

## Case Study

Strategic global partnership  
planning

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**Think.Create.Act**

## What was the problem?



One of the main project deliverables of the collaboration between Wren&Co and City, University of London was to explore the potential impact of novel academic product development in a real world scenario. There was a need for product testing and feedback. It was valuable to develop a network of strategic partners whose feedback and direction would empower the product to reach its intended goal and vision.

## What was the solution?



In order to achieve this we developed a strategic network partnership plan that targeted organisations who fitted the intended user profile for the toolkit. The global partnerships plan also served to enable a wider network of organisations and to work collaboratively towards aligned objectives.

## How we did it



We developed our network by utilising existing relationships, partners and performing digital research. We evaluated the project objectives in relation to the target organisations and created a tiered system that evaluated partner value according to:

- Organisation presence (Local to international)
- Power in policy (Local to international)
- Sector (Policy, food system, technology, NGO, charity, commercial)
- Impact delivered to date

For further information contact [gw@wrenand.co.uk](mailto:gw@wrenand.co.uk) or visit [wrenand.co.uk](http://wrenand.co.uk)



The screenshot displays a web application interface. The top section is a form titled "Stage 1: What is the problem?". It includes fields for Name, Email, Country, Organisation, and Today's Date (18 / 05 / 2021). Below the form is a section titled "Your results" with a dropdown menu and a link to a video. The main visualization is a circular network diagram titled "Food waste interventions at retail level that impact household food waste". The diagram shows numerous nodes labeled "Actor" connected by lines, with a color gradient from orange to green. A legend indicates "Active or Passive" with green for Active and orange for Passive. A control panel on the right allows filtering by "Group by", "Shade by", and "Size by".

## Our impact



The project goal of maximising engagement between food systems research and non-academic organisations was achieved, whilst simultaneously enabling partners with a heightened understanding of their role within the food system.

- Enabling and educating partner organisations
- Clear communication of food systems research
- New partners engaged for Centre for Food Policy