
DO GOOD
Better



— *Maybe* —
YOU'RE NOT THINKING
big enough.



This is the biggest idea of our time.

Right now, smart, caring and committed people around the world are creating positive change at a pace never seen before. In every country and across every economic sector, all types of people are working with the tools they have to improve the way we live.

Entrepreneurs in developing countries are creating sustainable business models with social, economic and environmental benefits; administrators, community leaders and planners are assessing their development options in new ways; foundations, corporations, community groups and individuals are supporting change with time, money, ideas and energy.

This mobilization of talent and resources is the greatest single movement of our time. It is the greatest collective movement in human history.

There is no way to pinpoint when it began, but this global scale response, this massive interconnectedness to common purpose, is certainly in its infancy. It began with shared understandings of common problems. It is being reinforced through global communication and information sharing.

Countless forces are moving simultaneously and, for the most part, independently in a common direction. Along the way, people are seeing one another in action, and it is giving us hope.

This mobilization of talent and resources is the greatest single movement of our time. It is the greatest collective movement in human history.

As this process matures, the call to organize formally might seem like a reasonable next step. But our 20 years of experience in international sustainable development suggests that this would be wrong.

What these leaders need now, and through the next few critical decades, is the ability to maximize their results as they proceed, where they are proceeding. They need the ability to get beyond working as collections of individuals, without having to create new structures that would draw precious resources and energy away from the work at hand.

That is why we want to take great ideas and work with the innovators to increase their impact, and then distribute the knowledge through our existing international, non-political networks that are trusted and respected. In this way, people can share proven innovations—large and small—in the most practical and timely ways possible.

The IISD Impact Centre is well-positioned to be a leader in this specialized niche and to show character of leadership through service. We can offer current expertise and real life experience in the best ways to help innovators scale up and share proven innovation to fast track projects to real results.

They need the ability to get beyond working as collections of individuals, without having to create new structures that would draw precious resources and energy away from the work at hand.

A field of solar collectors under a cloudy sky at sunset or sunrise. The collectors are arranged in rows, and the sky is filled with soft, golden light. The text is overlaid on the image.

— *Innovation* —
IS THE SEED OF
sustainability.

\$

Too much real innovation is gathering dust.

Right now, there are field-tested sustainability innovations all around the world, innovations that are proven effective, that have never been scaled up and shared, so that everyone can take advantage.

Scaling up requires practical understanding of the challenges that are unique to each situation, detailed planning and specific methods to deliver innovations to the people who need them—where, when and how they need them. Each time we do this, our networks, our processes and our expertise get stronger.

We understand the cycle of action, reflection and adjustment. We act as the central catalyst, introducing innovation and capturing adaptations to create continuous improvement in both the projects we support and our own processes.

Together, we determine exactly what is needed to ensure that innovations will be successfully adopted on the broadest possible scale, including:

- *Strategy development and planning*
- *Capacity building and training*
- *Communications techniques*
- *Participatory scenarios processes*
- *Partnerships identification and management*
- *Community building and social networking*
- *Marketplace readiness*

Scaling up requires detailed planning and specific methods to deliver innovations to the people who need them—where, when and how they need them.

*WE ARE UNIQUELY
POSITIONED TO
LEVERAGE INGENUITY.*

There are millions of individual projects and initiatives around the world that are valuable, practical, important and truly worthy of support. But there are only a few opportunities like this one to leverage the successes from one innovation to wherever they are needed around the world. This requires a distinct set of skills.

The Impact Centre can propel innovation, because we have the networks and the experience:

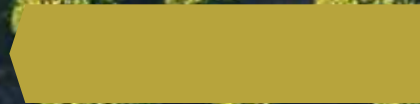
- *IISD's proven Impact Strategy framework (view online at www.iisd.org/impactcentre)*
- *Communications strategy planning for international organizations, governments, NGOs and First Nations groups*
- *Social media applications for viral communications*
- *Knowledge management and sharing platforms serving tens of thousands of sustainable development practitioners via IISD's Reporting Services program*
- *Online learning platforms, webinars and face-to-face training in developed and developing countries*
- *Management and evaluation of collaboration through networks and partnerships*
- *Facilitation of multi-stakeholder consultation processes, focus groups and online dialogues*
- *Over 14 years of experience in taking impact into the next generation of leadership through IISD's internship programs*

There are only a few opportunities like this one to leverage the successes from one innovation to wherever they are needed around the world.

— *Out of* —

NEW PERSPECTIVES

opportunity grows.



From here, we see partners in every direction.

The Impact Centre is a vital part of the Institute's Global Connectivity Program, which works to facilitate the flow of knowledge, learning and leadership needed for global sustainability.

We can champion innovation where it will count so we focus on areas such as trade, investment, climate change, energy, water, youth, natural resources and telecommunications. We work with socially responsible businesses; development aid agencies; governments and other research institutes and NGOs; moving proven concepts and innovations to broad scale adoption and global change.

We are uniquely connected to highly respected international organizations that have developed successful projects to address key issues. Organizations such as the United Nations Environment Programme, the World Wildlife Fund, and the World Conservation Monitoring Centre

are currently working with us or have expressed interest in sharing knowledge through the Impact Centre.

Through our 14 years of experience in training and engaging the next generation of sustainable development leaders, we have created a network of individuals who are now working on sustainable development across Canada and around the world. This network is a valuable international resource for the future that will only be strengthened and broadened through the work of the Impact Centre.

Developing and supporting the next generation of leaders is an important component of achieving long-term impact and real change.

Innovators and investors, communities, countries and ecosystems will reap the rewards as we increase the impact of the next generation of sustainable development leaders through the Centre's projects, training and networking.

We are uniquely connected to organizations like the United Nations Environment Programme, the World Wildlife Fund and the World Conservation Monitoring Centre.

*WE ARE PREPARED
TO MEET THIS
CHALLENGE.*

Our work has prepared us for this for two decades. Over the past few years, as part of the IISD Strategic Plan, we reviewed and assessed our experience with effective networking and communications—we found the programs that had the most impact and from them distilled the essential success factors.

We used those success factors to increase our effectiveness, drawing on our experiences with changing international investment negotiations, training up-and-coming decision makers, promoting new approaches to water management and undertaking regional integrated environmental planning.

Most recently, we have fine-tuned our Impact Strategy approach and crafted training materials for staff, interns and partners around programs like the Water Innovation Centre; the development of the Model International Agreement on Investment; the International Internship Program; and work with the Lake Balaton Development Coordination Agency.

***We increased
our effectiveness
by drawing on
our experiences
and essential
success factors.***

== *The future* ==
BELONGS TO THOSE WHO
work together.



Together, we can do good, better

We are building a social enterprise within IISD—a “more-than-profit” centre, driven by the mission and values of the Institute and committed to the vision and goals of partners and clients. Within three years, the Impact Centre will be self-sustaining, but right now, we need your help.

With your support, we will bring key people and resources together and organize ourselves around a business model that delivers results.

We will demonstrate the scope, scale, efficiency and effectiveness of the IISD Impact Centre, designing and implementing impact plans for at least four major current field tested initiatives (tested in both developed and developing countries) involving IISD, IISD’s partners and external clients who have sought our advice.

***Within three years,
the Impact Centre will
be self-sustaining,
but right now, we
need your help.***

Our four current demonstration projects

Sharper

IISD's CRiSTAL Tool - Community-Based Risk Screening - Adaptation and Livelihoods

This is a field-tested innovation designed by IISD and its partners to help project planners and managers integrate climate change adaptation and risk reduction into community-level projects and programs in developing and developed countries. Access to these types of knowledge, tools and expertise will help agencies around the world incorporate climate change risk and response into their community development planning. The Impact Centre will work with IISD's Climate Change and Energy program on the networking strategy that will improve the impact footprint of the CRiSTAL Tool.

Better

IISD's Creating Adaptive Policies: A Guide for Policy-Making in an Uncertain World

IISD's Foresight Group developed practical guidance for crafting policy that is flexible enough to respond to complex and rapidly changing circumstances. The Impact Centre will work with this group to develop and market an online training program for policy-makers that effectively meets their needs in real time.

Smarter

United Nations Environment Programme Training on Economic Valuation of Ecosystems

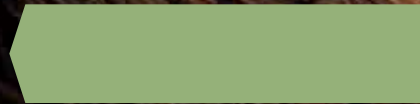
Defining a reliable and trusted economic valuation of an ecosystem is key to making informed decisions around the actual costs of development to a community. UNEP has developed and tested this content in the field. Today, its aim is to increase the reach and use of these materials. The Impact Centre is working with UNEP to edit, format and package the content into an interesting, interactive, low bandwidth product for government officials in less developed countries in Africa and Asia.

Bolder

The SEED Initiative hosted by the World Conservation Monitoring Centre

For nearly 10 years now, the SEED Initiative has recognized and bestowed awards to promising social and environmental entrepreneurs in developing nations. The Impact Centre is helping SEED to leverage this learning and expertise to move beyond individual awards and develop training partnerships and programs that strengthen the capacity of all microenterprises worldwide.

— *The only* —
LIMITS ARE THOSE WE
place on ourselves.



We have infinite capacity to improve everything.

This global movement of innovation and improvement has no boundaries. With your support, we will solidify our footing, prove our impact and grow the enterprise. We know the initiatives that have come to us to date are just the tip of the iceberg.

The plan is to move the Impact Centre to self-sustainability within three years, through the creation of a “Circle of Friends”—partnerships with four or five major organizations, foundations and aid agencies to underwrite the operations of the Centre in return for the use of the Centre to increase the impact of their initiatives.

Then we boldly market the IISD Impact Centre as the “go-to” destination for sustainable development businesses and agencies who want to increase the reach of their work.

Using our extensive networks, partners and alumni, we will promote the IISD Impact Centre as an entrepreneurial service group that can increase the reach and impact of successful sustainable development initiatives around the world.

Join us in building something bold, fresh and exciting in the realm of sustainability: a true social enterprise. The IISD Impact Centre will breathe new life into promising ideas and put them to work for a more sustainable world.

Join us in building something bold, fresh and exciting.



environmental



economic



social

*IS THAT BIG
ENOUGH
FOR YOU?*

