

## Engagement Models – Sample Value Proposition for Companies

*Our value proposition includes a unique set of benefits to our corporate members, including both global and local companies across the value chain, with achieving their business goals.*

### Benefits



***Innovative Business and Collaboration Models:*** development of innovative new business and collaboration models that deliver results



***Market Presence:*** opportunity for building regional and national presence in the market



***Sustainable Value Chains:*** the creation of sustainable agriculture and more stable sources of raw materials



***Performance Measurement, Reporting & Analytics:*** design and implementation of sound measurement and reporting practices



***Partnering for a Purpose:*** new partnerships and areas of expertise developed through the combined knowledge and experience of diverse stakeholders



***Sustainable Development:*** opportunity to strengthen your firm's portfolio and global brand value by investing environmental, social and/or talent initiatives

## Engagement Models – Sample Value Proposition for Governments

*Our value proposition includes a unique set of benefits to support our public sector officials with achieving their agendas at the national, state and local levels.*

### Benefits



**Sustainable Agriculture:** improved economic, social and environmental outcomes for local citizens, especially farmers



**Sustainable Development:** opportunity to contribute to the advancement of major global initiatives (e.g. UN Sustainable Development Goals) and to leave a legacy



**Sector Investment:** new private sector investment in agriculture, complementing public investment



**Partnering for a Purpose:** new partnerships and areas of expertise developed through the combined knowledge and experience of diverse stakeholders



**Innovative Business and Collaboration Models:** development of innovative new business and collaboration models that deliver results

## Engagement Models – Sample Value Proposition for Development Partners

*Our value proposition includes a unique set of benefits to support our donors with advancing their agendas.*

### Benefits



**Sustainable Agriculture:** improved economic, social and environmental outcomes in local agriculture – often at higher return on investment (ROI) than traditional development projects



**Sustainable Development:** opportunity to contribute to the advancement of major global initiatives (e.g. UN Sustainable Development Goals)



**Long-term Sustainable Impact:** opportunity to generate long-term, sustainable impact through market-based approaches that can become financially self-sustaining



**Partnering for a Purpose:** new partnerships and areas of expertise developed through the combined knowledge and experience of diverse stakeholders



**Monitoring and Evaluation:** design and implementation of sound measurement and reporting practices



**Innovative Business and Collaboration Models:** development of innovative new business and collaboration models that drive impact at scale

## Engagement Models – Sample Value Proposition for Civil Society

*Our value proposition includes a unique set of benefits to support civil society with advancing their agendas.*

### Benefits



***Sustainable Agriculture:*** improved economic, social and environmental outcomes in local agriculture – often at higher return on interest (ROI) than traditional development projects



***Monitoring and Evaluation:*** design and implementation of sound measurement and reporting practices



***Long-term Sustainable Impact:*** opportunity to generate long-term, sustainable impact through market-based approaches that can become financially self-sustaining



***Partnering for a Purpose:*** new partnerships and areas of expertise developed through the combined knowledge and experience of diverse stakeholders