

A New Vision for **Fighting Poverty**





Everyone deserves the opportunity to build a better future.

This simple idea has been at the heart of our work for over 50 years.

TechnoServe is a pioneer in leveraging the power of business and markets to create sustainable pathways out of poverty. We work directly with farms and businesses and across whole market systems to make them more sustainable—environmentally, socially, and commercially.

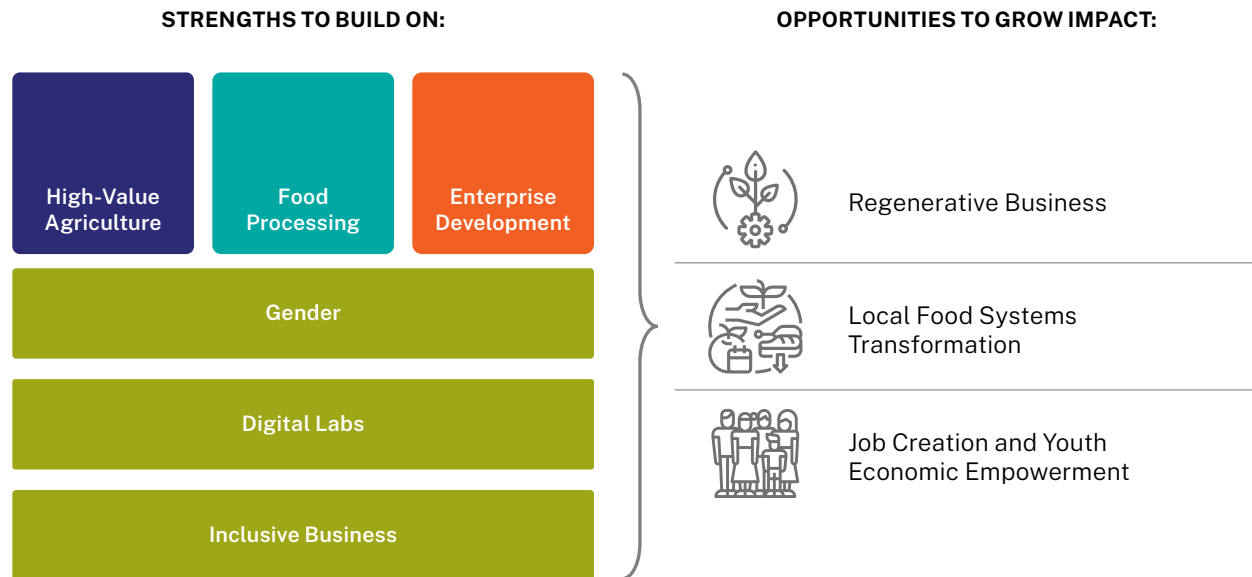
But today we need to take this work to the next level. People living in poverty are facing an increasingly stark set of challenges: climate change and nature loss; vulnerable food systems; unemployment for the world's youth.

TechnoServe has developed a new strategic plan that will respond to these threats and enable far more people fighting poverty to create better lives for themselves and the next generations.

Building on our long track record developing market-based solutions in agriculture and enterprise development, we will expand our work in three key areas:

- Regenerative Business for People, Nature, and Climate
- Nutritious, Inclusive, and Sustainable Food Systems
- Decent Work for the Next Generations

We will prioritize these areas as we continue scaling up our market-based solutions in high-margin agriculture, food processing, and enterprise development. And across all of our work, we will maximize impact by promoting women's economic empowerment; inclusive technological solutions; and shared value approaches that incentivize sustainable, inclusive business models.



Our Goals

With our new plan, TechnoServe will transform business in low-income communities to dramatically reduce poverty while having a positive impact on climate change and nature. Over the next ten years, millions of TechnoServe clients will earn \$3 billion more in sustainable incomes.

By 2026, we will:

Grow our clients' annual revenue by **\$374 million** per year

Support **650,000** direct beneficiaries per year

Increase the percentage of our clients who are women to **50%**

Enable the creation, support, or placement of **80,000** jobs per year

Increase the number of youth beneficiaries by **25%**

Reduce greenhouse gas emissions and increase farmland under regenerative practices

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KEYS TO GREATER IMPACT

To achieve our vision of even greater impact in the fight against poverty, TechnoServe will continue to strengthen and grow our core work in high-margin agriculture, food processing, and enterprise development. But we will also build on this foundation with expanded work in three areas that address some of the most promising opportunities for progress.

1. REGENERATIVE BUSINESS FOR PEOPLE, NATURE, AND CLIMATE



- Unchecked, climate change and nature loss will push 132 million people into poverty in the next 10 years
- Climate change will cause global agricultural productivity to decrease by 17% by 2050

We will build on years of helping small-scale farmers and business owners to grow their incomes, where we have learned some of the most effective ways to improve incomes while boosting climate resilience and rejuvenating the environment.

We will scale impact by helping our clients build farms, enterprises, and markets that help to restore natural resources and fight climate change—all while delivering better, more resilient livelihoods to farmers, workers, and entrepreneurs. This work will align with exciting growth opportunities in environmentally sustainable business models.

Spotlight: TechnoServe Impact in Regenerative Business



ENVIRONMENTAL AND ECONOMIC TRANSFORMATION IN PERU'S COFFEE SECTOR

Promoted a more sustainable and resilient coffee sector through agroforestry, regenerative and diversified farming, and clean processing

Nearly **650,000** new trees planted

25,400 acres of farmland under agroforestry systems

Estimated **176,000** mt CO₂e sequestered

\$4.3 million in additional financial benefits generated for coffee farmers

2. NUTRITIOUS, INCLUSIVE, AND SUSTAINABLE FOOD SYSTEMS



- The livelihoods of nearly 60% of the world's population are tied to global food systems, with two-thirds of the world's low-income people dependent on agriculture
- Food systems account for one-third of global greenhouse gas emissions and 80% of deforestation

We will build on deep experience working with all types of businesses in the food system, from smallholder farmers to aggregators and food processors to small shops.

We will scale impact by increasingly working across, and not just within, these sectors, applying systems thinking and approaches that can unleash change at scale. In this way, we will build markets where farmers earn strong, reliable incomes; where food businesses spread prosperity across the value chain; and where thriving local enterprises provide jobs and nutritious food to millions of consumers.

Spotlight: TechnoServe Impact in Strengthening Food Systems



STRENGTHENING VALUE CHAINS WITH FOOD PROCESSORS IN AFRICA AND INDIA

Trained nearly **2,000** food processing companies in better business, nutrition, and safety practices

Provided specialized guidance to nearly **500** food processing companies to maximize their business potential

Helped create over **1,200** new food processing jobs

Enabled companies to sell **7.2M** metric tons of new or improved nutritious foods to consumers

Supported livelihoods of **1.3 million** smallholder farmers supplying crops to processors

Leveraged **\$15.5 million** in private investment

Improved access to nutritious food for **millions of consumers**



3. DECENT WORK FOR THE NEXT GENERATIONS



- Developing markets face a massive youth bulge: 90% of the world's youth live in low- or lower-middle income countries, with half the population in Africa alone under the age of 20
- At 14%, the global unemployment rate among youth is more than twice that of adults. More than 600 million new jobs will be needed between 2019 and 2034 to meet youth employment demands

We will build on long experience supporting individuals—especially youth—to find employment or build their own enterprise, as well as years of helping businesses improve their performance and create new jobs.

We will scale impact by applying our time-tested tools for job creation and entrepreneurship across all our work, measuring and refining our impact, and continuing to learn and adapt from all partners and sectors on the best ways to create decent work.

Spotlight: TechnoServe Impact Creating Decent Work for the Next Generations



SECURING FORMAL EMPLOYMENT FOR INDIA'S YOUTH

Trained nearly **15,000** youth from disadvantaged backgrounds in corporate job skills, with job placement support

In recent cohort, **70%** of participants secured jobs, compared to 27% of non-participants

Cohort graduates increased household income by **50%**

96% of graduates remained employed in formal sector 2 years after graduation



JOIN US

The world's challenges may seem daunting. But in over 50 years, we have made extraordinary progress. Last year alone, TechnoServe's beneficiaries earned a quarter of a billion dollars in additional revenue. Just imagine what \$3 billion over the next 10 years would bring: the countless lives transformed for the better. The many women earning their own income and independence. The children who can go to school and achieve their dreams.

So whether you are part of a business that appreciates the link between sustainability and profits; a member of any organization fighting for a better world; a private individual who believes in the equality and promise of every human being—or anyone in between—we need you in this pivotal moment.

Contact us, follow us, support us, learn more about our work. But don't stand on the sidelines—the stakes are too high.

LET'S GET TO WORK.



*"A business...is not an end in itself.
We use business as a means of
enabling people to help themselves."*

Ed Bullard, TechnoServe Founder

OUR VISION

A sustainable world where all people in low-income communities have the opportunity to prosper.

OUR MISSION

To fight poverty by helping people build regenerative farms, businesses, and markets that increase incomes.

OUR VALUES

Lasting Impact.

We are passionate about helping all people create meaningful and measurable improvement in their lives that persists long after our work with them ends.

Collaboration.

We engage our colleagues, clients, and partners with a spirit of collegiality, open dialogue, and mutual respect.

Entrepreneurial.

We try new things and build on what we've learned. We're bold and willing to take smart risks in pursuit of our mission. We are resourceful and see opportunities where others see problems.

Accountability.

We do what we say and say what we do, holding ourselves and each other to the highest standards of integrity and transparency.



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