



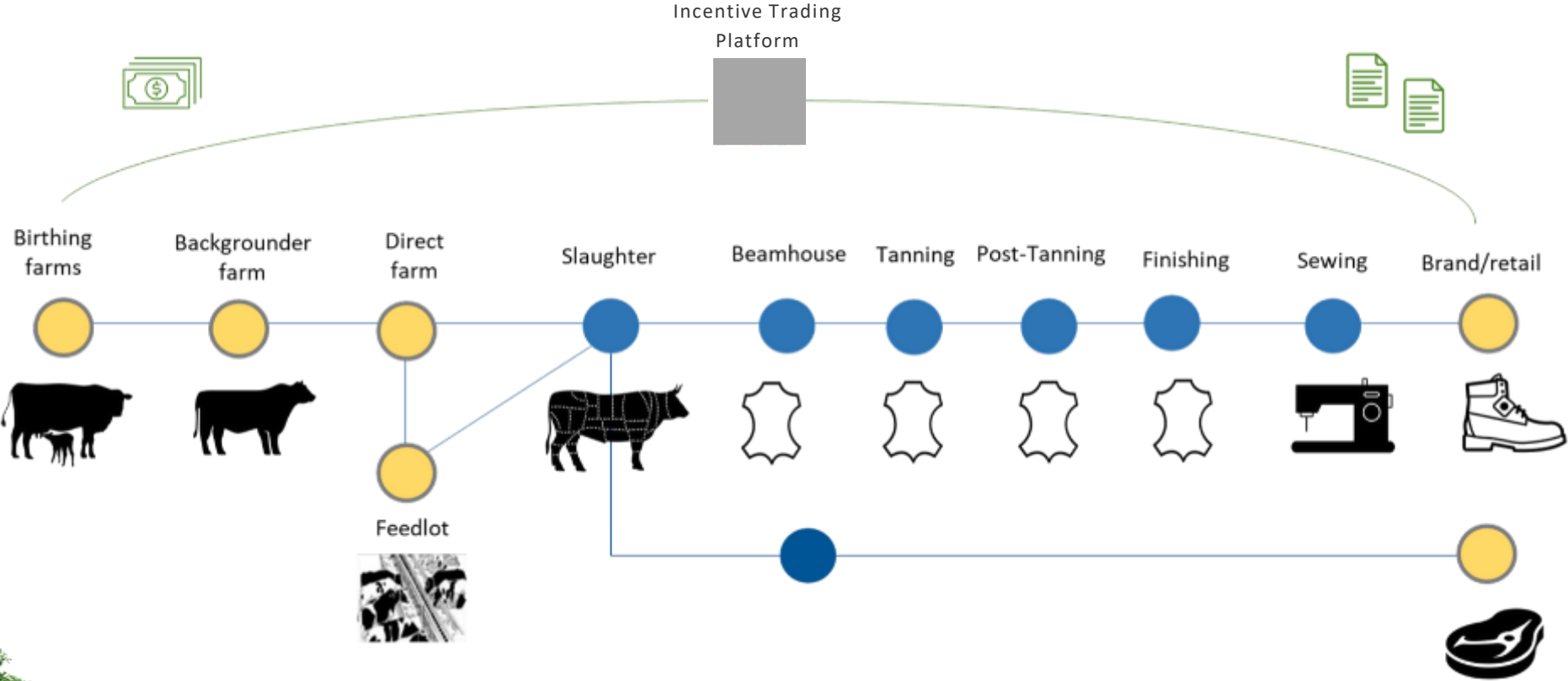
What are Impact Incentives?

IMPACT INCENTIVES

"The way they work is quite simple; farms that meet the standard or benchmark will be able to sell incentives for their volume of output, and brands can purchase these incentives to balance out their use of the output materials."

Fast, effective & efficient

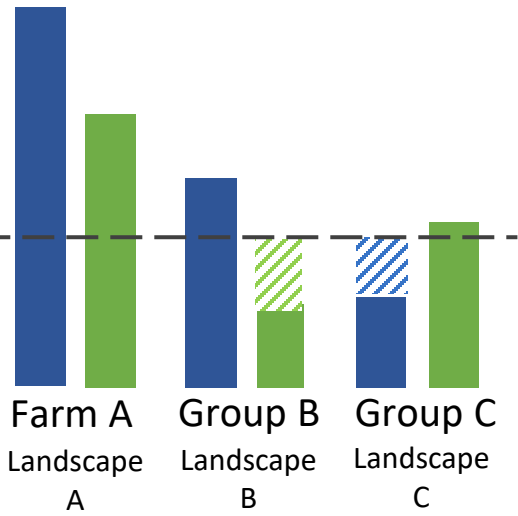
Rather than paying farmers a premium for best practices, then having every stage along the supply chain add their margin to that premium, the end buyers (brands or retailers) can transfer their support directly to the critical sourcing areas, with just a small fee paid for the transfer of the incentives.



Impact Incentives

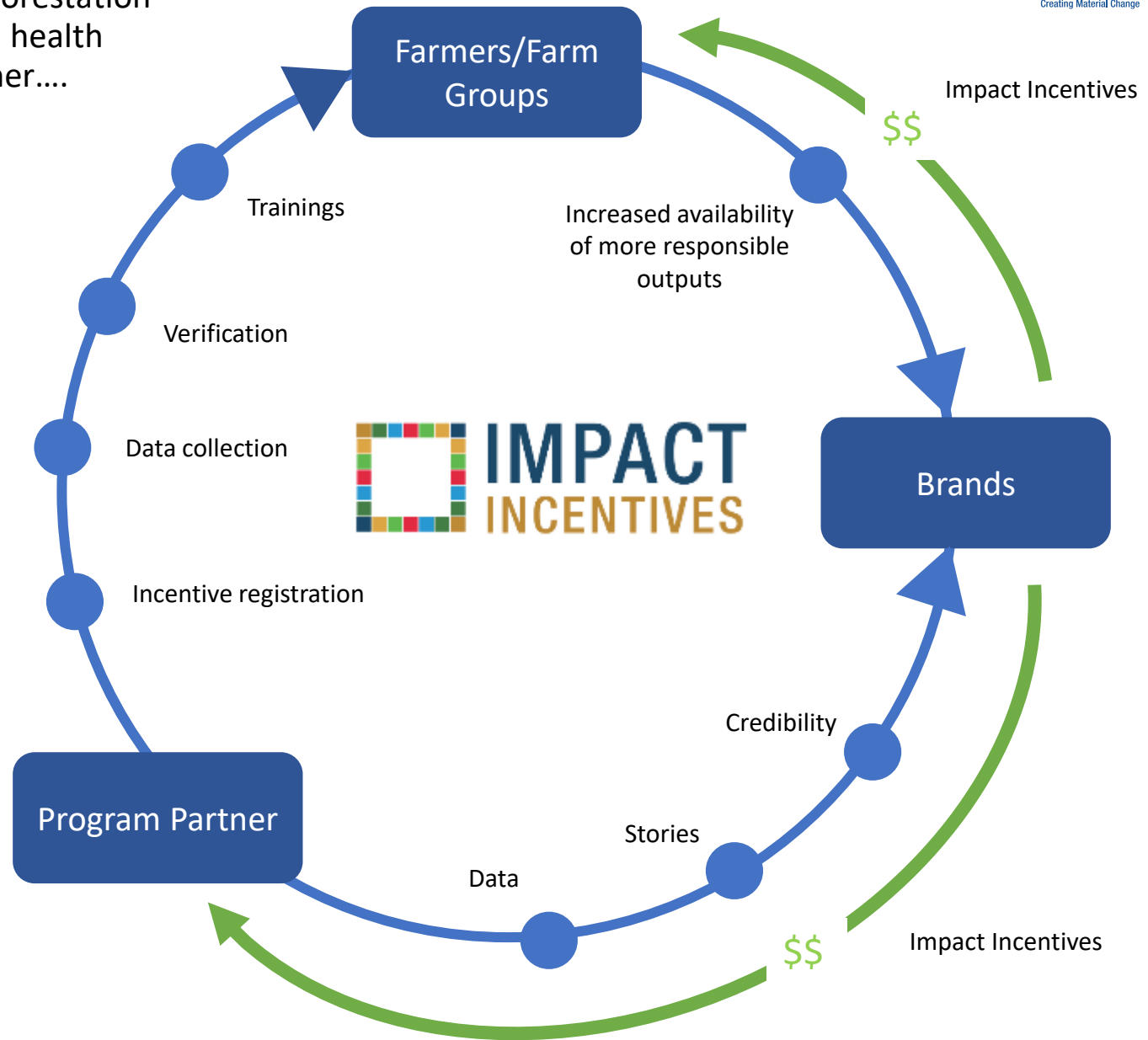
Min. level of best practices

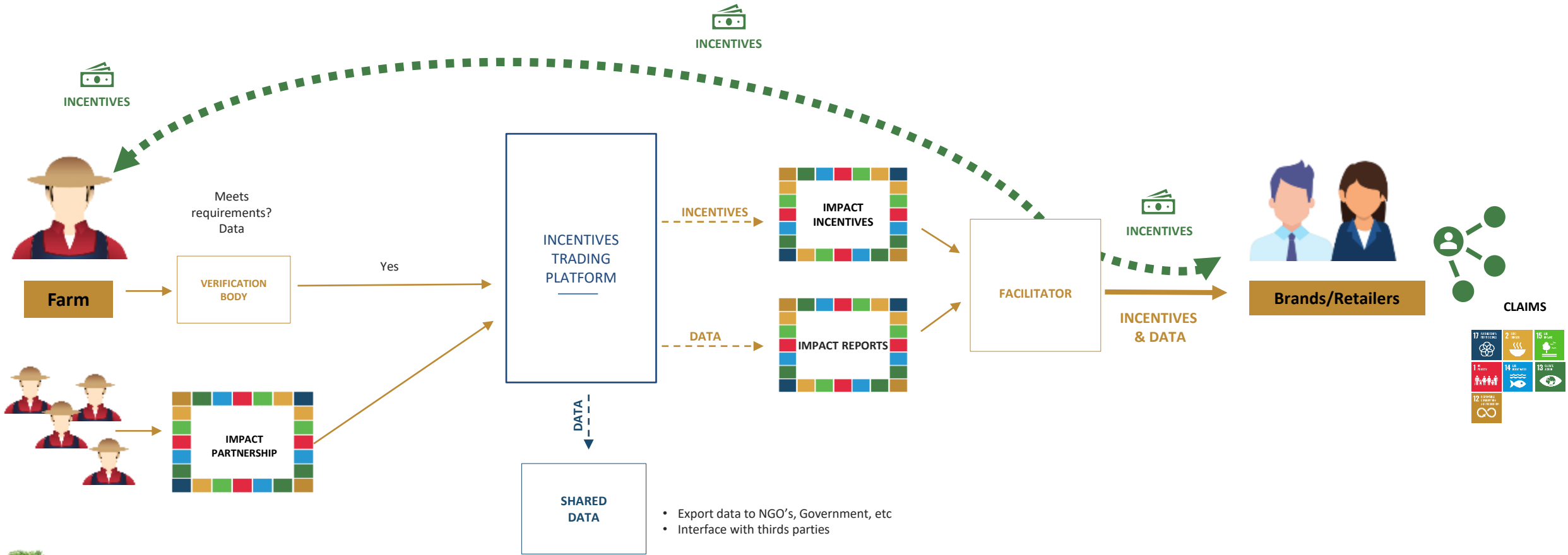
Impact Partnership Incentives



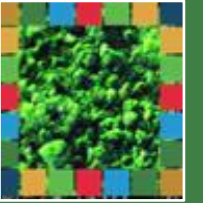
- Deforestation
- Soil health
- Other....

Impact Partnerships support change in critical landscapes through programs, and Impact Incentives sustain change with farms.





Impact Incentives can **amplify** the actions of **multiple commodities** across a landscape



IMPACT ALLIANCE

The Impact Alliance is a voluntary collaboration between sustainability standards owners that provides oversight on the use of Impact Incentives.



GRANT SUPPORT

The Impact Alliance is currently supported through three grants, as well as through the financial and time contributions of its founding members.



Innovations Fund
Landscapes Grant



[impactincentives.org](https://www.impactincentives.org)

