

THE : FUTURE : LABORATORY

: : 2018

: : PROJECT X

: : ENGAGEMENT STRATEGY



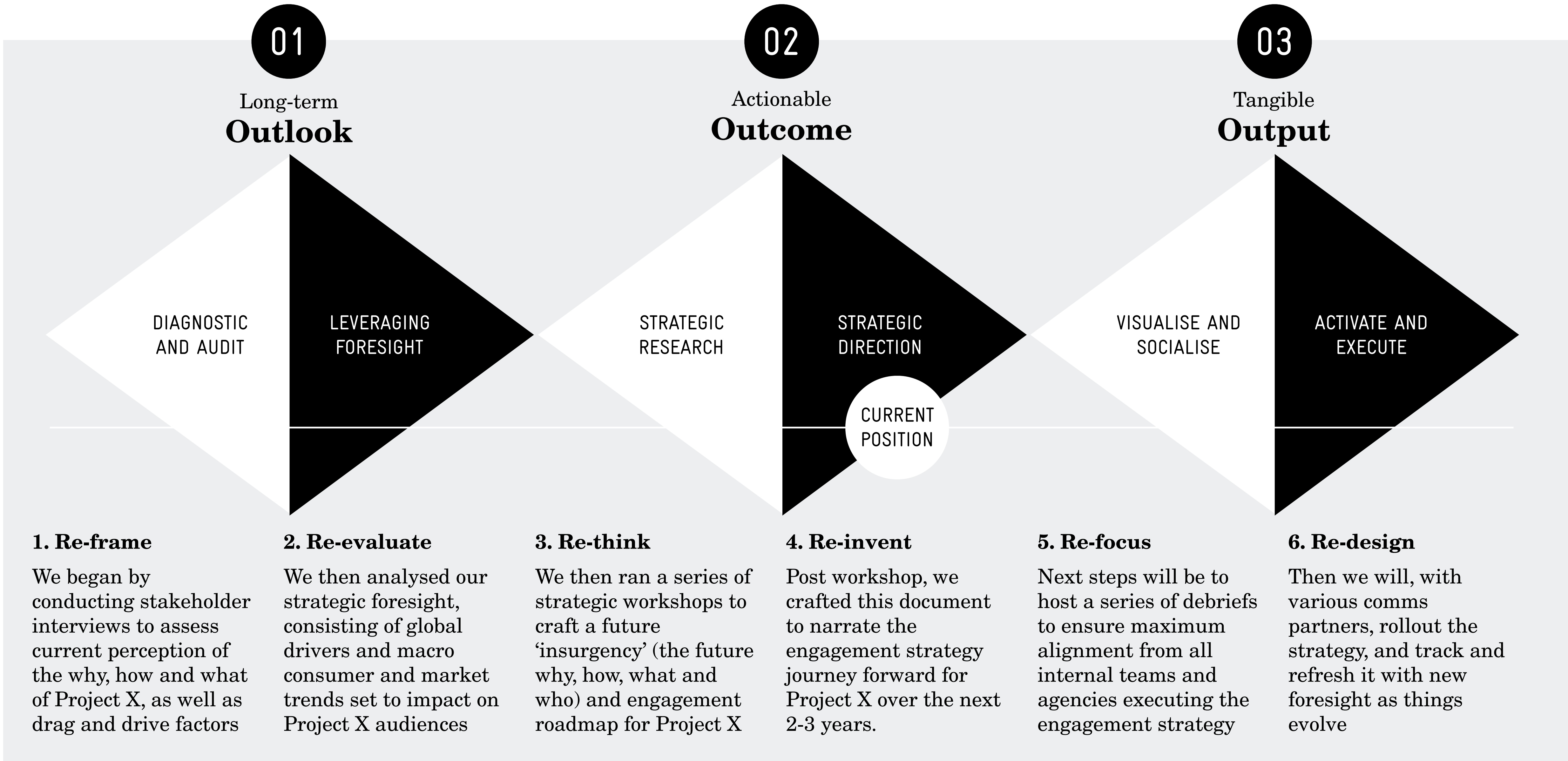
Project X Document Supported by



Climate-KIC is supported by the
EIT, a body of the European Union

The objective of this engagement strategy is to drive awareness of Project X, and its programmes to create a global call to action enable it to radically transform the highest impact industries capable of stabilising the biodiversity and GHG curves by 2030.

Methodology



An engagement strategy

A great engagement strategy has a strong, clear and compelling framework to ensure everything ladders up the main objective Project X, and to ensure what is communicated resonates with the hearts and minds of audiences as they buy, consume, invest and/or innovate sustainable innovation.

01

WHY

The destination

What does the engagement strategy aim to do? What is the end goal?

02

WHAT

The ways

What are the unique assets or elements required to execute the purpose? What capabilities must headline the engagement strategy?

03

HOW

The means

What are the priority actions, methods or processes required to deliver the engagement strategy?

04

WHO

The audiences

Who is the engagement strategy targeting?

The culture

What are the key brand characteristics that need to be communicated?

WHY

What does the engagement strategy aim to do? What is the end goal?

Shift \$1.3 trillion in procurement spend from unsustainable sources to sustainable sources by 2030, to bend biodiversity and GHG curves.



WHAT

What are the unique assets or elements required to execute the purpose? What capabilities must headline the engagement strategy?

We de-risk getting started

Project X harness world class science and a community to find the best innovations, tackle corporate inaction, eliminate performance risk and support small scale, low complexity tests.



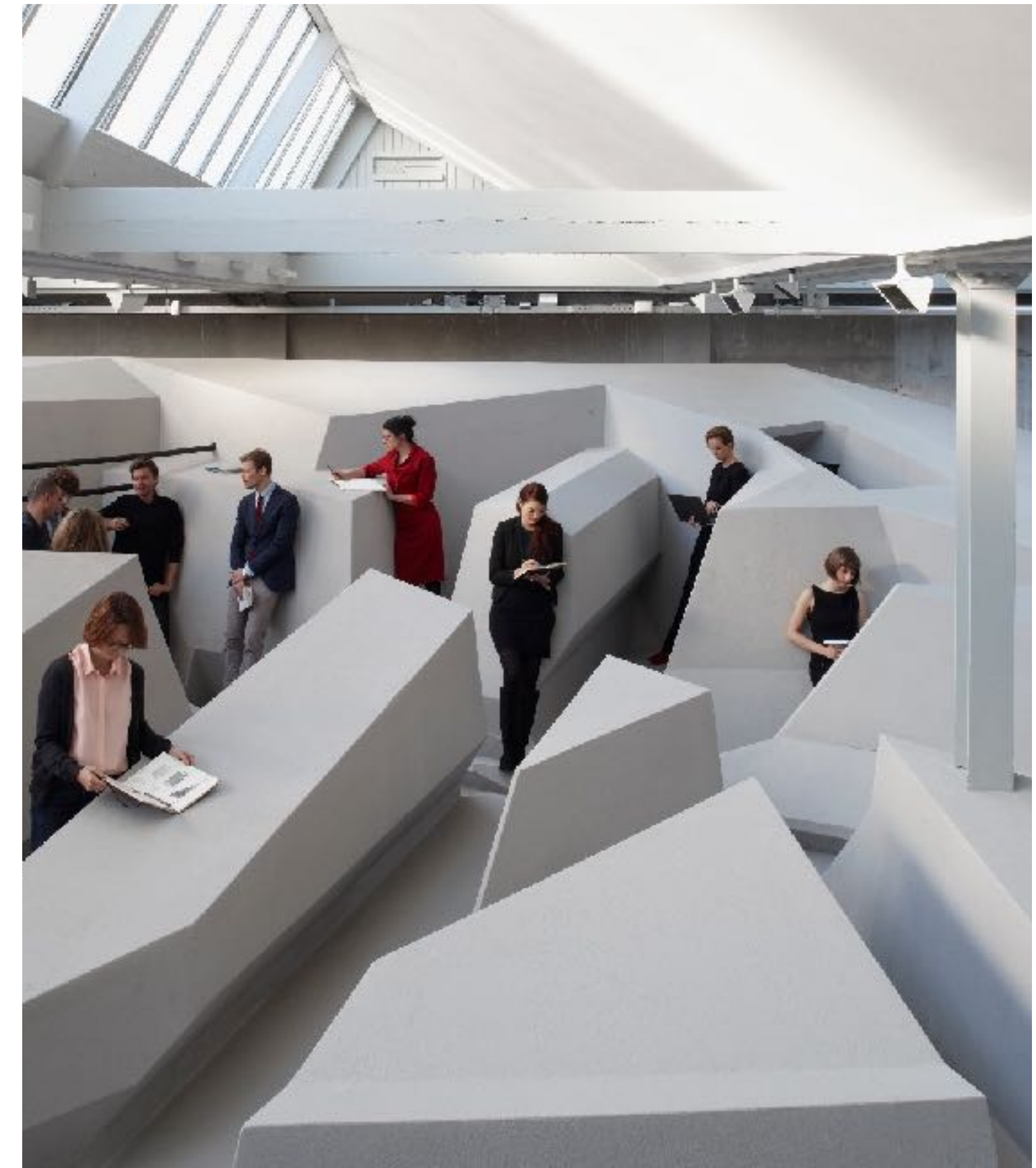
We multiply self interest

Project X harnesses the self-interest needs of a system's players (buyers x consumers x financiers x innovators) to engineer collective benefit and change at a faster pace.



We engineer system change

Project X is the multiplier effect for system change at scale and at pace, by being idealistic and pragmatic; ambitious and practical; minimising risk and the amplifying impact; self and collective benefit; people and nature; short term and long term.



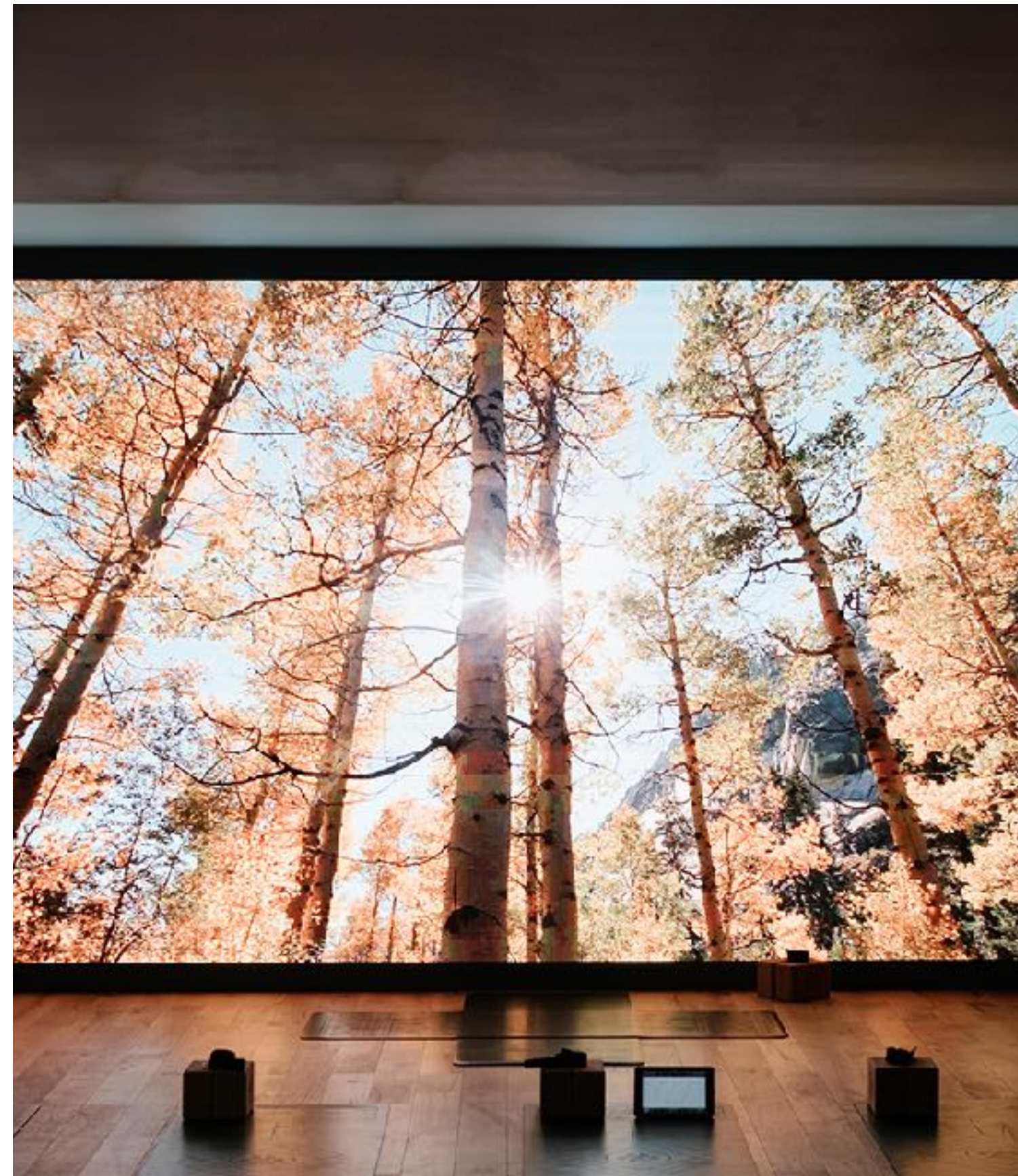
HOW

What are the priority actions, methods or processes required to deliver the engagement strategy?

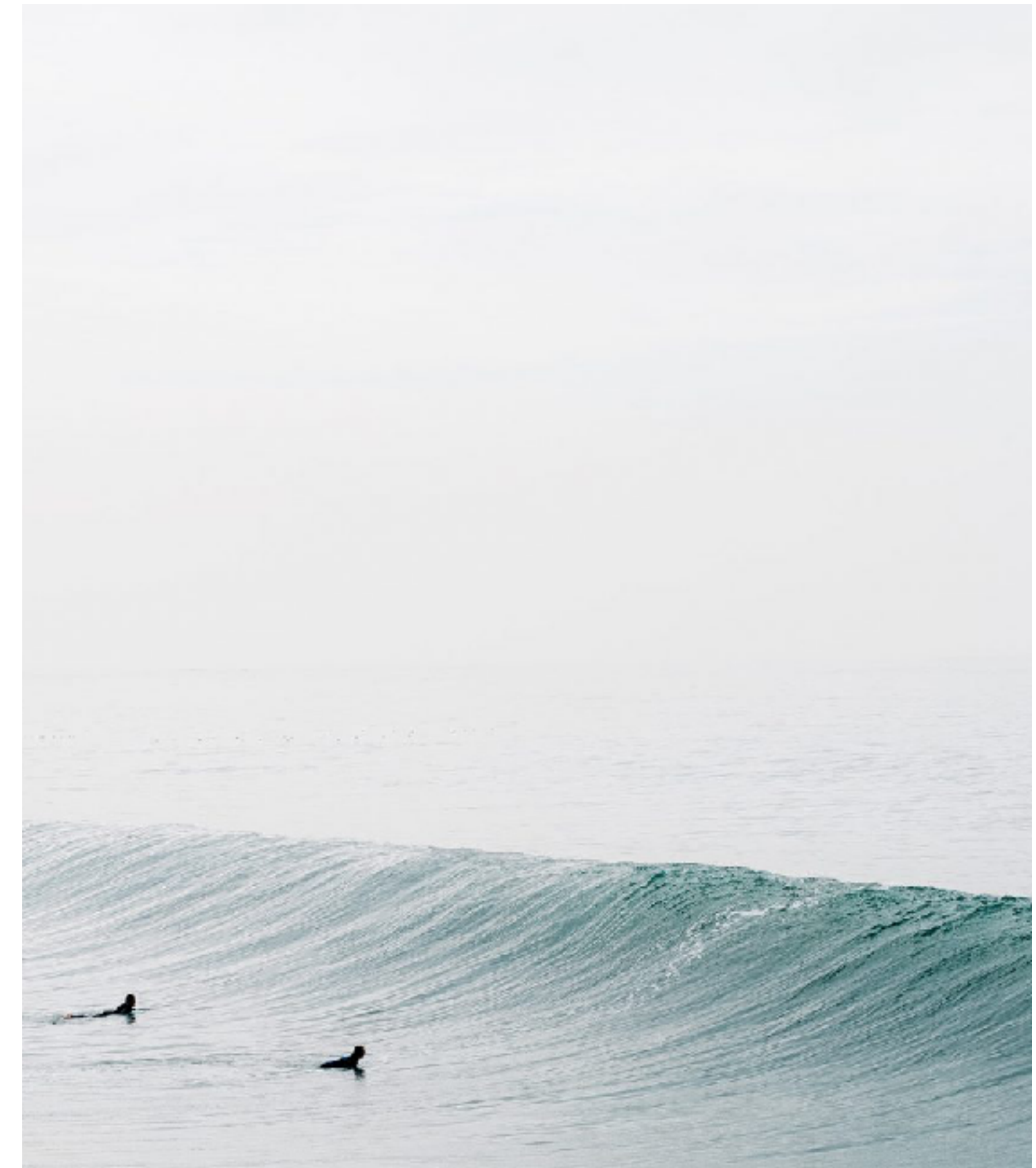
Show how Project X works with
Feed X and Gavi X



Refine the focus of Project X with
the 10 in 10 report and strategy



Deploy Project X at scale by
delivering the 10 in 10 report
and strategy



WHO (EXTERNAL)

Who is the engagement strategy targeting? What are the self-interest needs of individuals in different audiences groups (buyers/consumers/financiers/innovators)?

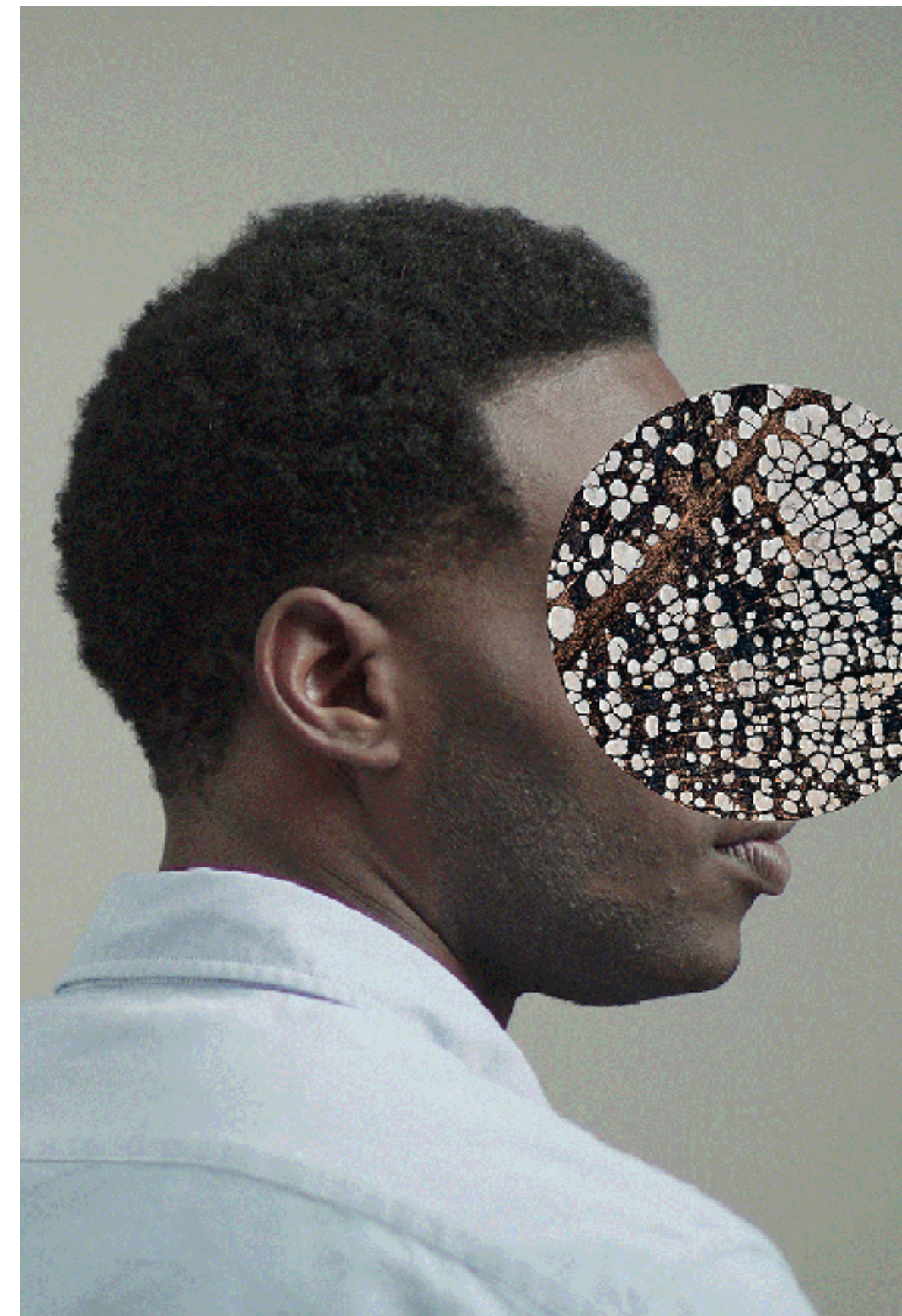
Empower and guide the converted

Empower and guide innovators, financiers, buyers and consumers of SUSTAINABLE innovation within the 10 In 10 value chains

Enlighten and convert the challenged

Enlighten and convert innovators, financiers, buyers and consumers of UNSUSTAINABLE innovation within the 10 In 10 value chains

All players in a system don't necessarily know each other, don't speak the same language, have different priorities, act at a different pace and often view each other with suspicion.



WHO (INTERNAL)

What are the key brand characteristics that need to be communicated?

Project X is the multiplier effect for system change at scale and at pace by being additive

Short-term

Idealistic

Ambitious

Pioneering

Human-centred

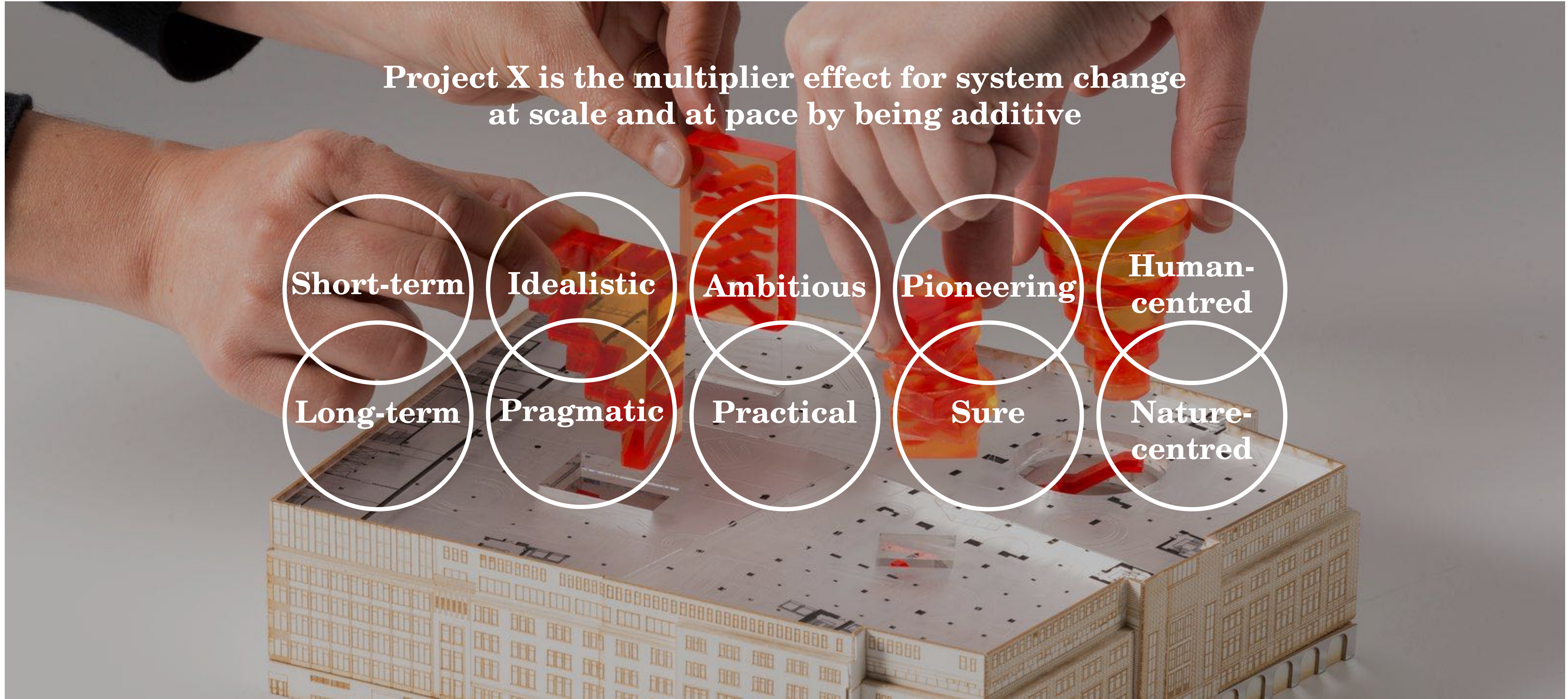
Long-term

Pragmatic

Practical

Sure

Nature-centred



KLEY TARGETS FOR THE STRATEGY

| | 2018 | 2019 | 2020 | 2021 |
|---|--|--|--|--|
| Target leaders in the 10 in 10 sectors | Empowering and guiding the converted | Empowering and guiding the converted | Empowering and guiding the converted | Empowering and guiding the converted |
| Target employees of corporations in the 10 in 10 sectors | Enlightening and converting the challenged | Enlightening and converting the challenged | Enlightening and converting the challenged | Enlightening and converting the challenged |
| Consumers of the 10 in 10 sectors | Harnessing their self interest needs | Harnessing their self interest needs | Harnessing their self interest needs | Harnessing their self interest needs |
| | Bringing them together | Bringing them together | Bringing them together | Bringing them together |

PRIORITY ACTIONS TO DELIVER THE STRATEGY

| | | | | |
|---|---|--|--|---|
| Show how Project X works with Feed X and Gavi X | De-risking getting started in FEED X and GAVI X | Multiplying self interest in FEED X and GAVI X | Engineering system change in FEED X and GAVI X | |
| | The multiplier effect for system change | An additive brand | | |
| Refine the focus of Project X with the 10 in 10 report and strategy | Busy working on 10 in 10 | On path to shift \$1.3 trillion in procurement spend | De-risking getting started in the first 10 in 10 sector | Multiplying self interest in the first 10 in 10 sector |
| | | | De-risking getting started in the second 10 in 10 sector | Multiplying self interest in the second 10 in 10 sector |
| Deploy Project X at scale by delivering 10 in 10 report and strategy | | | Engineering system change in the first 10 in 10 sector | Engineering system change in the second 10 in 10 sector |

Action for comms agency in remainder of 2018



Show how Project X works with Feed X and Gavi X

What content and channels best show how Project X has de-risked getting started with FEED X and GAVI X?

How can you show Project X has multiplied self interest with FEED X and GAVI X?

How can you convey that Project X is the multiplier effect for system change?

How can you convey Project X is additive? (idealistic and pragmatic; ambitious and practical; minimising risk and amplifying impact; for self and collective benefit; for people and nature; in the short and long term.



Refine the focus of Project X with the 10 in 10 report and strategy

What content and channels best show that Project X is busy working on 10 in 10, harnessing world class science and a community to assess the 10 industries that, via the best innovations, could bend biodiversity and GHG curves?

How can you visualise how and when Project X is shifting \$1.3 trillion in procurement spend from unsustainable sources to sustainable sources by 2030, to bend biodiversity and GHG curves?

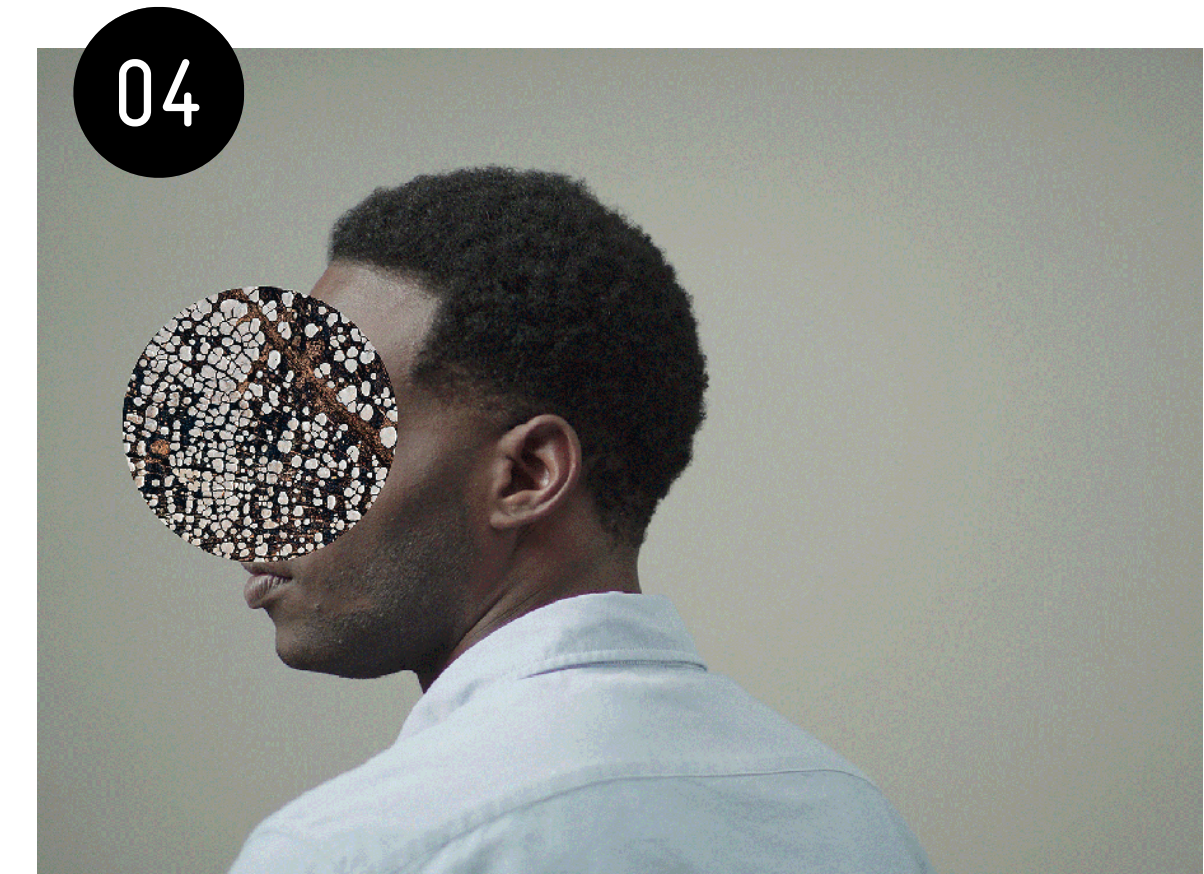


Empower and guide the converted

What content and channels best empower and guide leaders who are innovating, financing and buying *sustainable* innovation within the 10 In 10 value chains?

How can you harness their self-interest needs to engineer collective benefit and change at a faster pace?

How we can introduce these players? Trusted each other? Get them to speak the same language? Align priorities? And act at the same pace?



Enlighten and convert the challenged

What content and channels will enlighten and convert leaders who are innovating, financing and buying *unsustainable* innovation within the 10 In 10 value chains?

How can you harness their self-interest needs to engineer collective benefit and change at a faster pace?

How we can introduce these players? Trusted each other? Get them to speak the same language? Align priorities? And act at the same pace?

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