



Testimonial

During 2015 Practical Action worked with Caplor Horizons on an initiative to strengthen cross sector collaboration. The focus was increasing Practical Action's effectiveness at working with businesses, business leaders and philanthropists. The process involved three steps.

- Firstly, a semi-structured interview process was carried out with senior members of the Practical Action team, including the CEO. This led to the production of a Scoping Report assessing Practical Action's approach. The Report enabled Caplor Horizons to design a workshop and it informed the final recommendations. The research was carried out by Laura Vickery (CSR Advisor, Caplor Horizons; Global CSR Manager, Jaguar Land-Rover) and Ian Williams (Executive Director, Caplor Horizons).
- Secondly, Caplor Horizons led a workshop with senior staff, trustees and partners of Practical Action (e.g. including representatives from Zurich Insurance and Rolls Royce). This concentrated on inspiring and enabling Practical Action to strengthen its work with businesses, business leaders and philanthropists. The Caplor Horizons team included: Richard Harvey (Strategy Advisor, Caplor Horizons; Chair, PZ Cussons; former long-standing CEO, Aviva); John Berry (Trustee, Caplor Horizons; Chair, Cognition, a Digital Marketing Business); Laura Vickery and Ian Williams. Hannah Newcomb (Trustee, Caplor Horizons; Ethical Trade Manager, Morrisons) has written a paper called: 'Charity-Corporate partnerships: tips for creating lasting, win-win relationships with philanthropists, business leaders & businesses.' This resource paper was circulated to people attending the workshop.
- Thirdly, Laura and Ian wrote a final report with recommendations.

General comments from Practical Action senior staff:

- "The event was really inspiring. The Caplor Horizon team did a great job of teasing out the issues on the day and pulling together a report that summed up the main findings perfectly. It's given us a strong basis upon which to plan our next steps"
- "The day really helped us to consolidate corporate engagement strategies across teams – now we are much more unified in our company partnership approaches".
- "The Caplor Horizon team took time to understand our organisation, the issues we face and to present some exciting solutions"

Examples of specific comments

- Laura Vickery: "Good facilitator, very much attuned to the CSR issues / agenda that we were addressing at the workshop.
- John Berry: "Brilliant story and very inspirational speaker. A great story to tell and very thought provoking in terms of bring those ideas and concepts back into Practical Action".

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