.Objectives/desirable results for engaging in private sector collaboration: (list three desired results)
7.Countries that we operate in? List local partners:

Competences

8. What are we really good at? (three top competences) e.g. advocacy, environmental improvement, children out of poverty:

9. Which countries/areas do we know best? (top three):

10. Which sectors do we know best? (top three):

11. Within these sectors, which crops/issues do we know best – relevant to Value chains and CSR? (Top three) e.g. coffee, cocoa, forestry, gender issues, child labour, human rights:

12. What services can we offer related to CSR potential company-partners? (what kind of assignments would we be able to do e.g. Base line studies, feasibility studies, market studies and related to implementation: training of local companies, employees, managers, local communities etc.

13. Within which existing projects do the local partner have needs/potential to collaborate with the private sector? Collect information from local partners if needed:

Geographic and market specific context of cooperation

14. Where have companies engagements that correspond to our competencies? Name countries and companies:

15. Context development: identify areas of increasing focus, e.g. food security, labour standards, etc:

16. Which companies would demand our services or the services of our local partners: e.g. which Danish companies operate in a specific country or area, concrete names? Ask local partners and Danish Embassies:

17. How can we market our services to potential company partners? Concrete actions that can be taken in Denmark and locally:

18. Financing – how can we price these services or how will we get funding? Be as concrete as possible:

19. Do we have competitive advantages? E.g. we know the local language and culture very well, we have established trust based relationships with workers etc.

20. What are the greatest challenges? E.g. how do we market our services without jeopardizing our reputation?

21. How should our organisation develop over the next 5 years – please mention 3 concrete objectives/milestones:

22. Risks – what could be the causes of failure and what can we do to minimise the risk of failure?

23. Action plan: list the activities, persons responsible and deadlines for the necessary activities/actions to be taken to realise the objectives mentioned:

Notes: