



Creative Services Limited (CSL)
Partnership Development Policy
(Version-1, Effective from January 01, 2024)

1. Introduction

Creative Services Limited (CSL) is committed to developing and maintaining strategic partnerships that enhance its capacity, leverage resources, and maximize its impact in advancing its mission and contributing to positive social change. This Partnership Development Policy provides guidance and principles to ensure that CSL's partnerships are purposeful, collaborative, and aligned with its values and objectives. CSL recognizes the importance of strategic partnerships in achieving its mission and objectives. This Partnership Development Policy outlines CSL's approach to identifying, establishing, and maintaining partnerships with organizations and agencies at the local, national, and international levels.

2. Policy Statement

CSL is committed to:

- Building collaborative partnerships with a diverse range of stakeholders, including government agencies, non-governmental organizations (NGOs), civil society organizations, academic institutions, private sector entities, and community groups.
- Prioritizing partnerships that align with CSL's mission, values, and strategic priorities and contribute to the achievement of its organizational goals.
- Promoting transparency, accountability, mutual respect, and trust in all partnership activities, while recognizing the unique strengths and perspectives that each partner brings to the collaboration.
- Ensuring that partnerships are based on clear roles, responsibilities, and objectives, with transparent communication and decision-making processes to facilitate effective collaboration and problem-solving.
- Fostering long-term, sustainable partnerships that create shared value, promote innovation, and have a positive impact on the communities and beneficiaries served by CSL and its partners.
- Upholding ethical standards and integrity in all partnership activities, including compliance with relevant laws, regulations, and organizational policies.

3. Partnership Development Process

To guide the development of partnerships, CSL will adhere to the following process:

- a. Identification:** CSL will systematically identify potential partners based on their expertise, resources, networks, and alignment with CSL's mission and priorities. This may involve conducting stakeholder analyses, attending networking events, and seeking recommendations from existing partners.
- b. Assessment:** CSL will assess potential partners to evaluate their credibility, capacity, track record, and compatibility with CSL's values and objectives. This

may include reviewing organizational profiles, conducting due diligence, and engaging in preliminary discussions to explore areas of collaboration.

- c. **Negotiation:** CSL will engage in negotiation processes to define the terms, scope, and objectives of the partnership, including roles and responsibilities, resource contributions, expected outcomes, and mechanisms for monitoring and evaluation.
- d. **Agreement:** Once mutually acceptable terms have been reached, CSL and its partners will formalize the partnership through written agreements or memoranda of understanding (MOUs), outlining the rights, obligations, and commitments of each party.
- e. **Implementation:** CSL will work closely with its partners to implement agreed-upon activities, mobilize resources, and achieve shared goals, while maintaining open communication, resolving conflicts, and addressing challenges as they arise.
- f. **Monitoring and Evaluation:** CSL will regularly monitor and evaluate the progress and impact of partnership activities against established objectives and performance indicators, using feedback and lessons learned to inform ongoing improvements and decision-making.

4. Partnership Principles

CSL's partnerships will be guided by the following principles:

- a. **Mutual Benefit:** Partnerships should create value for all parties involved, contributing to the achievement of shared goals and objectives.
- b. **Equity and Inclusivity:** Partnerships should be inclusive, respectful of diversity, and strive to empower marginalized and underrepresented groups.
- c. **Transparency and Accountability:** Partnerships should be transparent in their processes, decision-making, and resource allocation, with mechanisms for accountability and oversight.
- d. **Innovation and Learning:** Partnerships should encourage innovation, creativity, and learning, fostering a culture of continuous improvement and adaptation.
- e. **Sustainability:** Partnerships should promote sustainable development principles, considering the long-term social, economic, and environmental impacts of collaborative efforts.

5. Partnership Management

CSL will designate responsible individuals or teams to oversee the management of partnerships, ensuring effective coordination, communication, and relationship-

building throughout the partnership lifecycle. Clear governance structures, reporting mechanisms, and communication channels will be established to facilitate collaboration and decision-making.

6. Review and Evaluation

CSL will regularly review and evaluate its partnerships to assess their effectiveness, relevance, and impact, using feedback from stakeholders and performance assessments to inform future partnership strategies and priorities.

7. Confidentiality and Data Protection

CSL will respect the confidentiality of information shared by its partners and adhere to data protection regulations to safeguard sensitive data and ensure privacy rights are upheld.

8. Conflict of Interest Management

CSL will manage conflicts of interest that may arise in the context of partnerships according to its Conflict of Interest Management Policy, ensuring that decisions and actions are guided by ethical considerations and the best interests of the organization and its stakeholders.