



## EXPRESSION OF INTEREST

Inviting Strategic & Knowledge Partners

**SUTRA invites partners across business, producer institutions, government, finance, civil society, and innovation to co-curate sessions for the SUTRA Summit.** We are looking for sessions that are current, evidence-led, and decision-oriented—with clear value for private sector and supply chain actors—while keeping people and nature at the center of responsible sourcing.

### 1. ABOUT SUTRA & THE SUTRA SUMMIT

#### About SUTRA

SUTRA is a platform convened by IDH that connects brands, producers, government, finance, and civil society to raise ambition on responsible sourcing in India. We curate signals and insights, building proof that can travel across sectors, to catalyze partnerships that align incentives, investment, and accountability—so better sourcing becomes the norm, not the exception.

SUTRA exists for a simple reason: *the future of sourcing will be won by those who can prove that competitiveness and responsibility can grow together.*

Each year, the flagship SUTRA Summit comes together to push the bar on responsible sourcing and turn ambition into outcomes. We connect unlikely partners and enable meaningful collaboration across sectors: brands and suppliers, farmer institutions and innovators, policymakers and financiers. We curate the signals that matter, translate field realities into decision-ready insight, and elevate proof that works—so the ecosystem spends less time reinventing and more time scaling what is effective.

#### Principles we hold SUTRA to:

- Responsible sourcing, not rhetoric: proof, transparency, safeguards, and measurable progress.
- Co-ownership through partnerships: shared learning that travels and scales beyond the convening.
- Contemporary by design: adaptive to new knowledge, risks, and market/policy signals.
- Value distribution across the chain: fair sharing of value, risk, and transition costs.
- Challenge to build better: higher ambition, honest reflection, and better solutions together.

### 2. SUTRA 2026: Theme & Focus Areas

#### Sourcing with Purpose: Building Trusted Supply Chains — Traceable, Fair, Future-Fit

The next era of sourcing will be shaped by **trust** — not as a brand statement, but as a measurable capability.

Across agri-food, textiles, and FMCG, markets are asking tougher questions: Can origin be verified? Are systems fairer for farmers and workers? Are supply chains resilient enough for a more volatile future? SUTRA 2026 brings these questions together through three connected ideas: **Traceable. Fair. Future-Fit.**

- **Traceable:** Stronger visibility and transparency, better data and insights, and more credible assurance from origin to market.





Indicative themes: traceability beyond Tier 1, digital systems and AI, disclosure and assurance, product-level transparency.

- **Fair:** Supply chains that are not only compliant, but more inclusive, more viable, and better aligned with the realities of smallholders, workers, and MSMEs.

Indicative themes: fair value distribution, gender and inclusion, just transitions, responsible sourcing in practice.

- **Future-Fit:** Sourcing systems designed to withstand climate, market, and regulatory disruption while remaining competitive over time.

Indicative themes: climate resilience, regenerative and landscape approaches, circularity, transition finance.

India gives this theme particular relevance. As a major sourcing, production, and consumption economy, India can help shape supply chains that connect **origin, impact, and assurance** in ways that are more resilient, transparent, and credible.

### 3. SESSION TYPES (SELECT ONE)

Select one of the following session formats. Please propose a hybrid only if it strengthens outcomes and can be clearly facilitated.

#### A. Masterclass (60–90 min)

Skills-focused deep dive led by practitioners. Best for “how-to” topics.

Outputs expected: a mini-playbook / checklist / template participants can use.

#### B. Panel (45–60 min)

A moderated conversation with diverse roles. Panels must be structured to avoid “talking points”.

Outputs expected: 5–7 decision takeaways + what needs to change next.

#### C. Fireside chat (25–35 min)

Two speakers, high substance, minimal slides. Works best for candid journeys and trade-offs.

Outputs expected: “3 lessons + 3 non-negotiables” for responsible sourcing.

#### D. Workshop / Co-design Lab (90–120 min)

Highly interactive, small-group design. Use when the goal is to build something together.

Outputs expected: a draft artefact (e.g., blueprint, RACI, roadmap, or action plan).

#### E. Expert keynote (10 min)

A sharp provocation grounded in evidence and field reality—no generic inspiration.

Outputs expected: a signal brief + implications for sourcing decisions.

#### F. Curated Lunch Table (45 min)

A hosted table for ~8–12 participants around a focused problem statement.

Outputs expected: 3 insights + 3 next-step actions + a “who should collaborate” list.





## 4. GUIDANCE FOR SESSION DESIGN

We want to co-curate sessions that are creative, thought-provoking, and decision-ready, grounded in responsible sourcing as a principle.

We invite topics that reflect what is changing now in responsible sourcing—risk, compliance expectations, market demands, climate and nature realities, worker voice, data trust, and investment. Your proposal should show depth and specificity: a defined problem statement, what is new/contested, and what decisions it enables.

### What “contemporary” means at SUTRA

- Anchored in current constraints and decisions (risk, compliance readiness, sourcing continuity, quality, cost of transition, climate volatility).
- Shows what is shifting (new expectations, new evidence, new models, and lessons from what has not worked).
- Moves beyond “what” to “so what /now what” for sourcing, suppliers, and producer systems.

### Strong proposals will:

- Use smart facilitation (case clinics, live dilemma polling, role-play negotiations, fishbowl, pre-reads, breakout artefacts, audience commitments).
- Be centered on a clear stakeholder group (e.g., procurement leaders, suppliers, FPOs, financiers, policymakers) and designed for what they need to decide next.
- Leave participants with clear takeaways and practical next steps, not just viewpoints.

## 5. INCLUSION GUIDELINES

SUTRA sessions should model the future we are trying to build. Proposals must meet these inclusion standards.

### Speaker composition

- Diversity across gender, intergenerational experience and representative stakeholder groups is highly preferred. No all-male panels (and avoid tokenism).
- Include representation across the chain: ensure producer / worker / FPO / MSME supplier voice is meaningfully incorporated (on stage, via a vignette, or through structured participation).
- Encourage regional diversity (geographies, languages, contexts) and cross-functional roles (procurement + quality + finance + sustainability, not only “sustainability”).

### Access & participation

- Use inclusive facilitation practices: clear language, active moderation, time-balanced speaking, and respectful disagreement.
- Avoid jargon and acronyms unless defined; design for mixed audiences.

### Safeguards & integrity

- If sharing case studies, be explicit about what is evidenced vs. assumed, and how social/environmental risks are handled.
- No content that compromises confidentiality or community safety.





## 6. SUPPORT FROM THE SUTRA CURATION TEAM

To help partners deliver high-quality sessions—and ensure the learning travels beyond the room—SUTRA will provide support that typically includes:

### A. Co-curation and quality support

- A dedicated curation touchpoint to sharpen objective, audience, flow, speaker roles, and facilitation design.
- Guidance to keep sessions decision-oriented and aligned to SUTRA's responsible sourcing principles.
- Light editorial support for pre-reads, framing, and the “outputs” package (where relevant).

Selected partners will work with the SUTRA curation team to:

- Refine the session objective, flow, speaker roles, and outputs.
- Participate in 2–3 preparation touchpoints.
- Align on inclusive speaker composition and responsible sourcing integrity.
- Deliver a session that produces shareable takeaways (brief, tool, or action list).

### B. Branding and communications guidance

- Access to SUTRA branding guidelines for session slide templates, event language, and partner recognition.
- Support to align session naming, descriptions, and speaker listings to a consistent Summit narrative.

### C. Promotion and amplification

- Inclusion in SUTRA Summit communications (agenda listings and relevant promotional touchpoints).
- Suggested copy/toolkits for partners to promote through their own channels and networks.
- Cross-promotion opportunities through SUTRA's ecosystem, subject to the overall communications plan.

### D. Capture and post-Summit visibility

- Capture of session outputs and key takeaways for inclusion in the SUTRA Summit report and post-SUTRA insight products (where feasible).
- Support to translate strong outputs into “proof” assets (e.g., short insights, emerging practices, partnership signals) that can travel beyond the Summit.

### E. Benefits by partnership level

Support and visibility may vary based on partnership levels and the overall Summit structure. *Where a partner is also a sponsor or formal Summit partner, additional benefits may apply (e.g., enhanced visibility, curated introductions, priority positioning, and extended post-event amplification).*

## 7. PROPOSAL TEMPLATE (CONCEPT NOTE)

Please share a 1–2 page concept note (or equivalent email) using the structure below:

- **Track:** Traceable / Fair/ Future-fit
- **Session title**
- **Format** (Masterclass / Panel / Fireside / Workshop / Expert keynote / Lunch table).
- **Problem statement** (what decision or dilemma are we solving?).





- **Proposed speakers** (Include: names, roles, organizations, expertise/experience from your network – or clear asks if you would like to also scout/connect here).
- **Session flow** (timed agenda + facilitation method).
- **Evidence / proof points** (what grounds this session in reality?).
- **Concrete outputs** (what participants will leave with – refer to guidance as per the session formats description. Specific to your proposed session).
- **What makes this contemporary** (what is new, contested, or shifting).
- **SPOC** for this session
- **Sponsorship**: Do you have confirmed or potential sponsors for this session? (Yes/No). *Refer to the Partnerships brochure for more details*

## 8. HOW TO SUBMIT

Send all concept notes to **Jasmer Dhingra, Director Programs India, IDH , SUTRA Summit** at [dhingra@idhtrade.org](mailto:dhingra@idhtrade.org) by **20 May 2025**.

We recommend using the email subject line: "SUTRA Summit EOI | Session Proposal | <Your Organization>".

