WHO WE ARE



THE PROBLEM



THE PRODUCT



THE PROOF



THE IMPACT



THE ASK



THE TEAM



WHY YOU?





1

About IDH

WHO WE ARE

What do we **do?**

What do we **stand for?**

One level up from Projects and Programs

The **Challenge:** 60 seconds!

1

2.1 — Brand Positioning on a page

Who

We are the Collaborative Change Agent.
We communicate with empowering simplicity
and champion inclusivity, courage, and integrity

What

We leverage the power of markets to
create better jobs, better incomes, a better
environment and gender equality for all

How

By convening, co-creating and co-financing
inclusive and sustainable solutions that catalyze
change at scale

Why

We do this to put people, planet, and progress
at the heart of markets



1

Our Brand Archetypes

PRIMARY

Creator

To those who seek a step-change, we are the innovative Creator, synthesizing information into new ideas that unlock big opportunities.

+

SECONDARY

Sage

To those we are a knowledge partner—the reassuring Sage.

From our vast network, we collect large amounts of data and convert it to insights, clarifying the opaque, illuminating the obscure, and reducing perceived risks.

IDH's public-facing brand is rooted in the Creator archetype. But to some stakeholders we communicate more through the filter of the Sage archetype.

Which are you most likely to use?
Please type **1, 2** or **3** in the Chat
1. Creator or **2. Sage,** or **3. Both!**

2



PAIN

What is the **problem** you solve?

The **Why** of your proposition



PAIN

What's the
Human Result
of the problem
you're solving?

Be specific
PUT A NUMBER ON IT

"They are not sustainable enough"

"There is a lot of gender inequality "

"65% of companies in this industry will miss their 2030 sustainability targets."

"Female unemployment is running at **X%**"

Securing Smallholder Livelihoods in Rainfed Maharashtra

A case study on de-risking farmer's livelihood from the impact of climate change in Maharashtra through coordinated solutions promoting water security and integrated livelihood opportunities.

The problem | Addressing the issue | Creating access to water



In Jalna, Maharashtra, 85% of the geographical area is under agricultural use, with over 40% of cultivable land under cotton cultivation; however, agricultural productivity in the region has been in decline. Recent changes in climate conditions have led to increased temperatures, erratic rainfall, and made the region severely drought-



3

PRODUCT

Product = Project, Proposition, Partnership

How do you **solve** the problem?

NOTE: **Start** with the **Pain**, then introduce the product



PRODUCT

Which **project,** partnership, **opportunity** or service are you pitching?

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PROOF

Who's already **involved**?

Partners, Initiatives

Success Stories

Global Coffee Platform (GCP)

GCP and IDH share a common vision of a thriving, sustainable coffee sector which implies the expectation of farmers' prosperity based on closing the living income gaps.

International Coffee Organization (ICO)

The ICO, as a representative of the coffee producing and consuming governments, is an important partner to IDH.

Community of Interest for Coffee in Switzerland (CIC Switzerland)

With the CIC and SECO, IDH Coffee Program is working on a program to address human rights due diligence through closing living income gaps.

Always open to new partnerships

Creating change can never be done in isolation. Therefore, we are always open for new partnerships.

We work with many private sector partners in the coffee sector

TOUTON

JDE

NESPRESSO



5

WHAT'S THE IMPACT?

Examples of impact made

Quantified and Specific

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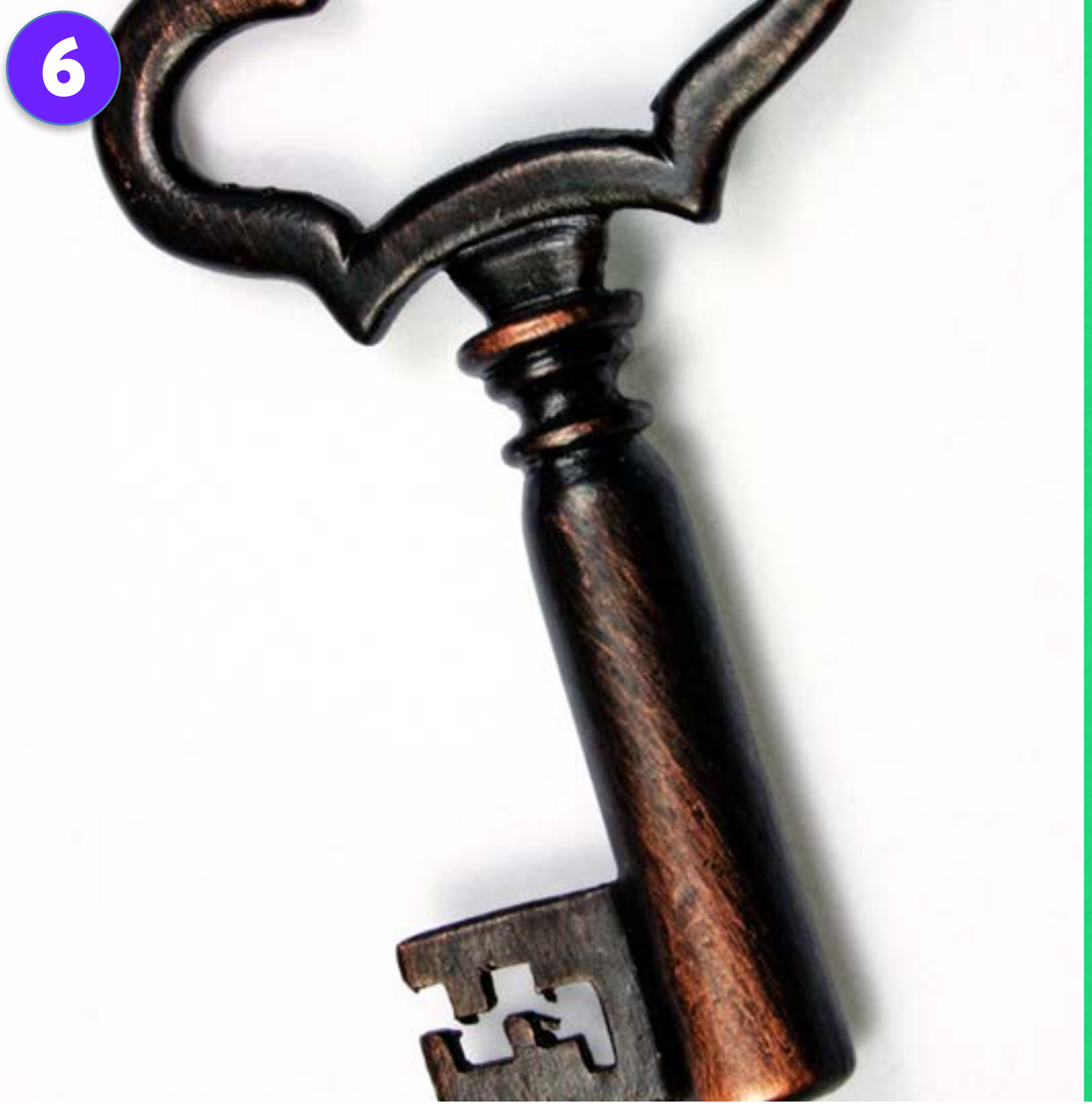

WHAT DO YOU NEED? and CALL TO ACTION

Money? Advice?

Introductions?

Follow Up **Meeting**?

Commitment to Partnership?



MILESTONE

Where will the investment/support **bring** you?

Make clear the **value** their involvement will **deliver**

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TEAM

Who is making it happen?

On a
Project level

On an
Organisation level

Headquartered in the Netherlands, IDH has around 380 employees globally, operating in 20 landscapes and 12 commodities and sourcing regions with over 1000 public and private partners. In 14 years of operation, IDH has catalyzed over 390 M in private sector investment and support for new business models that create better jobs, better incomes, a better environment, and gender equity for all.

Adapt to **your** local organisation/region

ONE LAST THING...



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WHY YOU?

What's your **personal motivation** to offer this proposition?

Brand Values



Courage

We empower courageous people around the world to act as agents of positive change in the face of intimidating challenges



Integrity

We are independent, credible, and trustworthy to all stakeholders, including ourselves



Inclusivity

We build broad alliances based on mutual respect to create and implement sustainable solutions



WHY YOU?

What makes **you excited** about your proposition?

Your **Enthusiasm** Counts!