Collaborative Partnerships for Social Change

Dr. Christine Domegan, April 2011

Our story begins with the New York Best Seller....
Horse Boy Reflects....

#1 New ways to deal with old problems

#2 Partnerships

#3 Different Ways of Being
Social Marketing

New ways to deal with old problems
The co-creation of value

Co-Creation of Value

To Market....
Local markets
Firm led
Early 1900's

Marketing to.....
National markets
Market Led
Economic values
1920's-1980's

Marketing with....
Customer Led
Global markets
Social values
1980's+

Old Goods Dominant Logic

Economic exchange; Assumed needs; Physical product;
Impersonal/mass production; Monologue; Firm to Market; Seller active; 4 P’s; Short term; Function; Reach; Discreet exchange
Sources: Lusch and Vargo 2009; Christopher et al, 1991.

New – Service Dominant Logic

Exchange of values; Actual needs; Information product;
Personalised/Mass customisation; Dialogue; Firm to person;
Buyer active; Long term; Process; Richness; Sustainable
Sources: Lusch and Vargo (2009); Christopher et al, 1991;
The Co-Creation of Value


Co-creation = Relationships

Adapted from: Morgan & Hunt, 1997; Hastings, 2007; Marques, 2011; Duane, 2011
# 2 Partnerships

Knowledge & Networking

Partnerships Knowledge

Closed

Open

Knowledge transfer; Knowledge Sharing; Knowledge Exchange; Knowledge Generation; Individual vs Organisational knowledge; Learning
### Before vs Emerging

**Before**
- Market vs Nation state
- Resource Integration
- Authorative vs Collaborative
- Issue & Intervention Focus

**Emerging**
- Strategic Partnership vs Exercise

### Partnerships

#### #3

*Different ways of being*

*Processes and systems*
Old & New Partnerships Forms

<table>
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<tr>
<th>Dominant to 2000</th>
<th>Total Market Approach 2000</th>
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<tr>
<td>Individual focused (Hastings and Donovan 2002)</td>
<td>Systems perspective (Goldberg 1995; Donovan 2000)</td>
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<tr>
<td>Service / Product orientated (Wymer 2010)</td>
<td>Strategic (French 2010; National Social Marketing Centre 2010)</td>
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<tr>
<td>Operational (Goldberg 1995)</td>
<td>Issue focused (Bentz, Dorfman et al. 2005)</td>
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<td>Micro (MacFadyen Stead et al. 1999)</td>
<td>Institutional change (Goldberg 1995)</td>
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<td>Short term (Lefebvre and Flora 1988)</td>
<td>Integration of levels (Up/ mid/ down) (Samuels 1993; Domegan 2008; Cheng, Kotler et al. 2010)</td>
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<td>Betterment (Bentz, Dorfman et al. 2005)</td>
<td>Vertical and horizontal change (French 2010)</td>
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<td>Inequalities tackled through Economic Development (Drucker 1958; Lefebvre 2011)</td>
<td>Longer term (Andreasen 1997)</td>
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<td>Developing Countries (Lefebvre 2011)</td>
<td>Macro (Gillies 1998; Andreasen. 2006)</td>
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<td>Empowerment (Bentz, Dorfman et al. 2005)</td>
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Adapted from Duane (2011)

integrative Process Partnerships

- Systems Change
- Creativity
- Innovation

- Processes that define value within & across the whole system for individual and society
  - e.g., market knowledge and learning, research, intelligence

- Processes that capture value within & across the whole system for individual & society
  - e.g., new intervention development, innovation, access, strategic relationships

- Processes that deliver value within & across the whole system for individual & society
  - e.g., Integration, Co-coordination, Support structures

Adapted from Piercy 2009, Domegan, 2010, 2011
Partnership Conclusions

- Neither government nor one entity alone can solve social and public issues facing developed societies.
- Co-creation of value.
- Total Market Approach, operating across all sectors and all levels with multimodality of value co-creation.
- Intervention and Issue focus = new social innovation, SOCIAL CHANGE

Partnership Conclusions

- “Market” driven
- High knowledge and intelligence intensity
- Collaborative Empowerment
- Strategic points of leverage to create large-scale systemic change using government, business, non-profits, and public
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Thank You

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