

## PRO BONO PARTNERSHIPS TO DRIVE SOCIAL CHANGE



REUTERS/Arko Datta

### TRUSTLAW'S GLOBAL CORPORATE PRO BONO INITIATIVE

TrustLaw is the largest pro bono network in the world. We connect the world's leading legal teams with high-impact NGOs and social enterprises working to create social and environmental change.

We work with over **725 law firms and corporate legal departments** representing over 120,000 lawyers who provide free legal support to thousands of NGOs and social enterprises across more than **175 countries**.

**TrustLaw's Global Corporate Pro Bono Initiative** supports corporate legal departments across the world to facilitate partnerships between their in-house lawyers, international law firms and local counsel. These partnerships have helped corporate legal departments build and expand their global pro bono programmes, giving them access to high quality, high impact pro bono opportunities and helping them navigate regulatory, licensing and insurance challenges.

### WHY PARTNER?

Pro bono partnerships have been key to the growth of corporate pro bono in recent years and provide a range of benefits to both corporate legal departments and law firms. These collaborations enable partners to combine their resources, expertise and passion to multiply the social impact they can have through pro bono.



Working in partnership with law firms, corporate legal teams take on larger scale pro bono projects for greater social impact



Partnerships strengthen relationships between corporate legal teams and law firms



Partnerships leverage the commercial skills of corporate legal teams to better advise pro bono clients



Partnerships can help corporate legal teams navigate insurance requirements and access legal resources for pro bono work



Partnerships create opportunities to work with lawyers domestically and internationally to benefit clients all over the world

# RECIPE FOR SUCCESS

**BUILD RELATIONSHIPS.** Pursuing long term pro bono partnerships helps legal departments to identify and connect to projects that are best suited to their skill sets, interest and capacity. Established partners also better understand how to work together and communicate, how to leverage each other's skills and resources, and how to solve challenges.

*"At GE, we establish relationships with pro bono coordinators at law firms to find out what they can do for us and what we can do for them, working together we can access a broader array of pro bono opportunities for our lawyers."*

– Kate O'Leary,  
Global Executive Litigation Counsel,  
General Electric

**SET CLEAR EXPECTATIONS AT THE OUTSET.**

Discussing roles, responsibilities and project management early on will provide partners with a clear understanding of client expectations, division of work and deadlines. For longer-term projects, it is important to have a project manager and a succession plan.

*"An assessment of capabilities and expertise at the outset is critical to ensure a reasonable division of labor among partners. The first step is to discuss with the client and our law firm partner the client's expectations and our respective capabilities. We normally rely on our law firm partner for general project management, but we work closely to make a general work plan including detailed work assignments."*

– Roy Birnbaum, Senior Legal Director, Merck

**DISCUSS INSURANCE AND LICENSING.** If a legal department lacks malpractice insurance coverage for pro bono work and does not self-insure, it will be important to discuss any expectations of coverage through a partner law firm. See [TrustLaw's Global Corporate Pro Bono Map](#) to learn more about the licensing and insurance requirements in your jurisdiction.

*"Law firms are generally happy to extend their insurance coverage to us and this is often done informally. Other firms are more formal and we sign an engagement letter with them."*

– Dharini Collins, Director,  
Citigroup Global Markets Limited

**ESTABLISH REGULAR COMMUNICATIONS AND SHARE FEEDBACK.** A key to enduring, successful pro bono partnerships is to communicate regularly and discuss honestly what is working well and what can be improved. Keeping partners informed of developments helps to build a sense of ownership over the work.

*"We communicate with our partners through regular calls and emails, and meeting where appropriate. The frequency of communication depends on the nature of the project."*

– Dilrukshi Cooray,  
Vice President & Assistant General Counsel,  
J.P. Morgan

Pro bono partnerships that are carefully developed and cultivated can yield extraordinary results for the lawyers, the clients and the communities they serve.

## STRENGTHENING HOUSING RIGHTS IN LATIN AMERICA

Hewlett Packard Enterprise and HP Inc. partnered with a consortium of law firms led by PAGBAM in Argentina, and **TECHO**, a youth non-profit, to conduct research on the right to housing across nine countries in Latin America.

The resulting guide is being used by a range of actors to conduct strategic advocacy and shape a more progressive housing policy across the region. This project won TrustLaw's 2015 Innovation Award.

## GUARDING PATIENT PRIVACY IN A MOBILE WORLD

Merck/MSD partnered with Baker & McKenzie and the **United Nations Foundation's mHealth Alliance** to develop global privacy and security standards for the use of mobile technologies in healthcare.

The report has become a key tool for governments, telecom companies and healthcare providers as they consider how to protect patient data and regulate mobile health. This project won TrustLaw's 2012 Collaboration Award.

## SUPPORTING INNOVATION TO SAVE NEWBORN BABIES

Microsoft's in-house legal team and law firm Ashu Thakur & Associates partnered with **Bempu Health**, an Indian social enterprise, to help register an innovative temperature monitoring bracelet designed to detect neonatal hypothermia.

The pro bono assistance allowed for the early commercialisation of the device and its distribution to over hundreds of healthcare centres, supporting BEMPU's mission to reduce child mortality in India. This project won TrustLaw's 2016 Innovation Award.

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