

Incubated by:



Photo: Mendoza, emerging international Impact Trade Region (Credit: J Roballo)

RITA

Regional Impact Trade Alliance

Acknowledgement of Ancestors & Earth

We acknowledge the land and water ecosystems of Melbourne (Australia) and Mendoza (Argentina) from which the Regional Impact Trade Alliance is emerging. In particular, we honour the ancestors and Elders of these communities, as we commit ourselves to intergenerational leadership on economic systems change.

What is RITA?

The Regional Impact Trade Alliance (RITA) is an emerging international non-profit, civil society organisation that aspires to serve as an inter-regional trade platform for purpose-driven cities, regions, bio-regions and small nations, as well as to become a promotion body for a new global positioning of impact regions.

Our purpose is to catalyze commercial competitive and collaborative advantages for cities and regions based on their responses to large scale social and environmental needs, creating good for the World and the Planet. Multi-sector collaboration, region-wide agreements and macro and micro economic innovations are the three minimum categories that enable membership.

Who is RITA?

The Regional Impact Trade Alliance has emerged from conversations and collaborations between passionate leaders in regions around the world. In November 2023, after three years of incubation by Regeneration Projects, **RITA will be formally established as a legal entity in Melbourne, Australia.** Matt Sykes will take on the Executive Director role with the support of diverse colleagues.

Global Strategic Council



Matt Sykes
(Melbourne)



Pedro Tarak
(LATAM)



Nille Skalts
(Copenhagen)



Rafael
Kemelmajer
(Mendoza)

Inter-Regional Working Group



Roberto Remedía
(Umbria)



JB Casali
(Rio de Janeiro)



Julia Maggion & Camila Dias
(Florianopolis)



Ignacio
Guarnieri
(Uruguay)



Tobias
Mendelovici
(Tel Aviv)



Rufino
Escasany
(Parana Delta)

How does RITA work?



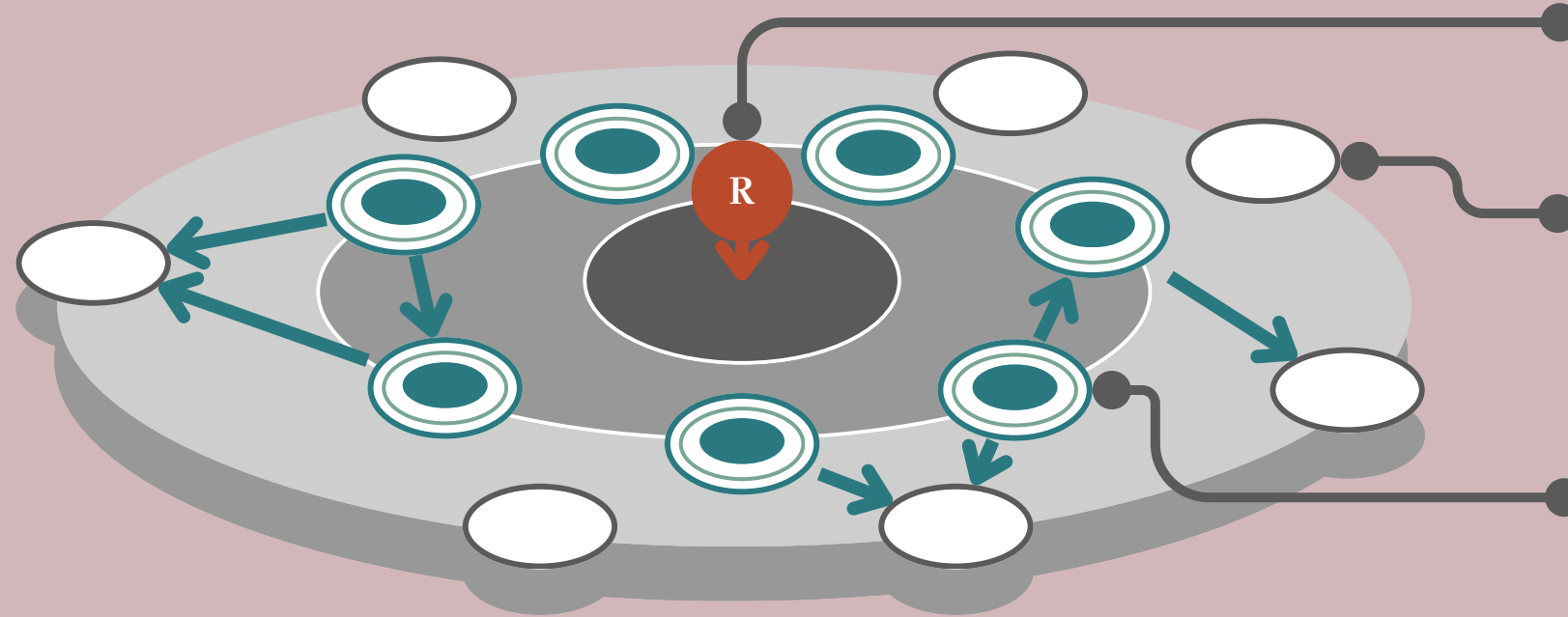
RITA and its distributed regional hubs will have 3 key focus areas:

1. Commercially rewarding member Impact Trade Regions with a new **place-based brand mark** (i.e. 'Regional Impact Origin')
2. Co-creating a **new system of inter-regional trade** for the global Common Good
3. Enabling exemplar **inter-regional trade partnerships**

RITA's Trade System

How RITA works

A system of regions working together to share and scale social and environmental solutions through the power of place-based trade.



RITA's backbone organisations serve as anchors to member regions

Non-member Regions with unique social and environmental risks and vulnerabilities, needing to import solutions.

Member pilot 'Impact Trade Regions' with their own local RITA hub and organisational members, and unique impact 'superpowers' to export.



A place-based landmark for members with new competitive and collaborative advantages

Multi-Sector Collaboration

Demonstrated multi-sector partnerships & innovation hubs.

Less fragmented silos, more wholistic systems integration between diverse actors.

+

Region-wide Agreements

Regions working together for the global Common Good.

Less inequality, more cooperation on urgent social and environmental issues.

+

Economic Innovations

Tradable impact models, policies products, services & knowledge.

Less barriers to socially equitable distribution, more trade for People, Prosperity & Planet.

=

Impact Trade Regions

Member regions participating in inter-regional trade programs.

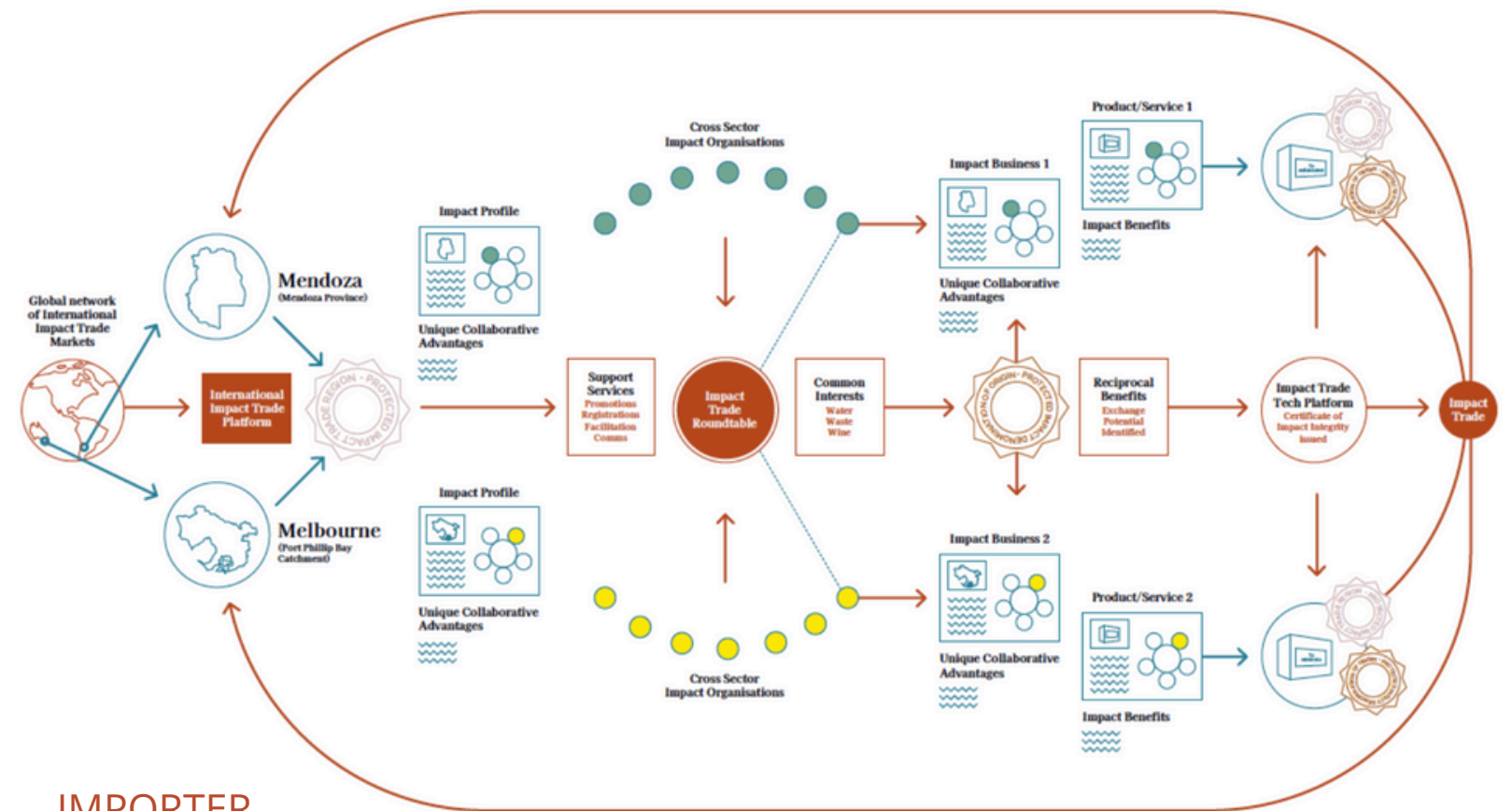
Less isolationism, more effective multilateralism with commercial rewards and incentives.

Case Study

Melbourne x Mendoza

In November 2021, a small group of impact leaders from the regions of Mendoza (Argentina) and Melbourne (Australia) met online for a pilot inter-regional Impact Trade Roundtable. The three focus themes were – Water, Waste & Wine.

Now, having established these relational foundations, imagine if we took this to the next level by facilitating a trade partnership.



IMPORTER

Melbourne

(Risk: Climate Change)

EXPORTERS

Copenhagen & Mendoza

(Superpowers: Climate Tech & Bi-partisan Climate Governance)

LOCAL IMPLEMENTING ORGANISATIONS

City of Melbourne, Beyond Zero Emissions, Seed Mob
(Indigenous-led Youth Climate Coalition, University of Melbourne, Point Advisory & Regen Melbourne)

VALUE

\$5mill. USD

RETURN ON INVESTMENT

~\$10mill. USD

(inc. reductions carbon emissions, biodiversity loss, climate anxiety)

Potential Scenario

RITA could co-design an Impact Trade Mission for leaders from Melbourne and Mendoza to visit Copenhagen's climate tech cluster, which could then lead to facilitated trade partnership negotiations.

An indicative service and product package could include:

- Climate & Nature positive policy advisory
- Climate Tech cluster design advisory
- Corporate training products
- Software products
- Business leadership modules



Impact Trade Roundtable: Mendoza x Melbourne, Nov 2021

Why do Regions & the World need RITA?



By shifting beyond purely financial value creation, RITA catalyses **new commercial competitive and collaborative advantages** for regions and their stakeholders. RITA repositions regions based on their unique contributions to social and environmental issues, locally and globally. The **distribution of these regional 'superpowers'** (in the forms of impact products, services, knowledge & skills) to other regions, is **designed to address risks and vulnerabilities** that are relevant to us All.

Post-2020 Global Issues



SOCIAL & ENVIRONMENTAL INJUSTICE OF GLOBAL RELEVANCE
(Climate Change, Biodiversity Loss & Social Inequality)



INTERNATIONAL TRADE IS NO LONGER FIT FOR PURPOSE
(Don't support the thriving of People, Prosperity and Planet, locally or globally)



INEFFECTIVE MULTILATERALISM
(Global North and Global South power dynamics lock cities, regions and small countries into a culture of competition.)



SILOS IN PURPOSE-DRIVEN COMMUNITIES ARE HINDERING REGIONAL ECONOMIC TRANSITION
Impact innovations and networks are missing activation by mainstream market forces.



How can Regions become part of RITA?



We're currently organising an event series for aspiring Impact Trade Regions which will run from October to November. This will lead into a 12-month Pilot Program in 2024.

Membership is based on three minimum conditions categories:

1. **Multi-sector collaboration**
2. **Region-wide agreements** (for benefit of humanity & the Planet)
3. **Economic innovation** (macro & micro)

2024 Milestones

- 1. Public Presentations at:**
 - For Good Leaders
 - Impact Trade Johannesburg
 - Impact Trade Sao Paulo
 - Impact Trade Uruguay
 - Encuentro + B Monterrey
 - World Lille Forum

- 2. Private presentations at:**
 - Banks ()
 - Exportation and importation agencies ()
 - Philanthropy organizations ()

- 3. Workshops in:**
 - Aragón
 - Basque Country
 - Rio de Janeiro
 - Reconcavo de Guanabara
 - Meringuava
 - Curitiba

2025 Milestones

- 1. Organization Iberoamerican Gathering of Potential Impact Regions: Partner Organizations :**
 - Mendoza 11/13/25

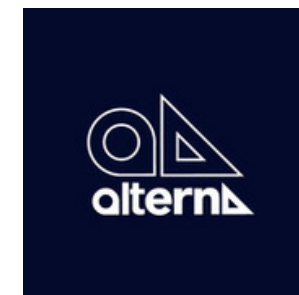
- 2. Development of work resources:**
 - Open source materials for preparatory workshops in aspiring impact regions;
 - Materials for the Mendoza Meeting
 - Redesign of the RITA website in three languages.
 - Business Plan and Resource Development Strategy.

Iberoamerican Gathering of Potential Impact Regions - Mendoza 11- 13, 2025

Partnering Organizations



Puerto Rico
Science, Technology
& Research Trust



RITA

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