

STRATEGY & INSIGHTS

ADVISORS FOR LASTING IMPACT

ABOUT STRATEGY & INSIGHTS

Strategy&Insights (S&I) provides quality strategic support to governments, international organizations and the private sector to foster social and economic development.

We are driven by the conviction that, alongside governments and communities, the private sector has a pivotal role to playing, defining and achieving transformative sustainable development pathways.

We deliver solutions within priority areas such as human development, inclusive economic growth, environmental protection, and financing for development. These areas are addressed via our core services.

Headquartered in Geneva, a center of global governance, we are well-positioned to follow and engage in inter-governmental processes and multilateral negotiations, while maintaining strong cross-sectoral relationships. This fosters innovation and ensures discretion in our collaborations. This is complemented by our agile international team of advisors who bring in-depth understanding of contextual realities while applying global expertise.



"In these times of uncertainty, our goal is to bring efficiency and clarity. We provide you with the data and insights you need to craft and implement the best strategies for lasting impact. Together, we lay the foundations to address some of the most pressing political, environmental, societal and economic challenges of our time."

Rockaya Aidara
Managing Director

Our Services

Strategic Advisory Services for Policy & Programs

We offer forward-thinking strategic advisory services that drive impact at national and institutional levels. From crafting country program strategies and conducting comprehensive sector reviews to shaping vision papers and guiding change management processes, we support clients through every step of policy and program development.

Public Relations & Events

We craft strategic communications and public relations approaches that engage the right audiences and amplify impact. Our services include designing and executing public relations, diplomacy, and public affairs strategies, as well as managing multilateral stakeholder engagement. From content development and campaign design to media and social media outreach, we support clients in shaping narratives, strengthening visibility, and navigating complex communication landscapes for advocacy and high-level events.

Bid Management & Fundraising

We help organizations strengthen their competitive edge and unlock new funding opportunities. Our services span the full proposal lifecycle—from conducting background research and donor analysis to drafting compelling technical and financial proposals. With a deep understanding of donor landscapes across public and private sectors, we position our clients to align with the right partners, articulate their value clearly, and ultimately secure the resources they need to grow and deliver impact.

Data, Research & Innovation

We generate evidence-based insights that drive smarter decisions and innovative solutions. Our work includes designing and executing research studies, developing custom evidence and data tools, and conducting rigorous policy reviews and independent evaluations. Whether informing national climate adaptation plans or delivering targeted market research, we help clients harness data to navigate complexity, anticipate change, and lead with confidence.

Areas of Expertise



**Climate &
Environment**



**Economic
Development**



**Education
& Training**



**Gender
& Inclusion**



**Financing for
Development**



**Global
Health**



**Human
Development**



**Human
Rights**

IMPACT INVESTMENT

Services For The Private Sector

S&I provides end-to-end support in structuring impactful development projects and strategic investments, grounded in rigorous assessment methodologies. We support the strategic design and structuring of projects, tailoring financial and operational models to meet both investor expectations and local development needs. This includes identifying blended finance opportunities, designing risk-sharing mechanisms, and ensuring that governance and implementation frameworks are robust and aligned with long-term impact goals.

We conduct thorough due diligence to ensure alignment with internationally recognized Environmental, Social and

Governance (ESG) standards and assess the feasibility, scalability, and sustainability of each initiative. We also assist in mobilizing capital, working closely with partners to structure financing strategies that unlock both public and private investment. Our involvement continues post-investment through ongoing monitoring, evaluation, and adaptive management, ensuring transparency, accountability, and measurable results.

Together, we amplify solutions that drive social progress, empower local economies, protect our environment and enable long-term programs and businesses that can sustain themselves over time.

Investment Areas



Agriculture



Fishing



Energy



Trade



Health



**The future of impact investing is bright
- and necessary.**

72%

72% INCREASE IN THE SDG INVESTMENT GAP - CALLING FOR PRIVATE INVESTMENT.

The SDG investment gap rose from \$2.5 trillion USD in 2015 to \$4.3 trillion USD in 2023, and it could increase to USD 6.4 trillion annually by 2030 without significant reform.

**\$1
USD**

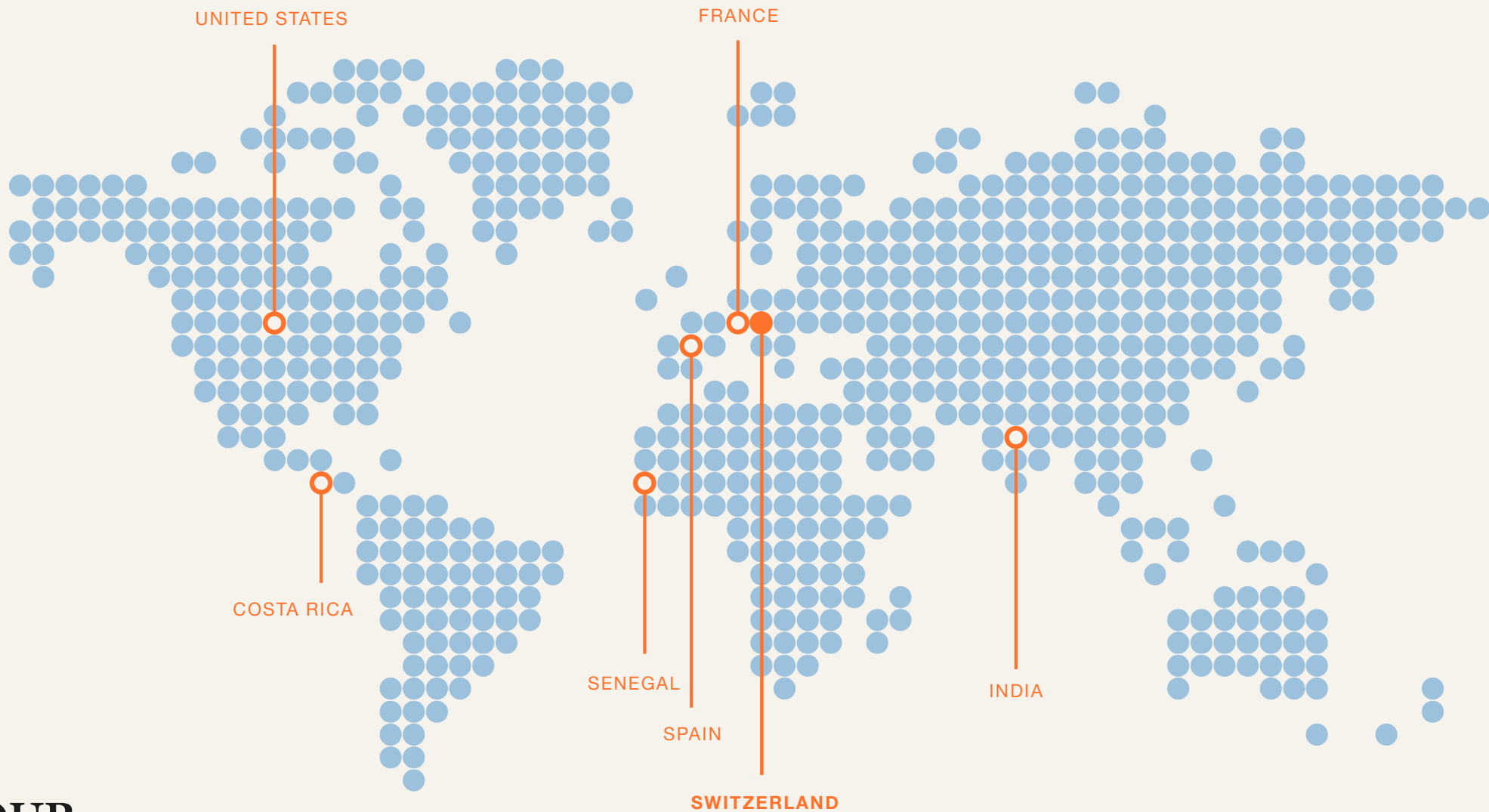
\$1 USD OF IMPACT INVESTMENT IN LMICS GENERATES UP TO 4-10X MORE SOCIAL AND ENVIRONMENTAL RETURN.

Compared to similar investments in wealthier countries, there is a larger return on investment when funding businesses and initiatives in low- and middle-income countries (LMICs) —especially in areas like health, education, energy, and financial inclusion.

**\$1.571
TRILLION**

\$1.571 TRILLION USD IN IMPACT ASSETS UNDER PRIVATE MANAGEMENT.

Private impact investment has demonstrated measurable growth. From 2019-2024, the market saw a 21% compound annual growth.



OUR PEOPLE

The S&I multidisciplinary team of seasoned advisors has diverse experience working with international organizations, governments and private sector organizations. Our team has a particular expertise in working with governments in both developing

and developed countries, to achieve sustainable growth and systems change. Additionally, the S&I Advisory Board is made up of former high level officials, public servants and c-level executives with expertise in finance, trade, climate, health, gender and economic development.

Our Presence

The S&I team works across continents and time zones to provide well-rounded, flexible support to clients everywhere.

LANGUAGES

- Arabic
- French
- English
- Italian
- Spanish
- Portuguese



Our commitment to you.

High-quality & Innovative Deliverables.



Projects are executed using customized strategies. This means understanding the situation from multiple stakeholder perspectives, vetting potential solutions, using what works and inventing new solutions where needed - applying new technologies when helpful.

Cost Effective & Resourceful Processes.



Our efficient project management processes help clients make the most of the budget they have while ensuring long-term sustainability and relevance.

Inclusive Partnership & Collaboration.



We believe creating sustainable solutions requires including people closest to the problem - beneficiaries, decision-makers, and cross-sectoral partners alike - who can contribute to creative thinking and effective implementation to optimize impact potential.

Flexibility & Confidentiality



We understand the constraints and challenges our clients face when navigating complexity. We are agile and operate in full discretion with attention to long-term opportunities and potential risks.

Social & Environmental Impact.



Driven by strong progressive convictions, every recommendation is perceived through the prism of human, social, and environmental impact. This commitment is reflected in genuine community participation at every level and a clear intent to deliver concrete and measurable results.



"Private sector leadership is the engine of sustainable innovation in developing countries. When businesses invest in bold ideas, inclusive growth and local partnerships, they not only drive profit – they unlock human potential and accelerate systemic progress."

Genco Sanli
Advisory Board Member
MD at Sanli Pastore & Hill Ltd,
Former Director JPMorgan, AIG
Financial Products and Credit Suisse

Our Advisory Board Members

The Experts Behind Our Confidence.



Professor Awa Marie Coll Seck
Former Minister of Health & Social Action of Senegal and President of Galien Forum

A global leader in public health and infectious diseases, helping us think bigger about health systems and innovation.



Mr. Frederik de Cock
Senior Strategy Advisor, Governance Expert & Former Vice President of Business Planning & International Relations at SITA

Bringing strategic planning, pricing, and CSR expertise that keeps us grounded in ethical, systems-driven strategy.



Mr. Genco Sanli
Managing Director of Sanli Pastore & Hill Ltd., Former Director at JPMorgan, AIG Financial Products, and Credit Suisse

He is our go-to member for international finance, risk management, and sustainable investment.



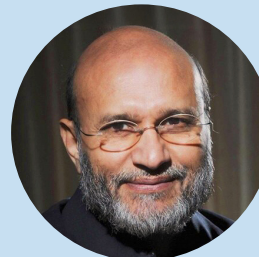
Mrs. Lorena Aguilar
Executive Director of the Kaschak Institute and Former Vice Minister of Foreign Affairs of Costa Rica

As a global leader in human rights, gender, and sustainability, Lorena ensures our strategies are always people and planet-centered.



Mr. Mossadeck Bally
Founder & Former CEO of the Azalaï Group

A leading hospitality brand in Africa is a trailblazer in entrepreneurship, he brings a pragmatic, growth-focused mindset to our work.



Professor Santosh Mehrotra
Distinguished Development Economist, Former Senior Official at UNICEF, UNDP and India's Planning Commission

He has advised more than 40 governments worldwide and authored 14 books, shaping debates on human development, poverty reduction and inclusive growth.



Rockaya Aidara
Managing Director

Brings over twenty years of experience in international cooperation including seventeen years within the United Nations across geographies and sectors. Her experience spans across health, social development, environmental policy and finance.



ADVISORY FIRM
GENEVA

Contact Us

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