

The Most Important Plans For The Planet Collaborative

# Connecting Changemakers with Resources to Changemakers with Ideas

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We need all hands on deck to solve the world's most pressing problems and we need to combine resources for real impact. The MIPP Collaborative has built a framework that helps you connect with all the right stakeholders, align them, build momentum and scale solutions.

To achieve the world that the Sustainable Development Goals outline, we need to work together more than ever before. The MIPP Collaborative supports early-stage innovators for change and connects them with funders who are increasingly concerned with being the best partners for positive impact.

We need to think differently about how we can innovate together to solve global problems. We can't rely on a single country, sector or organisation to fix these issues alone. The SDGs show us that we need each other, and this is why we have come together as the MIPP Collaborative.



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## PROBLEM



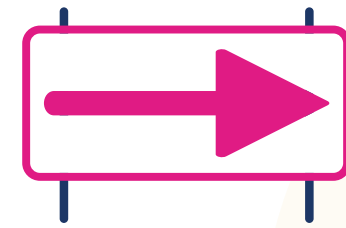
- Positive actors with purpose lack connection, visibility and resources.
- Purpose-led funders seeking partners for impact don't know where to look.
- Both are focused on the SDGs but don't have easy ways to connect with each other.
- As a result, the Most Important Plans for the Planet are not accelerated.

## SOLUTION

- Our model helps get impactful ideas off the ground into actionable and fundable initiatives
- MIPP resources encourage innovators and changemakers to develop their ideas and advance their projects
- We actively scout for those innovators and changemakers, wherever they are.
- We provide a signposted and fast-tracked route to connections and resources.
- Funders can trust the experience of the team to identify robust SDG-aligned impact potential in transformational innovators for the betterment of the planet and society
- The MIPP Collaborative connects with Fund4Impact's digital platform to enable direct interaction, investment and reporting at early stage using the SDGs frameworks
- Connecting impact makers with impact funders, using the Thinking SDGs roadmap to innovation, we accelerate the Most Important Plans for the Planet by getting them off the starting blocks and through the path to funding and scale

**We bring Investment FOR Impact and Investment WITH Impact together with real changemakers in all areas of the SDGs**





## Resources for Changemakers

Thinking  
SDGs

- Inspire
- Support
- Signpost

Fund4Impact

1

## Learning



### Shape your Most Important Plans for the Planet

- Impact Mapper identifies potential
- Top-level alignment with the SDGs
- Help to Build your pitch

2

## Connection

### Accelerate your SDG solution

- Build a sustainable business plan
- Deepen SDG and ESG alignment
- Connect with impact partners



6

## SDG Champions

### Graduate to become an impact star!

- We recognise and celebrate you as an SDG Champion.
- Your impact inspires others and the cycle starts again....

5

## Impact

### Your impact is measured and tracked against the SDGs

- Your Most Important Plans for the Planet is now a reality.
- You can show your impact and how you are part of the SDG solution

4

## Funding

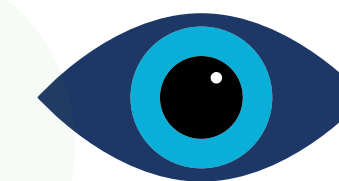
### Secure the resources you need to thrive

- SDG-aligned capital is looking for projects and plans.
- Your accelerated progress means you are ready to partner and grow.
- Funders support you to scale.



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## Visibility



### Showcase your Most Important Plans for the Planet

- Fund4Impact for access to early-stage donors and investors.
- Get your Plan off the ground
- Prove how your SDG solution can work.





# Connecting Changemakers with Resources to Changemakers with Ideas

The MIPP Collaborative brings together three innovative organisations entirely committed to overcoming the barriers to change for a more equitable and sustainable world. Together, we build ecosystems for changemakers, thought leaders, innovators, investors, and business support.

We combine experience in identifying and inspiring potential innovators, with capacity building and innovative funding strategies. We add to this experience from impact investment and venture capital to secure resources at scale to achieve positive impact for all.

The MIPP model has been inspired by Edward Hoare and developed in collaboration with Antonio Potenza and Felicity Jones.

**We share a commitment to harnessing the power of technology for good with good technology and to connecting changemakers with resources to changemakers with ideas.**



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## 1. Universal Risk

[www.universalrisk.org](http://www.universalrisk.org)

**Edward Hoare has been inspiring generations of sustainability innovators since the 1970s.**

From involvement in conservation movements in the 1970s though to co-founding Thortspace as an open space for innovation and co-creation, Edward has always pioneered partnership and collaboration. Assisting on the use of the SDGs for organisations including Earthwatch International, developing Care4Most to bring attention to lesser-known organisations for funding, and more recently the brains behind Most Important Plans for the Planet - Edward always prioritises getting resources and support to those with the most potential to bring sustainable impact for us all.



## 2. Fund4Impact

[www.fund4impact.com](http://www.fund4impact.com)

**Fund4Impact is designed to bridge the gap from idea for impact to early-stage funding. Supported by Innovate UK, it was developed by Antonio Potenza using his extensive experience in ESG and sustainable finance, impact investment and venture philanthropy across Europe, Asia and Africa.**

Antonio and the team at Proodos Capital have developed an early-stage profiling tool called the Impact Mapper, designed specifically to help entrepreneurs and innovators to understand and use the SDGs to embed this framework during first stage business planning. The Impact Mapper takes business priorities and shows how they address the SDGs, and a mechanism for giving support to organisations aligning with fund and donation priorities and intentional actions for a true positive change for planet and people.

This makes their world-leading business support available to all and provides a trusted way for resources for impact to be directed effectively.



## 3. Thinking Philanthropy

[www.thinkingphilanthropy.com](http://www.thinkingphilanthropy.com)

**A global consultancy founded by Felicity Jones.**

Specialist teams come together to support on Philanthropy, impact investment, sustainability and the SDGs.

Thinking Philanthropy identifies and supporting organisations to achieve the most impact - working with NGOs, social enterprises and for profits globally on their organisational and investment strategies. We already work closely with the team at Fund4Impact using the the Impact Mapper as part of our discovery phase and the platform for fundraising.

Using our Thinking Impact Framework, organisations develop a roadmap to impact based on their purpose, integrating this into all aspects of their strategy and resourcing as ambitiously and creatively as their ambitious visions demand.



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## 17 PARTNERSHIPS FOR THE GOALS



We are all passionate about SDG 17 Partnerships to Achieve the Goals. The Most Important Plans for the Planet Collaborative is our contribution to this - formalising our shared sense of urgency to support the changemakers building a more profitable, equitable and sustainable world.

We're doing our part in helping meet these challenges head-on through technology, innovation, business development, investment and philanthropy. We know the innovators are there in every area – our job is to make the connections, provide the structure and support to plan for impact, and to make sure the Most Important Plans for the Planet don't get left on the shelf.

