

Blue World Institute of Marine Research & Conservation (BWI)

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BWI

- Operational NGO rather than campaigning NGO
- Working in the field of environmental protection
- Partner of international agreements
 - ACCOBAMS
 - IWC
 - RAC-SPA
- Formally recognised by the Croatian Ministries
 - Science and Education
 - Nature Protection and Environment
- Built reputation on strong marine science, education and conservation

CSR in Croatia

Little cooperation between the private sector and the non-governmental sector


- Problems of perception
 - From the NGOs issues of ‘selling out’
 - From corporate sector issues of ‘amateurism’ and ‘campaignism’ within the NGO sector
- In fact
 - There are responsible businesses out there
 - NGO sector is as diverse as the business sector
- But, a need to balance reputation and core values with appropriate sponsorship

BWI and the corporate sector

2001 – Zagrebačka Banka (part of Unicredit) – at the time the largest corporate sponsorship deal for the bank

- Provision of research equipment
- Zagrebačka recognised as one of the leading banks in the country

• Realisation that corporate – NGO partnerships were possible



Easter eco-project - Adriatic Dolphin Project (Veli Lošinj)

Did you know that

- dolphins under sea communicate by touch, sound and vision
- dolphins do the most spectacular jumps when rejoicing reunions
- dolphins can dive more than 300 m. deep
- dolphins are among the most intelligent animals in the world

To love nature is to love ourselves.

Happy Easter wishes You Zagrebacka banka

Vodeća banka u Hrvatskoj. Zagrebačka banka



BWI and the corporate sector

2003-2004 – Mol Oil and Gas Company

- Construction of Marine Education Centre and Studentships
- Mol was buying part of INA Croatian National Oil Company
- Dilemma balancing core values with potential criticism for partnering with an oil company
- Decision made based on the matching of the project with the goals of education



BWI and the corporate sector

Altruistic sponsorship

- Vis field-base
- Research boat
- Two VW cars

PORSCHE
CROATIA



Lessons learnt

- Need to balance the projects with core values of the partners to ensure that there is no damage to the reputation of either partner
- Need consider power dynamics and make a true commitment beyond \$\$
- Partnership dilute power and bring about transparency for organisations, if done correctly
- There is a responsibility on both sides to ensure the partnership is right
- Responsibility is about clear and strong decision-making compatible for all parties
- CSR works best when two strong parties work together for a mutually beneficial goal
- Even 'no' gives clarity, shows respect for potential partner's time.

Challenges of the new world

- The only constant is change – embrace it
- Economic crisis
 - Sponsors are more wary about sponsorship deals
 - Maintaining core values and reputation is harder when there are limited opportunities available
- In the Croatian context
 - Small country, small field – word of mouth is a strong factor for reputation
 - Investment in employee education and betterment is a core value
 - Challenge is to remain relevant and maintain standards of excellence
- New models of cooperation are emerging
 - Combination of three spheres of governance – state, market and civil society

BWI example for the future

- Development of 3000m.sq. facility
 - State of the art science-museum-education property
- Total build estimate 5-6M Euro
 - EU funding but with the potential for private-public partnership
 - Advantages for corporate sponsor, 20% investment of project, 100% coverage and association with both NGO and EU partners

