

## Building Effective Partnership Programs for Sustainability



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## Opening Words of Wisdom

“Watch out for the  
endangered  
pandas in China”

-- Carlie Sylvan, 4 years old

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## Energy Star programs



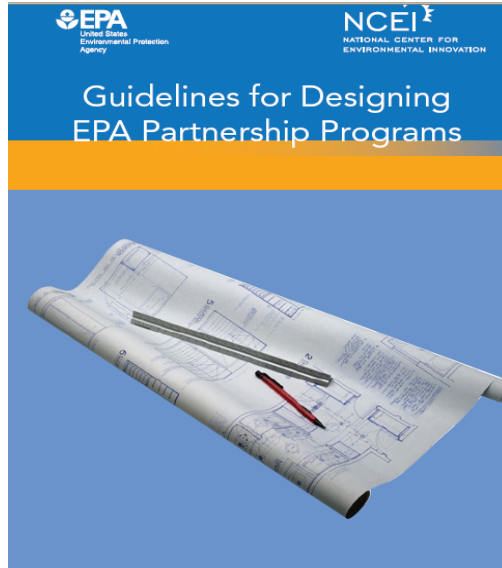
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## EPA Partnership Programs (partial list of the 55 programs)



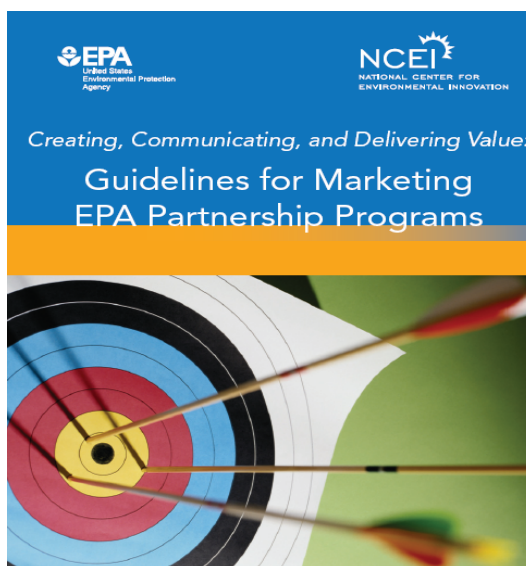
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# EPA Partnership Programs



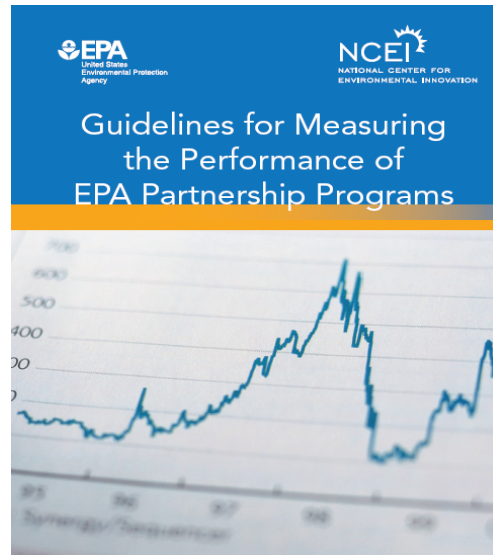
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# EPA Partnership Programs



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## EPA Partnership Programs



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## Links in the chain

1. Build partnership-centered team
2. Define problem & measure of success strategically
3. Select target audience strategically
4. Understand targets well – what they value and why
5. Develop strong value proposition
6. Build and stick to compelling brand position and communications strategy
7. Coordinate effectively/build strategic coalitions
8. Measure & report progress
9. Evaluate & refine



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## Overview

- Building a Team
- Defining the Problem
- Selecting Target Audience
- Building Value Proposition

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## Take-away messages

**Some key ingredients in the “Secret Sauce”  
(to make a significant sustainability difference in a  
world of very limited sustainability resources)**

1. Build an entrepreneurial, outwardly-focused, partnership-centered team including not just traditional issue-specialists, scientists and analysts
2. Define issue and measure of success to maximize leveraging potential
3. Select target audience through a process to maximize partnership leveraging potential
3. Develop a strong partner-centered value proposition

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## Build partnership-centered team



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## Define problem



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## Define problem



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## Define problem



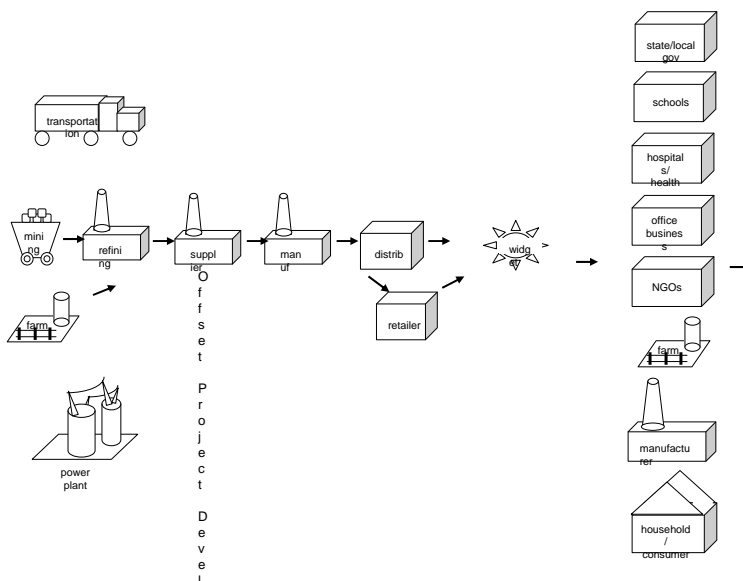
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# Select target audience



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# Select target audience



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## Select target audience

1. Consider potential decision makers, influencers, communications channels
2. Evaluate "bang for the buck" – opportunity to leverage EPA resources
3. Investigate leveraging potential of targets
4. Understand targets well to verify their potential
5. Test out this leveraged intervention point
6. Stay focused on highest leveraging point



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## Define business case/ value proposition

The more value the program offers the partner ...

the more you can ask in terms of environmental improvement

-- ancient partnership program proverb



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## Define business case/value proposition

- Current activities
- Desired action steps
- Benefits of their current activities
- Barriers to taking desired action steps
- Benefits/incentives of desired action steps
- Benefits/incentives/barrier removal could come from 3rd parties
- The deal

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## Define business case/value proposition



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## Additional resources

- EPA Guidelines
- Profiles of Success Partnership Programs
- Social Marketing



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## Additional resources



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