

## **Memorandum of Cooperation**

### **Between**

FUND2740 – High Impact Foundation, Britof 469, 4000 Kranj, Slovenia

### **And**

**[Recipient's Organization]**

### **Concerning**

#### **The Establishment of the World Impact Sales Hub (WISH)**

**Purpose:** This Memorandum of Cooperation (MoC) establishes the terms and conditions under which FUND2740 and [Recipient's Organization] (hereinafter referred to as "the Parties") will collaborate to establish and support the World Impact Sales Hub (WISH). WISH aims to be a global platform where organizations can collaborate to support and scale impact ventures and social economy organizations, enhancing their ability to sell products and services internationally.

**Mission:** The mission of WISH is to create a collaborative environment that facilitates partnerships between diverse organizations and impact ventures, providing the necessary support to navigate and succeed in international markets. WISH will foster the global sale of impact products and services, contributing to sustainable development and social good.

#### **Scope of Cooperation:**

##### **1. Collaboration and Support:**

- The Parties will facilitate partnerships to provide mentorship, market insights, and strategic support to impact ventures.
- The Parties will jointly identify and support high-potential impact ventures and social economy organizations.

##### **2. Market Access:**

- The Parties will assist impact ventures in overcoming barriers to international markets by offering logistical, legal, and marketing expertise.
- The Parties will work together to create pathways for impact ventures to access global markets.

##### **3. Capacity Building:**

- The Parties will provide training and resources to enhance the operational and strategic capabilities of social economy organizations.

- The Parties will develop and deliver workshops, seminars, and other educational initiatives.

#### **4. Networking Opportunities:**

- The Parties will organize events, workshops, and conferences to foster networking and knowledge exchange among members and impact ventures.
- The Parties will create platforms for regular communication and collaboration among members.

#### **5. Promotion of Impact Products:**

- The Parties will develop and implement marketing campaigns to raise awareness and demand for impact products and services globally.
- The Parties will utilize their respective networks to promote the visibility of WISH and its members.

#### **Roles and Responsibilities:**

- **FUND2740:**

- Act as a coordinator for WISH activities.
- Provide administrative support and resources for the establishment of WISH.
- Lead the development of capacity-building programs and marketing initiatives.
- Contribute expertise, resources, and networks to support impact ventures from Slovenia entering the Serbian market and Serbian impact ventures entering Slovenian market

- **[Recipient's Organization]:**

- Participate actively in WISH activities and initiatives.
- Contribute expertise, resources, and networks to support impact ventures from Serbia entering the Slovenian market and Slovenian impact ventures entering Serbian market
- Assist in the promotion of WISH and its objectives.

**Duration and Termination:** This MoC will be effective upon signature by both Parties and will remain in effect for a period of 24 months. It may be extended by mutual written agreement. Either Party may terminate this MoC with sixty days written notice to the other Party.

**Confidentiality:** The Parties agree to maintain the confidentiality of any proprietary information shared during the course of this cooperation and to use such information solely for the purposes outlined in this MoC.

**Amendments:** This MoC may be amended by mutual written consent of the Parties.

**Signatures:** By signing below, the Parties agree to the terms and conditions outlined in this Memorandum of Cooperation.

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Primož Šporar  
CEO FUND2740  
FUND2740 – High Impact Foundation

Kranj, July 1st 2024

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[Recipient's Name]  
[Recipient's Position]  
[Recipient's Organization]  
[Date]

This document serves as a commitment to work together towards the successful establishment and operation of the World Impact Sales Hub (WISH), promoting the global reach and impact of social economy organizations.