1.2 SCOPING AND BUILDING

Resource mapping

USE IT
To identify the complementary skills, knowledge and assets partners can bring to the table to create extra value

WHEN
Scoping and building, once potential partners are identified

WHO
Partners together, ideally in a facilitated workshop

A resource mapping exercise identifies the wide range of resources each partner could contribute to a partnership, well beyond money. As well as the tangible contributions it yields, the process builds equity, a core principle of partnership, by creating respect, understanding and teamwork between partners: all important conditions for successful collaboration.

1 Hold a resource workshop

- Dedicate one or more partner meetings to identifying what each partner might contribute to maximise value.
- Consider an external facilitator with experience of the process.
- In a spirit of gentle competition, the workshop can lead partners to make tangible commitments, so the partnership gets under way faster.

2 Brainstorm resources

- Ask everyone to write each resource of any kind they could bring on a separate card or sticky note, colour-coded by partner.
- Stick them on a large sheet on the wall so everyone can see the collection grow.
- Cluster the cards under headings, review them together, and add more as new ideas come up.

3 Compare needs with what is offered

- Compare the resources the partnership needs with those available.
- Identify any gaps, and whether other stakeholders (as partners or in another role, including funders) could fill them.
- Feed the results into partnership planning (tool 1.9), which plans iteratively around available resources.

Typical resources each sector brings

Sector	Resources
Business	Brand reach and access to customers; access to and influence over employees; professional expertise (technical, research, commercial, legal, finance, marketing); market and consumer intelligence; business planning and project management; products and services, and the ability to innovate; value chains; infrastructure and logistics; a market-based, value-creation approach; financial and in-kind contributions such as office space and venues
Civil society	Technical knowledge and capacity; access to, and deep knowledge of, communities; legitimacy and social capital; passion and a focus on people; capacity building; advocacy
Public sector	Regulatory frameworks; integration with public systems and long-term planning; taxation policy; capacity building; purchasing power; access to large numbers of employees; planning and public infrastructure
United Nations	International norms and standards; political connections; technical support; legitimacy and impartiality; a global network with presence on the ground
Academia	Research; neutrality; credibility and reputation; dissemination and advocacy through conferences and journals
Donors	Funding; technical support

Partnership resource map

Partner	Resources they could contribute	Resources the partnership needs	Gaps, and who could fill them

Adapted from Better together (Tool 2); The Partnering Toolbook (2011). © The Partnering Initiative. More tools at thepartneringinitiative.org/resources/type/tool/