

Piotr Nieporowski

University of Zielona Góra, Education, Psychology and Sociology  
e-mail: nieporowski@gmail.com

## **Cooperation Between Business and NGO's Supported by Examples from Lubusz Voivodeship**

Non-governmental organisations in recent years have gained new possibilities to realise their initiatives, thanks to the strong need among corporations to maintain their socially-desired image, which translates into their greater openness towards possible cooperation with the third sector. Several representatives of NGOs, utilising the latest technological solutions, are improving both the extent of their influence and its effectiveness. As multiple examples from Lubusz Voivodeship illustrate, the strategy of cooperation between business and non-governmental organisations can take on many forms, not necessarily based on financial support. Currently, a bargaining chip in the case of both sides is their knowledge capital. Corporations striving to maintain a positive image in the surroundings they function within are more eager to support social initiatives, recognising in it a possible path to gaining a competitive edge. In my article, I intend to reflect the specificity of the business/NGO relation and its determinants on the basis of selected examples from Lubusz Voivodeship. By analysing case studies, I will try to indicate the most common mutual expectations and construct a vision of a “perfect partner”. The context of analysing the quality of relations between business and NGO's is social capital, which is an important value determining its shape. This arises from the belief that an organisation's social capital has a meaningful impact on its attractiveness in the eyes of a potential partner. In my paper I will also present the most recent data, depicting the level of trust among the local community.

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