



THE  
**SHIFT**  
CONNECT COMMIT CHANGE

# Entreprises et associations Nouveaux défis, nouveaux partenariats



The Shift  
Achtergrond

# THE SHIFT

CONNECT COMMIT CHANGE



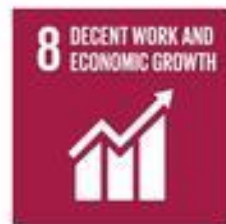
Global Compact Network  
Belgium



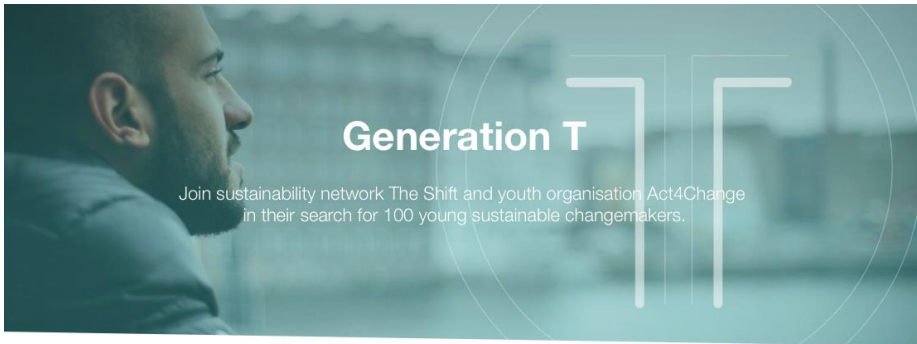
Commit



# SUSTAINABLE DEVELOPMENT GOALS



# Future Generations



23 y  
**Timothy Lambert**



35 y  
**Thibault d'Ursel**



24 y  
**Laurens De Poorter**



35 y  
**Pieter-Jan Van de Velde**



28 y  
**Silvia Steisel**



35 y  
**Vanessa Biebel**

# Partnerships

Les partenariats entre acteurs économiques et structures d'intérêt général se sont structurellement transformés en 10 ans, passant d'une logique « d'échanges » à une démarche de dialogue, voire de co-construction



# Partnerships



*L'émergence d'une 3<sup>ème</sup> ère des relations pour déployer à grande échelle des solutions sociétales*

# Who?

## Top 3 – Profit:

1. NGO's
2. Other company/ies
3. Academia

**Companies and NGO's** are the dominant types of partners

**Social enterprises**, while gaining in importance in the Belgian non-profit landscape, do not yet prominently feature as sustainable partners

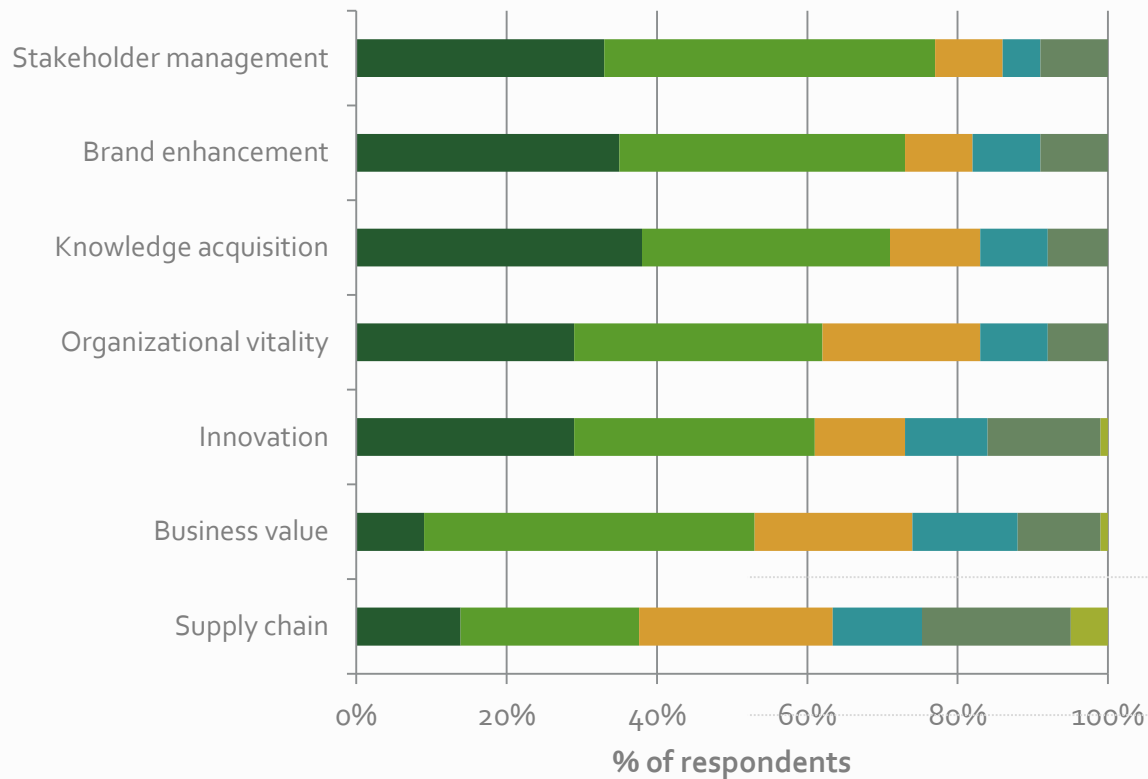
**Traditional charities** struggle to be recognized as "real" sustainable partners by private sector companies

## Top 3 – Non-profit:

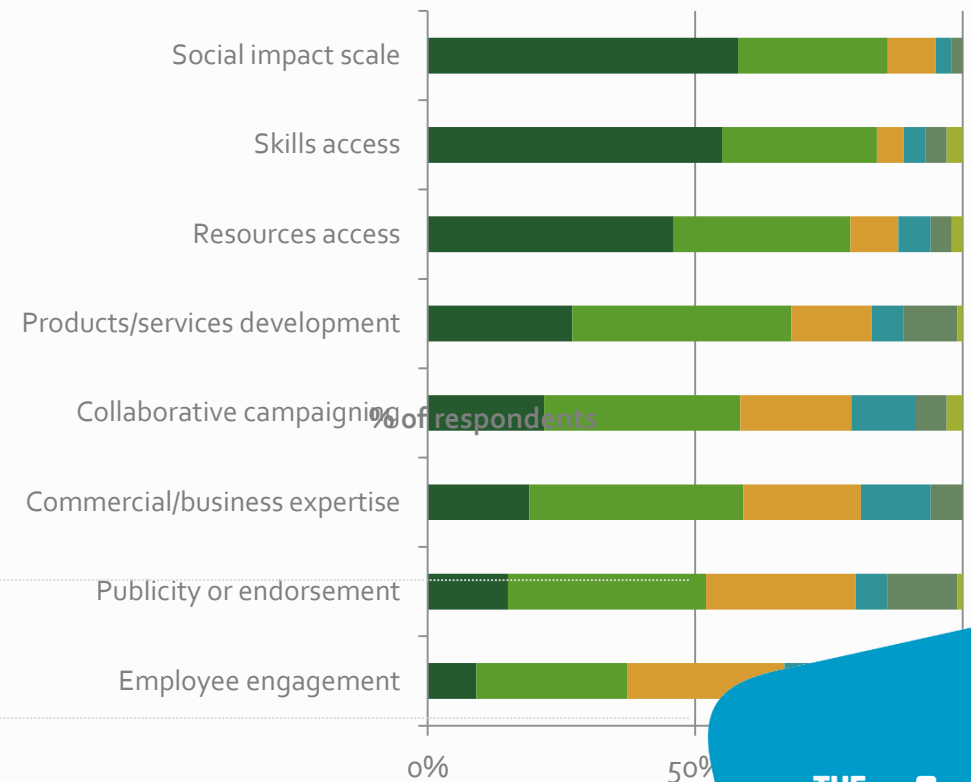
1. Company/ies
2. Public authority/ies
3. (Other) NGO's

# Why?

## Profit - Intangible



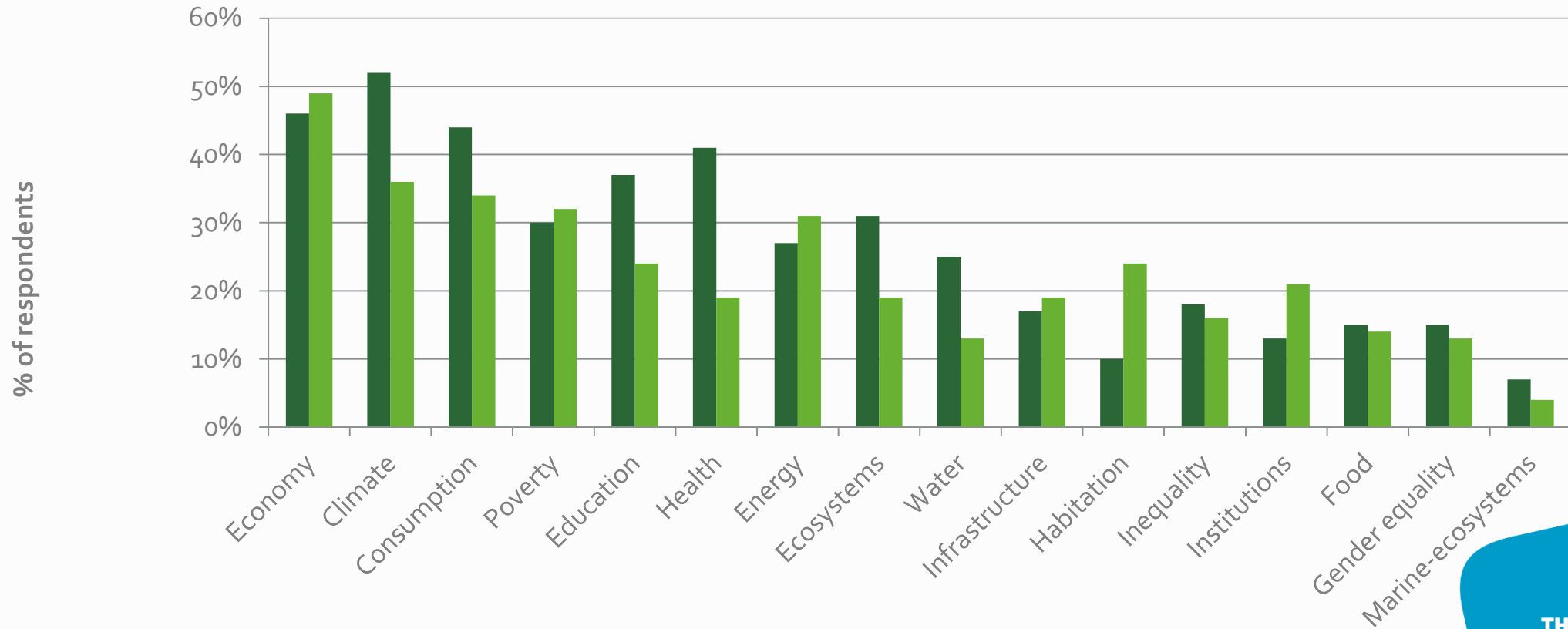
## Social-Profit - Tangible





# What?

## Profits and social-profits engage most in challenges related to economy, climate and consumption



# Value

## Top 5 – Profit:

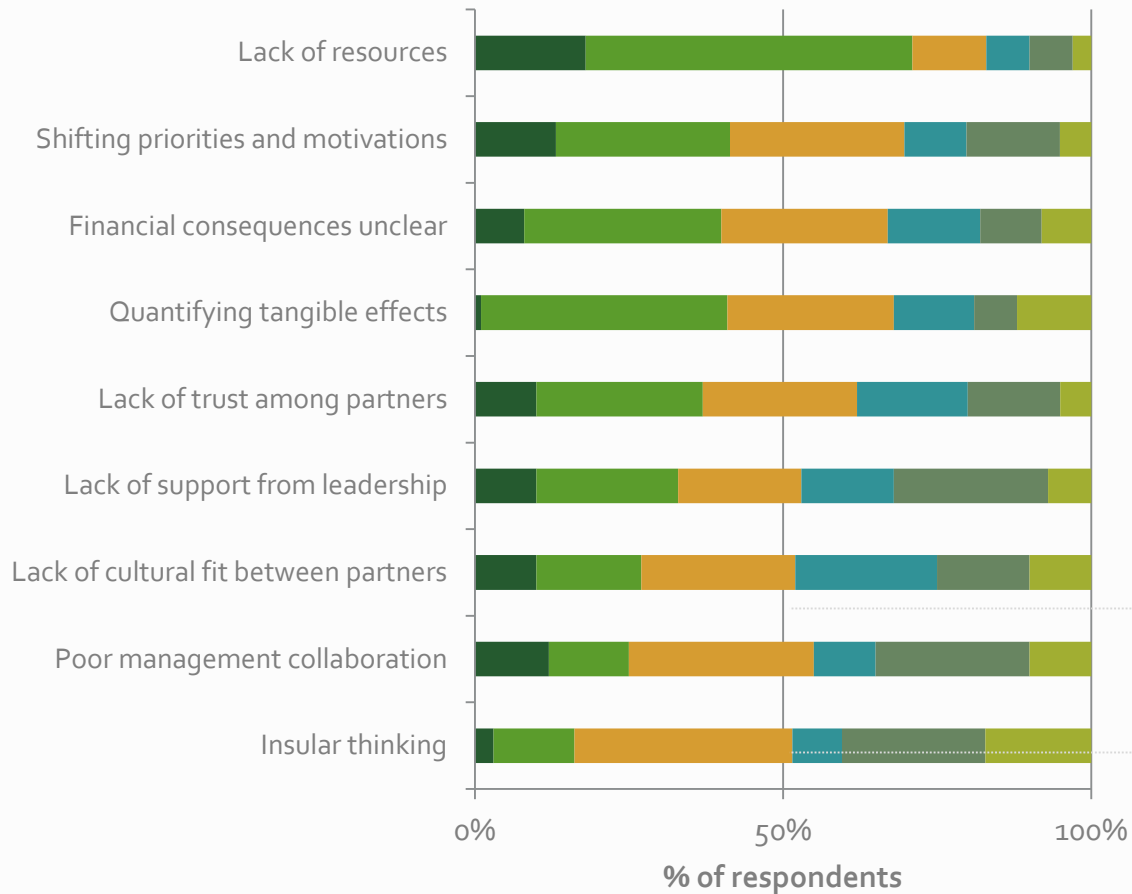
1. Expertise
2. Local community access
3. Convening power
4. Ability to influence opinion
5. Financial support

## Top 5 – Non-Profit:

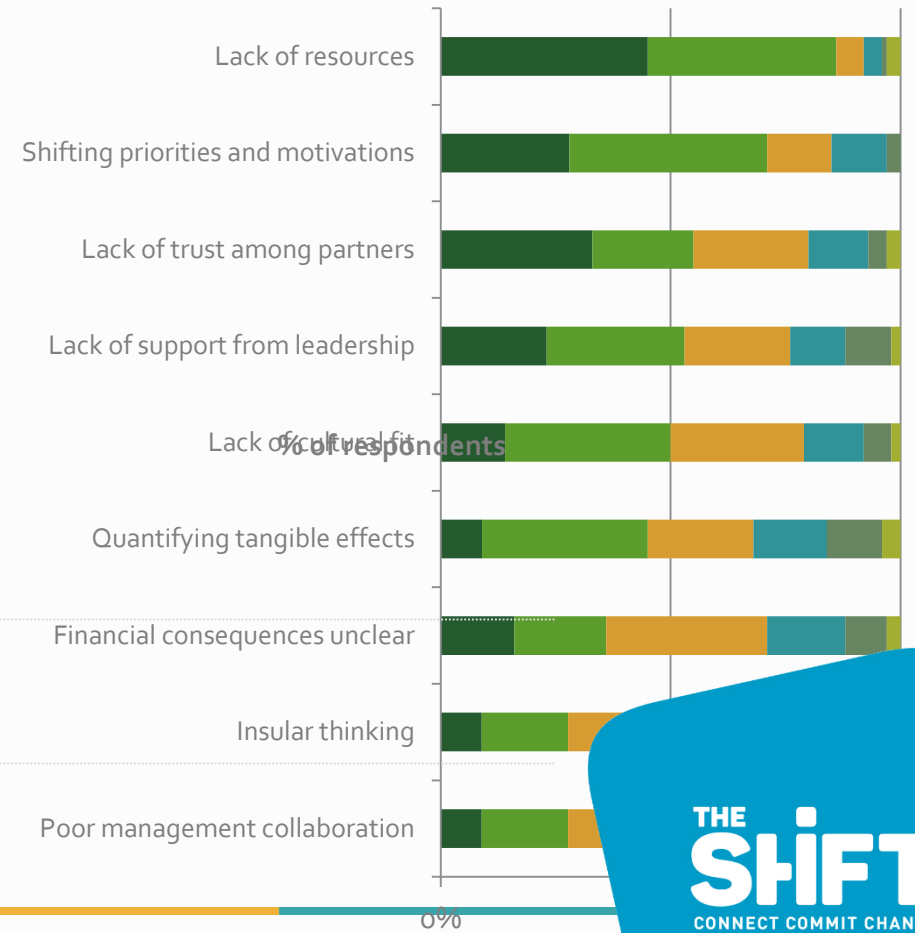
1. Business and/or technical expertise
2. Other relationships networks
3. Financial support
4. Convening power
5. Ability to influence public opinion

# Obstacles

## Profit



## Social-Profit



## 7 Principles of Smart Collaboration

Sustainable development can only be achieved in partnership with others



**#1 Identify a challenge core to your sustainability strategy and relevant to stakeholders**

**#2 Mobilize a team of complementary actors**

**#3 Be transparent on why you participate**

**#4 Be clear on desired outcome and be result driven**

**#5 Share each other's assets**

**#6 Manage the partnership**

**#7 Keep an open and appreciative attitude**

**#8 Measure outcome**

# Future

Top 4 priorities  
across profit  
and non-profit  
entities

**1**

Proof of  
success

**2**

Visionary  
leaders

**3**

Development  
of staff  
competent in  
partnership  
skills

**4**

More awareness  
generation



# Sustainable Partnerships Award 2016



# Winnars 2016

## PermaFungi



Winnars 2016

# LIFE Elia



# 50 Inspirational cases

# EDUCATION



Alliance For Youth



Levanto Hout Atelier



Tremplin Belgium



Digitalent



# 50 Inspirational cases

# EDUCATION



License to Work



Kwaliteit Leerbedrijven



Boost Ambition to a  
Social Future



Hoe een jobswitchday kan leiden  
tot een slimme en duurzame  
samenwerking met sociale  
meerwaarde!



# 50 Inspirational cases

# BIODIVERSITY



Freeways for  
biodiversity



Klimaatneutrale  
Fairtrade koffie



STAPPERSVEN- Water  
replenishment



Un tandem  
sociétalement  
responsable



Sustainable  
Partnerships  
Award 2016





# 50 Inspirational cases

# BIODIVERSITY



Inleiding tot bijenteelt



Natuurgetrouw bosbeheer met een sociale dimensie



Beespa



LOC de vlinder



Sustainable milk production



Sustainable Partnerships Award 2016





50  
Inspirational  
cases

# ENERGY & INNOVATION



De Wijk van Morgen



EHBTM



Systimber  
houtschakelbouw



Renovation of Office building  
into social housing flats with  
high energy efficiency



Sustainable  
Partnerships  
Award 2016



# 50 Inspirational cases

# CIRCULAR ECONOMY



Duurzaam hergebruik  
kantoormaterialen



Maak een boom van  
uw oude pc



Samen voor een  
duurzamer Vlaanderen



Circulair inkopen



Reverse Logistics op  
maat



Meetings Go Green



Sustainable  
Partnerships  
Award 2016



# 50 Inspirational cases

# HEALTH



La Co-creation pour une  
meilleure hydratation



Mieux pour tous



Jeudi Veggie



FOOD



Sustainable  
Partnerships  
Award 2016



# 50 Inspirational cases

# HEALTH



Manger Mieux, Bouger Plus: Tous en piste



Strategic Partnership  
WWF & Alpro



Acti84Work



# 50 Inspirational cases

# POVERTY



Logement pour les  
sans-abris



Bel&Bo gaat voor fair  
wear



Noel Magique à  
l'Hopital



Analysis of  
North/South



Broederlijk Delen  
OMDAT HET ZUIDEN PLANNEN HEFT



180Degrees  
CONSULTING



OXFAM  
Wereldwinkels

Sustainable  
Partnerships  
Award 2016



# 50 Inspirational cases

# POVERTY



Douches voor Iedereen

DOUCHE  
FLUX



Generatieve  
Vankantieverhalen



Good to Give



Beiersdorf



Sustainable  
Partnerships  
Award 2016





# 50 Inspirational cases

# FOOD WASTE



Permafungi



Babylone Beer



Zero Food Waste



FoodWe



Collectmet



50  
Inspirational  
cases

# SUSTAINABLE FINANCING



EVOTO



Gingo Community



GoodPlay



Spaarplus Rekening





# Sustainable Partnerships Award 2016

Decouvrez tous les partenariats sur  
<https://theshift.be/fr/>