

Policy on External Partnerships

- 1.1. **Purpose:** This policy provides guidance to the CARSP board in making decisions about formal partnerships with external organizations around the world, in support of the strategic plan mandate to further leverage external partnerships. Organizations could include private companies, non-profits, associations, or government agencies; a partner may also be a sponsor but a partnership is not necessarily financial.
- 1.2. **Contents:** This policy contains guidance on the following topics:
 - 1.3 - identifying prospective partners;
 - 1.4 - characteristics sought in a partner organization;
 - 1.5 - characteristics sought in a partnership;
 - 1.6 - deciding to enter a partnership;
 - 1.7 - ongoing evaluation of partnerships; and
 - 1.8 - deciding to end a partnership.
- 1.3. **Identifying prospective partners:** Organizations involved in road safety may be identified as prospective partners if:
 - a) they approach CARSP with a request;
 - b) individual members of CARSP suggest a partnership;
 - c) a survey of CARSP member activities, if conducted on an occasional basis, reveals that several members are engaged with the organization, or
 - d) a for-profit company whose work focuses on road safety is identified (provided there is no conflict of interest).
- 1.4. **Characteristics sought in a partner:** CARSP seeks the following characteristics in a partner organization:
 - a) a demonstrated track record of focused commitment to road safety;
 - b) high professional standards;
 - c) a positive international reputation;
 - d) a commitment to a multidisciplinary approach;
 - e) overall alignment and synergy between the organization's and CARSP's vision and mission; and
 - f) absence of conflict of interest.
- 1.5. **Characteristics sought in a partnership:** CARSP seeks the following characteristics of partnerships:
 - a) identifiable, mutual, and reciprocal benefit and involvement;
 - b) planned shared projects or initiatives (may include sponsorship);
 - c) broad relevance to the CARSP membership and not relevance to only one or a few members.

- 1.6. **Deciding to enter a partnership:** When an organization is identified as a prospective partner, a draft partnership abstract should be prepared by a member with details on the organization and what the partnership would involve. The abstract documented should be considered by the structure and governance committee and forwarded to the board with a recommendation for approval. The assessment of the abstract by the structure and governance committee should consider the proposed partnership vis-à-vis each characteristic sought in a partner (1.4) and in a partnership (1.5). If the board votes to initiate a partnership, a clear terms of reference for the partnership, in the form of a memorandum of understanding or similar document, will be collaboratively developed with the partner and will also require board approval.
- 1.7. **Ongoing evaluation of partnerships:** All partnerships should undergo an annual evaluation, led by the principal CARSP member responsible for the partnership and one board member, to determine if the characteristics sought remain present. If they do not, the evaluation should identify ways to improve and further leverage the partnership or recommend ending it. These evaluations should be distributed to the board for review and discussion as a batch at a regular meeting (e.g. the November meeting each year). Partnerships can also be terminated at any time by the CARSP board if it is determined that a conflict of interest develops or the characteristics in 1.4 and 1.5 are no longer met.
- 1.8. **Deciding to end a partnership:** When a partnership evaluation reveals that sought characteristics do not remain present, and that prospects to improve the partnership are not good, the board may vote on a motion to end the partnership. If the vote passes, the partnership will be ended and a board member assigned to notify the external organization.
- 1.9. **Definition Section.** Sponsorship is different than partnership but one organization may be a sponsor and a partner. A sponsorship is a pure financial contribution, usually in exchange for some recognition at a conference, on the web, or in some publications. Sponsorships are simpler to arrange and do not require meeting all the criteria in this document. The key difference with a partnership is that a higher standard is required of the external organization (1.4) and that the degree of shared projects and mutual benefit (1.5) extends beyond a limited finances-for-recognition arrangement.