IMPACT ALLIANCE
Project Snapshot
Insights gained, lessons learned, outputs achieved, looking forward
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What we set out to do

The Impact Alliance project was designed to test the feasibility of “Impact Incentives” and “Impact Partnership Incentives” as innovative market-driven working models to scale and improve sustainability performance at landscape levels. The aim was to have a validated model that can be scaled up and offered for use with other commodities and other ISEAL standards, becoming an important sustainability impact accelerator for the sourcing areas of a growing number of industries.

Insights gained and lessons learned

Complexity below the surface

Starting with a very simple concept of recognizing established sustainability standards and incentivizing producers that meet them or progress towards them, the complexity continued to increase as we advanced the Impact Incentives model. It became clear through our work on policies and procedures that to establish a robust system that supports credible, assured claims, the Impact Alliance needed to go into much further detail than originally anticipated to create stronger guidelines and limitations around the Impact Incentives.

Building the bridge as we walk it

With a deep sense of urgency to achieve positive impacts, the major developments that were needed to implement the Impact Incentives happened simultaneously. This presented challenges as well as opportunities. For example, the Impact Incentives online registry was planned and built while some of the key policies and procedures defining the Impact Incentives were being developed. This resulted in some inefficiencies in the platform development but allowed for a timely go-live.

Finding the right partners

With ChainPoint (IT provider) and ACT Commodities (trading facilitator), the Impact Alliance was joined by strong partners to move the project forward and share the vision and commitment to introduce and rapidly scale the Impact Incentives. The expertise added by these partners lies outside of the Impact Alliance members’ core competencies and is crucial to the success of the Impact Incentives model.
The value of being an Alliance

“The whole is greater than the sum of its parts.” Developing and operationalizing the policies and procedures of a project of this scale requires a very significant level of effort and investment. While tackling this project as an alliance added further complexity, it also brought together a strong group of individuals from across industries, commodities, and backgrounds to come up with a robust and global system that can help to accelerate scale and impact.

Some key outputs achieved

- The Impact Incentives and Impact Partnership models are fully developed
- The Impact Alliance has a robust set of policies & procedures to ensure the credibility and scalability of the Incentives for current and potential new members
- ChainPoint Impact Incentives registry developed and implemented
- Strong communication materials that explain Incentives to interested parties
- Successful piloting, verifications and sales of initial Impact Incentives (Proterra, August 2021) and Impact Partnership Incentives (LIA/Textile Exchange, March 2022): see pilot summaries

Looking forward: scaling in all direction

New Impact Alliance members

The Impact Incentives and Impact Partnerships offer a fully developed and adaptable solution to drive the adoption of any sustainability standard or system. We welcome sustainability initiatives to join the Impact Alliance, benefit from the developed and piloted concepts and infrastructure and contribute to the strength and reach of the Impact Alliance.

New Impact Incentives scopes

Building on the current Impact Incentives scopes addressing Deforestation/Conversion and Animal Welfare, additional scopes will be added as members expand their use of Impact Incentives to more commodities and impact areas, and as new members join the Alliance. New scopes may include sustainability areas such as land management, water, social.

Explore landscape level application

With the initial development of Impact Incentives addressing individual producers, moving forward there is also strong potential to use Impact Incentives as a shared financial reward system to support landscape level initiatives across multiple scopes and commodities.

More producers across geographies and commodities

The main objective of the Impact Alliance is to rapidly scale the Impact Incentives, allowing brands and retailers to directly support producers in achieving positive impacts on the ground and collectively drive transformational change.

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