

TANDEM

TANDEM PARTNER CANVAS

When you start a project cooperation, usually you have one partner organisation taking the lead – maybe because they had the project idea in the first place. They sit in the driving seat and the other partners are following, finding that the project is in line with their mission at best, or, in the worst case scenario, feeling instrumental and even used. And after the project is finished, the partnership also ends, and you move on to the next project. But what if there was a way that allows you to shape the project as a vehicle or space where you can design a real co-creation, benefitting both organisations equally and organically, looking at long-term collaboration?

The Tandem method: partner canvas can help you do that. Similar to the business model canvas, it shows the entire project on one big piece of paper (or page). However, this being a partner canvas, the main pillars for the project are each partners' expectations ('what will we take from the partnership?') and their contributions ('what can we bring to the partnership?'). The core of the partner canvas, is the core of the collaboration project – capturing the value proposition or project concept. The base of the canvas answers the questions about how the project will be organised: resources, activities and outputs.

Once finished, the canvas allows you to tell the story of your collaboration, but also to check with your partner if you are still on the same page.

INSTRUCTIONS FOR PARTNER CANVAS

1. **Individual brainstorm:** without looking at the canvas, each partner drafts as many post-its as possible with ideas, elements, questions, key words, etc. that come up when thinking of the project. Use different colours for each partner.
2. **Organising and sharing:** partners organise their post-its onto the canvas, while explaining what they mean. Take time to understand each post-it and take turns to give all partners the chance to bring original ideas to the canvas.
3. **Filtering and completing:** once all the post-its on the canvas, identify which areas are underdeveloped and try to add post-its there – and see which post-its are double, not clear etc. A quick check at this stage can be to try and tell the canvas story together: see which elements don't fit in or need extra attention.
4. **Support and feedback:** the questions below can help you to direct the thinking. Or ask other people for feedback after telling your canvas story.

QUESTIONS FOR PARTNER CANVAS

Why?

(goals and expectations)

- What is the main goal of your collaboration?
- What motivates each partner to engage in the collaboration?
- Which values do partners have in common?
- Which objectives do partners have in common?
- What are the needs, challenges and/or weaknesses of each organisation that are addressed through this collaboration project?
- What would partners like to learn *from each other*?
- What would partners like to learn *together*?
- What is the urgency of your collaboration? Why now?
- When is your collaboration successful?

How?

(concept of pilot project)

- What is your idea about?
- How will it work?
- When is your collaboration project a success?
- How did you come to this proposal?
- How is it innovative? Why is it new for you?
- Why is it relevant for others working in this field? How can they benefit?
- How will your project change your future? How will it change our future?

Who?

(partners, roles and contributions)

- Who is involved in the collaboration project and what can they offer?
- What will each partner contribute to the collaboration?
- Are these contributions financial, technical, knowledge-based, human resources etc.?
- How can these resources support your collaboration and benefit both organisations and communities?
- Who in your teams and organisations do you plan to involve? How can they benefit from this project?
- Who else do you want to work with? Which organisations from your cities? Which artists? How do you involve them? What is in it for them?
- How do you want to work? What kind of partnerships do you need? What is the role of each partner in the project?
- How does distribution of responsibilities relate to each partners' capacities?
- Do you have all the resources (incl. skills and knowledge), or do you need to find external support?
- What is missing? How can you deal with that?

What?

(placements and project activities)

- What do you plan to do during the Tandem placements?
- How can the placements support your collaboration?
- What kind of activities are you planning for your project? Workshops/meetings/productions/performances/exhibitions/etc.
- What about distribution/dissemination/communications?

What?
(costs and
resources)

- What are the main costs of the project?
- What are the main sources of income? Incl. own contributions?
- What happens if you cannot secure all the necessary resources?

What?
(outputs and
follow-up)

- What are the expected outputs (tangible/quantitative) of the collaboration project?
- What are the expected outcomes (intangible/qualitative)?
- How do you know it worked? What are the indicators for success?
- How will you evaluate the project?
- How do you share your learning? In your team, your community, with Tandem?
- How can the project become sustainable? By scaling up? Multiplication?