Example pitches for IDH

A General 2 Minute Pitch (288 words)

IDH is a global organization transforming markets.

We believe that market systems have the power to make trade more inclusive and sustainable.

- 200 multinational companies engage in half of the world's production and trade of 15 key commodities.
- Small and Medium Enterprises represent about 90% of businesses and more than 50% of employment worldwide.
- If we change the way these key players act, we can create impact further upstream and downstream for the 2 billion producers and value chain workers - and for the 8 billion consumers worldwide.

But we see that markets are mainly driven by the pursuit of efficiency and short-term profit maximization, without concern for people and planet.

- Over the last 50 years there has been a maximization of corporate shareholder profitability while at the same time an externalization of environmental and social costs and impacts.
    - The S&P 500 Index has grown 3220% from 1970 till today
    - While global carbon emissions are up 147% in the same period
    - And global biodiversity is down 69% in the same period

That's why IDH is making conscious interventions to shift the private sectors focus towards the long term for public good.

Together with public and private partners we co-create and co-invest in sustainable solutions that transform international markets and local practices, creating better jobs, better incomes, a better environment, and gender equality.

- In 15 years of operation, IDH has mobilized millions of EURS of private sector funds
- Creating thousands of jobs, improving the incomes and livelihoods of millions of farmers and restoring and protecting many ha of land

The strength of our organization comes from our nearly 400 expert staff embedded in key markets and value chains in over 30 countries.

Join us in bringing people, planet and progress into the heart of markets.

A General 1min 15 seconds Pitch (167 words)

IDH is a global organization transforming markets.

We believe that market systems have the power to make trade more inclusive and sustainable.

But we see that markets are mainly driven by the pursuit of efficiency and short-term profit maximization, without concern for people and planet.

That's why IDH is making conscious interventions to shift the private sectors focus towards the long term for public good.

Together with public and private partners we co-create and co-invest in sustainable solutions that transform international markets and local practices, creating better jobs, better incomes, a better environment, and gender equality.

In 15 years of operation, IDH has mobilizedmillions of EURS of private sector funds - creating thousands of jobs, improving the incomes and livelihoods of farmers and restoring and protecting many ha of land

The strength of our organization comes from our nearly 400 expert staff embedded in key markets and value chains in over 30 countries.

Join us in bringing people, planet and progress into the heart of markets.

A Short Introduction Pitch – 35 Seconds (82 Words)

IDH is a global organization of over 400 people, transforming markets, working with multinationals and SME's.

We believe that market systems can make trade more inclusive and sustainable. But we see that while many organisations have a real wish to make change, they struggle to know how and where to start – and the profit pressure is big!

Together with public and private partners we co-create and co-invest in sustainable solutions - creating better jobs, better incomes, a better environment, and gender equality.

A Handshake Pitch – 4 sentences, 25 seconds

IDH is a global organization of over 400 people, transforming markets, working with multinationals and SME's.

Many organisations have a real wish to become more sustainable and inclusive. However, they struggle to know how and where to start – and profit pressure is big!

Together with public and private partners we co-create and co-invest in sustainable solutions - creating better jobs, a better environment, and gender equality.

idh
transforming markets