

# Spark Change™



## What is Spark Change?

Now more than ever, mission-driven business is critical to a brand's success—and companies prioritizing **innovation for good** are those that will best meet evolving consumer demand. As a result, buyers continuously seek ways to discover companies and products having a positive impact on people and planet. Spark Change unites natural products industry stakeholders virtually to advocate for a more sustainable, equitable future with a focus on connecting with the companies and products aligned with relevant industry topics, including diversity and inclusion, modern health innovations, sustainability and organic and regenerative agriculture.

**Spark Change events** are part of New Hope Network's Natural Products Expo Virtual—a year-round platform focused on connecting buyers and sellers through a series of virtual events and ongoing networking opportunities that provide information to support retail buying decisions. Spark Change events will provide an opportunity for product discovery, education and targeted virtual meetings in the months between our hybrid Natural Products Expos. Each event will include a range of activations that give brands the platform to share their new products and impact-driven stories and help retailers make these important connections in an easy-to-navigate digital format.

Our July and November events will be rooted in the idea of innovation for good, highlighting content, thought leaders and brands bringing new ideas, products and solutions to the marketplace.

**Spark Change branded content** will provide mission-driven companies with year-round opportunities to share their vision through digital storytelling such as the Spark Change Soapbox Series and further position themselves as thought leaders and conversation starters through the Spark Change Lunch & Learns and Roundtables. This content is complementary to content marketing opportunities available through [newhope.com](https://www.newhope.com).

### July 14, 2021

#### Spark Change: Modern Health Innovations

- Condition-Specific Supplements
- Food as Medicine
- Modern Wellness
- Special Diets
- Healthy Food Access
- Diversity and Inclusion

### Nov. 10, 2021

#### Spark Change: Sustainable Solutions

- Organic and Regenerative Agriculture
- Supply Chain Integrity
- Sustainable Packaging
- Non-GMO
- Climate Justice
- Diversity and Inclusion