

[Cohort #]
[Cohort Name]

Here goes subtitle



[Cohort #]
[Cohort Name]



[Cohort #]
[Cohort Name]



[Cohort #]
[Cohort Name]

Instructions: How to use this template

- Each Cohort will have **6-10 minutes** to pitch during the Action Agenda Assembly & Scaling Partner Meetings. Your team is welcome to use this time however you find most effective– however, we recommend spending about 1 minute discussing each slide.
- Each slide in this deck directly corresponds to questions you have already answered in your Action Agenda. Summarize these questions in succinct bullet points that are easy to understand.
- Add relevant images to tell your story
- Refer to the Pitch & Presentation Toolkit for help
- Remember to delete or hide extra slides during your presentation!

Instructions: Where will you use this template?

1. **UN Food Systems Summit**
   Action Agenda Assembly
   Final dates TBD
   September 27 - October 1, 2021

2. **Scaling Partner Cohort Meetings**
   During & Post-Summit
   September 27 - October 15, 2021

INSTRUCTIONS: DELETE SLIDE BEFORE USE

Game Changers Lab
Brand Guideline: Logo & Typography

Primary Logo

game changers lab

game changers lab

Secondary Logo & Symbol

Secondary logo is recommended to use on complicated images, and gradient backgrounds.



Typography

Museo rounded 900

Museo Rounded 900 is used for headers, sub-headers.

Nunito Regular

Nunito Regular is used for body texts.

*When Museo Rounded is not available on Google slides, Arial rounded bold is recommended for headers.

INSTRUCTIONS: DELETE SLIDE BEFORE USE

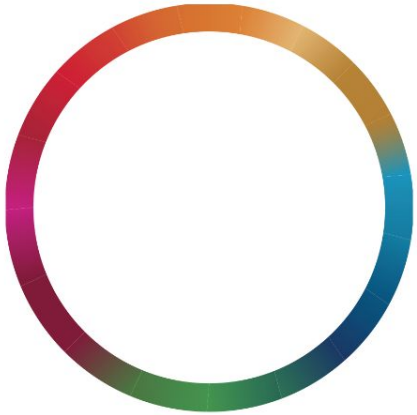
Game Changers Lab
Brand Guideline: Colors

Colors

HEX #801c3a
HEX #c52080
HEX #a82337
HEX #cf2135
HEX #d24234
HEX #d76e32
HEX #de8338
HEX #e4b673
HEX #b88537
HEX #b58036
HEX #1c95bd
HEX #157da2
HEX #0b5680
HEX #1a3866
HEX #2f814d
HEX #44954f
HEX #4a7742

Gradients

Color gradient is the most important graphic element what this brand makes unique. Single color can only be used as a background color. Most of times, gradient needs to be used in a ring format, or a bar format. When picking few colors, it's recommended to create a gradient with the colors adjacent to it.



Order of gradient



Correct gradient usage

Minimum colors used for gradient other than ring, and the bar (2 colors)



Maximum colors used for gradient other than ring, and the bar (4 colors)



Wrong gradient usage
(Gradients must be created with the adjacent colors from the order of gradient above)



INSTRUCTIONS: DELETE SLIDE BEFORE USE

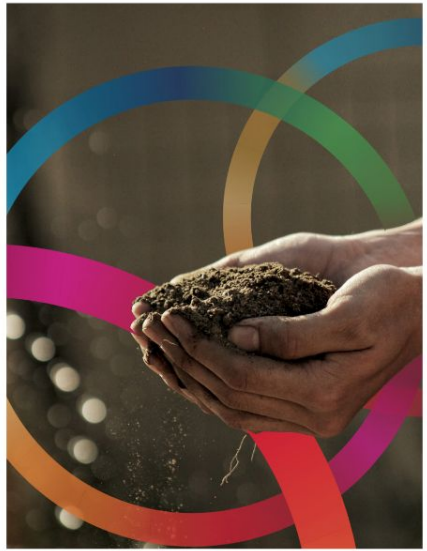
Game Changers Lab
Brand Guideline: Graphic Elements

Ring Graphics

Ring of the logo is recommended to use as primary graphic element throughout the designed materials. For food photography, we recommend using white or grey background to highlight the gradient rings.(Left)

For other images with backgrounds, we recommend using rings as interweaving the foregrounds and backgrounds of the image. (Right)





Additional Graphic Elements

Inspired by the leaves from UNFSS logo, we created two leaves graphic as additional graphic elements. It could be used as a framing device for photography.

Gradients are huge part of graphic elements for the brand, and gradients bar from the logo colors can be used as additional graphic elements as well.

Leaf Graphic





Leaves cannot be just a solid color, it has to be gradient colors as well.
(left)

Example of usage
(Right)

Bar gradients (reversed gradient)

Bar gradients (original gradient)

Instructions: Resources to add

Logos







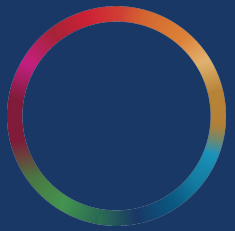


Logos





Shapes





Intro

💡 **Tip: Summarize your insights from the Protagonist Persona Activity in Narrative Building Workshop 1 Week 11 - Aug 30, 2021**

Who is your Protagonist?

-

What is their current reality?

-

Barriers

💡 Tip: Insert a summary of your insights from Action Agenda slides 9 & 14

What are the main barriers standing in your way to achieving the impacts you noted (related to health, environment, livelihoods)?

-

Who might be opposed to your solution? Why?

-

Shared Vision & Solution Sets

💡 Tip: Insert a summary of your insights from Action Agenda slides 3, 5, & 8

Describe the Solution that is being proposed by the Cohort.

-

In 2030 if a newspaper headline and summary were printed about this Collective Solution's impact across global food systems, what would it read?

-

Where has this solution already had an impact? Describe a place-based example.

-

Value Proposition

💡 Tip: Insert a summary of your insights from Action Agenda slides 6, 7, & 15

Describe your Collective Solution set's impacts on the environment, livelihoods and human health.

-

Think about your Collective Solution and articulate any of the other ways it could possibly deliver impact.

-

What is the purpose of your Collective Solution - how is it massively transformative?

-

Principles & Plan for Thrivability

💡 Tip: Insert a summary of your insights from Action Agenda slides 10, 11, 13, 17, & 18

Share critical positive impact

-

Define key step(s) that can be taken to overcome defined Obstacles.

-

For each key step(s), indicate resources needed to successfully take the first step.

-

Who might be opposed to your solution? Why?

-

Is there something that you might alter about your solution to reduce a trade-off? To increase a synergy?

-

What are the unintended consequences that your solution could trigger? How could those risks be lessened?

-

Next Steps

💡 Tip: Insert a summary of your insights from the Cover Page - Stakeholders, Action Agenda slides 4 & 12

Customize this slide for a general Scaling Partner audience to present at the Action Agenda Assembly

Who might support this solution? Why?

-

Who or what are the key characters in your Pitch? What does it take to go from the current state to the desired future state?

-

What is your Call to Action for those with whom you want to engage - and what impact will support from partners ideally unlock?

-

Call to Action - All Scaling Partners

💡 Tip: Complete this slide during Week 10 Call to Action Activity

Customize this slide for a general Scaling Partner audience to present at the Action Agenda Assembly

After this session, we want to:

-

Our point of contact is:

-

Call to Action - Scaling Partner 1

💡 Tip: Complete this slide during the Week 10 Call to Action Activity

Customize this slide based the types of Scaling Partner Stakeholders you outlined in the Cover Page

After this session, we want to:

-

Our point of contact is:

-

Call to Action - Scaling Partner 2

💡 **Tip: Complete this slide during the Week 10 Call to Action Activity**

Customize this slide based the types of Scaling Partner Stakeholders you outlined in the Cover Page

After this session, we want to:

-

Our point of contact is:

-

Call to Action - Scaling Partner 3

💡 Tip: Complete this slide during the Week 10 Call to Action Activity

Customize this slide based the types of Scaling Partner Stakeholders you outlined in the Cover Page

After this session, we want to:

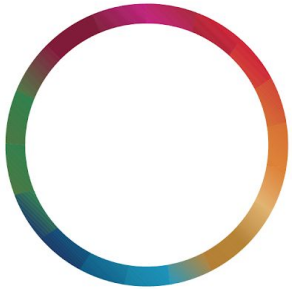
-

Our point of contact is:

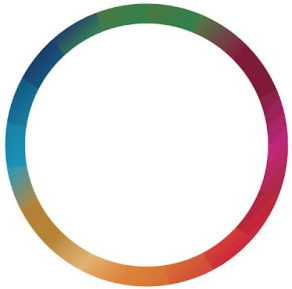
-

Cohort Representative Team

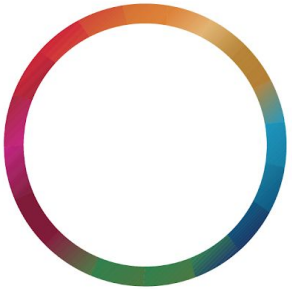
[Cohort name]



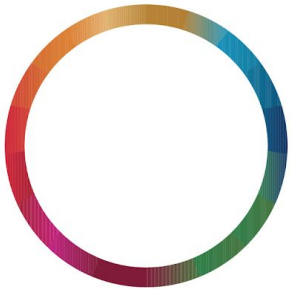
[Name]
[Cohort Role]
[Notable experience]



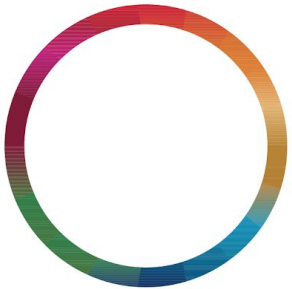
[Name]
[Cohort Role]
[Notable experience]



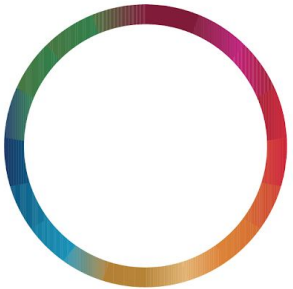
[Name]
[Cohort Role]
[Notable experience]



[Name]
[Cohort Role]
[Notable experience]



[Name]
[Cohort Role]
[Notable experience]



[Name]
[Cohort Role]
[Notable experience]

Full Cohort Team

[Cohort name]



Thank you!

[Insert Call to Action/Next steps/Points of contact]



Appendix - [Cohort Name]

[If you have additional slides you would like to reference during Q&A, place them after this slide.]











Headline goes here