

Objective D4 - Partnerships & Alliances

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Label	Title	Description
Partnerships & Alliances	Establish partnerships and alliances to enhance transformative action on the ground	Partnerships and alliances within the "4 per 1000" network and other related global funding and implementing organizations, networks, and initiatives are established and enhance the support and enabling environment for transformative action on the ground.

Targets D4 - Partnerships & Alliances

Baseline 2020	Target 2030	Target 2050
Partnerships and alliances with a few global networks and initiatives have been established.	Further partnerships and alliances with related global networks and initiatives have been established, and 50% of the "4 per 1000" partners are engaged in partnerships or alliances.	Further partnerships and alliances with related global networks and initiatives have been established, and 100% of the "4 per 1000" partners are engaged in partnerships or alliances.

Context D4 - Partnerships & Alliances

Problem D4 - Partnerships & Alliances

Problem Statement	Description	Consequences
The "4 per 1000" Initiative does not have sufficient resources to implement its strategy.	Without effective partnerships with competent organizations and initiatives, it is not possible to develop regional roadmaps to increase the support for transformative action on the ground. Partnerships and alliances are needed to build, improve and maintain the enabling environment for change by developing and providing facilities for training, networking, knowledge sharing, monitoring, reporting, and other needed support services.	Limited impact of the "4 per 1000" initiative on the ground.

Causes D4 - Partnerships & Alliances

N°	Label	Description - explanation
1	The purpose of the "4 per 1000" is not clear	The purpose of the "4 per 1000" is not apparent to outsiders and newcomers.
2	Relevance to other key corporate goals	The Initiative must define clear, ambitious, and realistic qualitative and quantitative targets that demonstrate its uniqueness and potential tangible impacts on climate change, food security, and soil health (SH).
3	Insufficient relationships	Lack of Identifying relevant groups. Lack of goal-oriented systematic relationship building with all partners of the Initiative. It is unclear what they expect from the Initiative and what they can contribute.
4	Failure to develop strategic partnerships	Failure to develop strategic partnerships
5	Insufficient shared knowledge about partners	The forum members know too little about the core competencies and ambitions of the other partners.
6	Insufficient inclusion and participation	Difficult to make sure that partners get the same level of attention and fully participate in decision making. Lack of team building.
7	Lack of incentive to partners	Lack of incentive to partners.
8	Weak Marketing and knowledge sharing	Ineffective Marketing and knowledge sharing.

Implementation strategy D4 - Partnerships & Alliances

Activities D4 - Partnerships & Alliances

N°	Activity	Description
1	Identify relevant activity areas	Elaborate on a database of the core competencies of "4 per 1000" partners and other related organizations. Identify thematic areas with potential collaboration in the "4 per 1000" strategy.
2	Develop convincing communication material	Prepare information and communication material that uses everyday language and is consistent with the terms used in the strategic documents. Highlight expected benefits related to fulfilling Corporate Social Responsibility (CSR) targets, complying with Climate Change (CC) adaptation policies, and being part of a professional knowledge enhancement network.
3	Promote targeted networking	Organize and engage global and regional "4 per 1000" networks to reach target organizations in the public and private sectors.
4	Develop and implement a business model	Develop and implement a business model for partnerships and alliances.
5	Elaborate concept notes	Foster the creativity on potential collaboration in areas of common interest and encourage the development of concept notes on partnerships and alliances. Ensure that partnerships and alliances align with the thematic and geographic focus of funding bodies and encourage investment.
6	Report to the Forum	Report to partners, donors, beneficiaries, and the public. Ensure that the "4 per 1000" dashboard reflects progress.

Critical Success Factors (CSFs) D4 - Partnerships & Alliances

N°	Critical Success Factor	Description
1	Clear purpose	All activities must always be transparent about why they are relevant to the "4 per 1000" vision, how they relate to the reference framework (A6), and what impact they are likely to have on beneficiaries.
2	Professional planning and management	Partners follow a systematic and coordinated approach from ideation to completion throughout the entire project cycle.
3	Respect for the interest of partners and donors	Actions align with partners' and donors' interests (vision, mission), and proposed projects contribute to their goals and objectives.
4	Ambitious but realistic	Strike a good balance between being ambitious to be attractive and being realistic to avoid deception.
5	Competence and intention of partners	Make sure that partners involved have the required core competencies and share the values and principles of the Initiative.
6	Public Relationships	Have an attractive and up-to-date website and a lively presence on social media that focuses on the work of partners and impact at the level of beneficiaries. Be present at all relevant events.
7	Sharing tasks with regional networks	Partners establish regional "4 per 1000" networks and share responsibility and resources.

Barriers D4 - Partnerships & Alliances

N°	Barrier	Description
1	Awareness of decision-makers	Decision-makers and donors have little knowledge and information about the relevance of SH and SOC, the vision and goals of "4 per 1000," and the associated potential for development and problem-solving.
2	Costs	There are insufficient resources to organize and follow up on related activities.
3	"4 per 1000" jargon	Like many professional networks, "4 per 1000" uses terms that are not commonly understood or challenging to explain to third parties.
4	Green-washing	The motivation of partners to join the Initiative differs.