

Project I

Development Process for NGO Partnership Strategy

Proposal to the Board of Directors

September 23, 2024

Kick-off: Week of September 23, 2024

Deadline: Mid-November 2024

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Introduction

OVO focuses on empowering African entrepreneurship through partnerships with various stakeholders, including NGOs. Cooperation with NGOs started 24 years ago and focused on fundraising from Belgian companies for NGO projects. In recent years, the context has changed considerably, forcing a review of the cooperation model.

The goal of this project is to shift from transactional relationships to deeper collaborations, enhancing support for impact entrepreneurs and SMEs in Africa. Key objectives include evaluating existing partnerships and creating effective partnership models.

Objectives

The main goals of this project are to:

- **Evaluate current partnerships with NGOs:** Analyze existing partnerships to determine their effectiveness and alignment with OVO's mission.
- **Redesign partnership models:** Develop new models that promote collaboration and maximize impact for OVO and its NGO partners.
- **Create tangible benefits for entrepreneurs:** Ensure that partnerships provide measurable advantages to African entrepreneurs.

Proposition Development Steps

1. Analyse existing data and conduct desk research (week 1-2)
 - Review existing partnership data and relevant literature to gather insights on current practices, challenges, and opportunities.
2. Stakeholder mapping exercise (week 2)
 - Identify key stakeholders, their interests, and influences to prioritize engagement efforts.

3. Design questionnaire (week 2)
 - Develop a structured questionnaire to guide one-on-one conversations based on findings from the data analysis and desk research.
4. One-on-one conversations (week 3-4)
 - Conduct individual interviews with both NGO members and non-members using the questionnaire.
 - Adapt the questionnaire in response to insights gained during the interviews (adaptive interviewing technique).
5. Stakeholder engagement (week 3-4)
 - Engage additional stakeholders including local entrepreneurs and partners, government representatives, representatives Belgian private sector, and academics/researchers to gather diverse perspectives.
 - Collect diverse perspectives to identify needs, challenges and opportunities that can serve as input for the drafting of a new partnership strategy.
6. Draft the initial propositions (week 5-6)
 - Analyse feedback and interview data
 - Share drafts with stakeholders for feedback to refine the proposed partnership models.
7. Discussing collaboration models (week 7)
 - Organize a workshop to present refined partnership models based on feedback from stakeholders.
 - Facilitate discussions among stakeholders to review these models, provide further input, and fine-tune them based on collective feedback.
 - Stakeholders to be considered:
 - NGO representatives (current collaborators and potential partners),
 - Local entrepreneurs and partners (direct beneficiaries of OVO's initiatives),
 - Academics/researchers (experts in entrepreneurship, development, and NGO practices),
 - Business leaders/private sector representatives (companies involved in funding/supporting NGO projects), and
 - OVO staff members & volunteers.
8. Finalization (week 8)
 - Incorporate feedback from discussions to finalize the partnership strategy proposal by mid-November.

Expectations from the Board

By following this structured approach, OVO aims to develop a well-thought-out and effective NGO partnership strategy that truly supports African entrepreneurship and meets the needs of all stakeholders involved.

We request your approval to proceed with this plan. Additionally, feel free to forward any feedback, suggestions, or questions prior to the September 23 meeting so we can incorporate them into our discussions.