Strategic Partnership Structure: [Partner Name] x DoGood

Objective of the Partnership

- Enhance [Partner Name]'s value proposition by integrating DoGood's employee engagement and sustainability tracking platform into their client solutions.
- Enable [Partner Name] clients to transform their ESG commitments into measurable, employee-driven action, ensuring sustainability goals translate into engagement and behavior change.
- Offer a structured, gamified approach to corporate sustainability, complementing [Partner Name]'s expertise in [consulting, waste management, ESG strategy, corporate training, etc.].
- Strengthen [Partner Name]'s position as a leader in corporate sustainability by providing clients with a cutting-edge employee engagement tool to drive impact, compliance, and long-term behavioral change.

Proposed Partnership Model

1. Partnership Type: Referral & Value-Added Collaboration

[Partner Name] integrates DoGood into its [consulting/service/strategy] framework, recommending it to corporate clients as an **employee engagement solution** to boost **internal sustainability adoption**.

Mow it Works:

- [Partner Name] introduces DoGood to clients during ESG strategy consultations, workshops, and sustainability planning sessions.
- DoGood provides sales enablement tools, including marketing materials, case studies, platform demos, and success stories.
- Revenue-sharing model or preferred pricing for [Partner Name] clients that implement DoGood.

2. Joint Value Proposition for Clients

[Partner Name] + DoGood = Holistic ESG Engagement Solution

[Partner Name]

DoGood

| [Partner Name]'s core service (e.g., ESG consulting, sustainability reporting, corporate training, circular economy solutions) | Employee engagement & behavior change tracking |
|--|--|
| Compliance & regulatory support (CSRD, SFDR, EU Taxonomy, etc.) | Gamified challenges, rewards & real-time impact data |
| Net-zero, circular economy, & sustainability strategy | CO ₂ , waste, water, & employee engagement tracking |
| ESG performance monitoring & impact measurement | Customizable sustainability actions & communication |

Key Benefits for Clients

- ✓ Boost ESG Adoption & Engagement: Employees actively participate in sustainability goals through gamified challenges and micro-actions.
- ✓ Regulatory Alignment: Helps companies track and report sustainability actions in compliance with GRI, B Corp, CSRD, SFDR, and other ESG frameworks.
- ✓ Behavioral Change & Impact Measurement: Track employee CO₂ savings, waste reduction, energy efficiency improvements, and sustainability knowledge growth.
- ✓ Enhance ESG Culture: Make sustainability a daily habit for employees, ensuring long-term cultural transformation and deeper employee buy-in.

3. Key Areas of Collaboration

A. Client Engagement & Promotion

- **ESG Strategy & Implementation Workshops:** [Partner Name] includes DoGood in corporate **sustainability planning sessions**.
- **★ Sustainability Reports & Client Recommendations:** DoGood is presented as an **employee-driven sustainability engagement solution**.
- *Case Studies & Success Stories: Jointly develop client success stories to showcase real behavioral change and sustainability impact.

B. Marketing & Thought Leadership

- Partner Name] ESG Reports & Newsletters: Feature DoGood as an innovative employee engagement solution for sustainability.
- Joint Whitepapers & Research: Publish insights on employee sustainability engagement, corporate ESG transformation, and regulatory compliance.
- ♣ Speaking Engagements & Webinars: Partner on sustainability panels, roundtables, and industry events to showcase the partnership's impact.

4. Business Model & Incentives

A. Referral & Revenue Model

- Option 1: Commission-Based Partnership [Partner Name] earns a percentage of revenue for each client that adopts DoGood.
- Option 2: Strategic Partnership Discount [Partner Name] clients receive preferred pricing on DoGood services.

B. Pilot Program for [Partner Name] Clients

- Identify **5-10 key corporate clients** to **pilot DoGood for 3-6 months**, focusing on sustainability engagement challenges.
- Gather **impact data** (employee engagement rates, tracked CO₂ reduction, sustainability learning metrics).
- Create a business case for scaling the partnership.

5. Next Steps & Implementation Plan

Step 1: Partnership Kickoff

- ☑ Define roles & responsibilities between [Partner Name] & DoGood.
- ☑ Provide sales enablement & marketing materials (brochures, presentations, FAQs, logos, case studies).
- ☑ Review a **list of potential [Partner Name] clients** for pilot programs.
- ☑ Plan a **joint client engagement strategy** (events, ESG calendar integration, and direct outreach).

Step 2: Pilot Program with Selected Clients

- ✓ Identify 5-10 corporate clients to launch a 3-6 month DoGood pilot.
- ☑ Collect employee engagement data and sustainability impact metrics.
- **☑** Develop a business case for long-term integration.

Step 3: Scale & Expand the Partnership

- ✓ Review pilot results and refine the ESG engagement approach.
- ☑ Expand outreach to additional [Partner Name] clients.
- ✓ Establish a **long-term strategic partnership** with co-branded initiatives.

Next Steps (Short-Term)

- Share Demo Video, Case Studies & Commission Structure: Provide [Partner Name] with key materials to introduce DoGood to clients.
- **Engage Key Decision-Makers:** Gain validation from [Partner Name]'s leadership team.
- Align on Contract & Implementation: Finalize referral agreements, marketing assets, and partnership terms.
- ✓ Plan Joint Marketing & Events: Coordinate participation in ESG conferences, sustainability panels, and client workshops.

Strategic Impact of the Partnership

- For [Partner Name]: Strengthens client relationships by offering an interactive sustainability engagement tool.
- For DoGood: Expands market reach into new sectors & geographies, gaining access to top-tier ESG-focused clients.
- For Clients: Bridges the gap between ESG strategy and employee action, making sustainability a company-wide priority.