



## **Sustainability Program Overview**

“Responsible Principles Guiding New Investments in Agriculture”

La Palm Royal Beach Hotel

Accra, Ghana

# GSA Membership Overview

**The Global Shea Alliance currently has 380 members from 28 countries.**

- **Collectors** – Registered cooperatives or organized groups of shea kernel collectors. Members include Pagsung Shea Pickers Association (Ghana), REKAF (Burkina Faso), and RPBHC (Burkina Faso).
- **Handcrafted Butter Producers** – Registered cooperatives or organized groups that process shea butter in African villages. Members include UGPPK (Burkina Faso) and Tungteiya Shea Butter Extraction (Ghana).
- **Suppliers** – Companies involved in the purchase of shea kernels or shea butter for the purpose of processing or trading. Members include AAK, IOI Loders Croklaan, Wilmar International, and Ghana Nuts Ltd.
- **Brands and Retailers** – Companies that market products containing shea butter to consumers. Members include The Hershey Company, Nestle, The Body Shop, The Clorox Company, and L'Occitane.
- **Supporters** – Non-governmental organizations and development partners supporting the shea industry. Members include ICCO, SNV, Tree Aid, and SOS Sahel.

## Strategic Focus of the GSA

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### Market Expansion

- Promote consumer awareness and demand by identifying new customers, markets, and uses

### Value Chain Competitiveness

- Promote quality, transparency, and efficiency to create a competitive shea industry that will drive maximum stakeholder value

### Policy Advocacy

- Ensure that the emerging industry and its stakeholders are supported for growth

### Sustainability Impact

- Develop and deliver services targeted at improving the sustainability of the shea industry and the well-being of its stakeholders

### Member Services

# How our Alliance works

We focus on three complementary agendas



## PROMOTION

Growing overall demand and consumption of shea

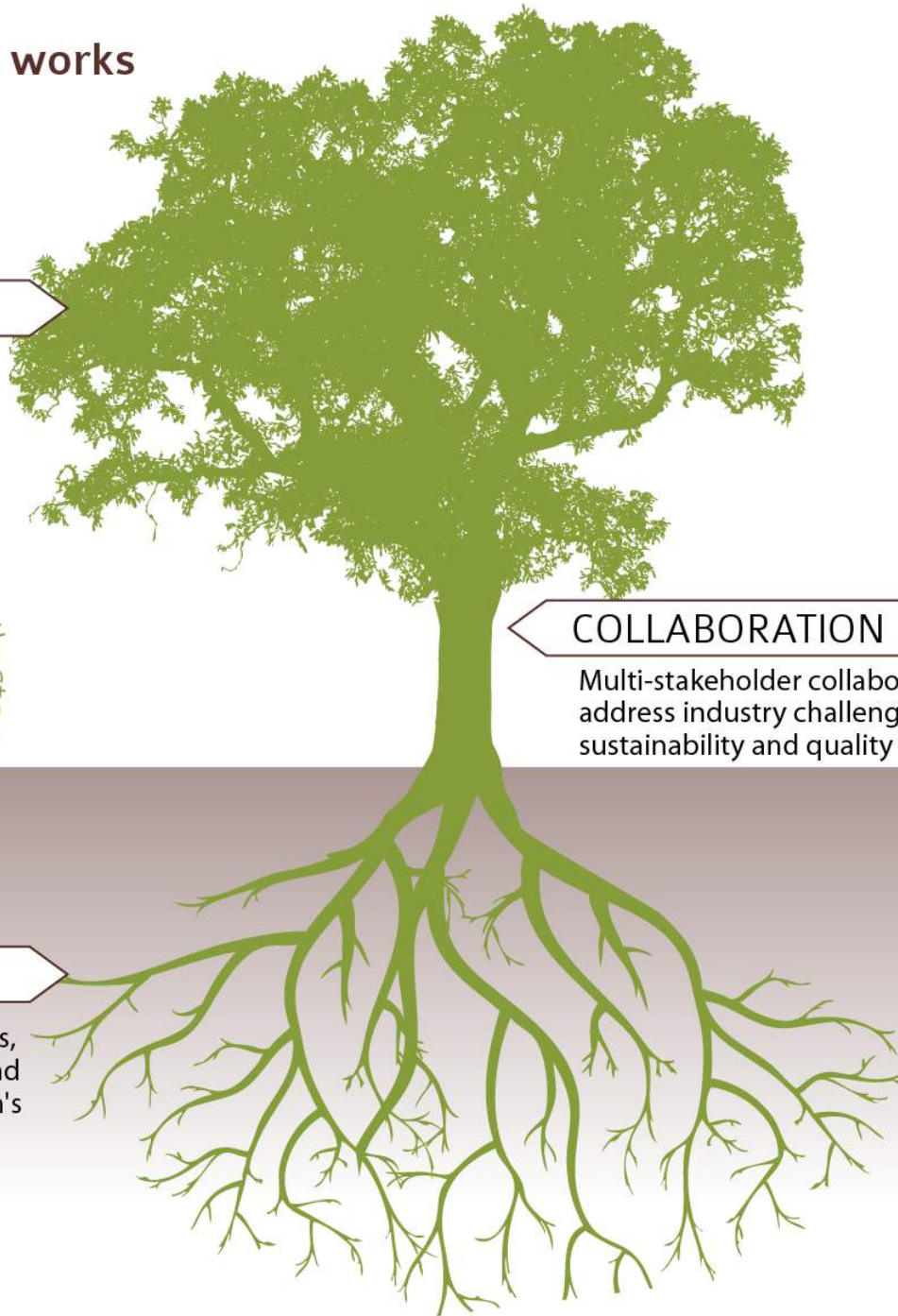


## COLLABORATION

Multi-stakeholder collaboration to address industry challenges including sustainability and quality

## SUPPORT

Shea nut quality campaigns, small business trainings, and market linkages for women's groups



# Sustainability Program Work Streams

## Warehouses for Women's Groups



## Business Trainings for Women Collectors



## Health and Safety Initiatives for Women's Groups



# Sustainability Program Work Streams

## Research and Development of Improved Planting Material



## Shea Parkland Management Trainings



## Conservation Pilot Projects



# Current and Planned Projects

## **Current work streams:**

- Warehouses for Women's Groups
- Business Trainings
- Health and Safety Initiatives
- Improved Planting Materials

## **Current and Planned Projects**

- 50 warehouses constructed by 2016
- 20,000 women collectors trained in business development
- 5 health and safety projects
- Pilot shea planting project

# Secretariat Support

The GSA Secretariat supports sustainability partners through:

- **Fundraising**
- **Technical assistance**
  - Land acquisition, building plans, budgeting, organizing women's groups, identifying sources of pre-financing
- **Connecting partners**
  - Women's groups, buyers, NGOs, banks, research institutions, government organizations
- **On-site support**
- **Best practice manuals and training modules**

# Best Practices

## Women's Empowerment

- Promoting women's land rights while respecting and recognizing existing land use and rights

## Decent Working Conditions

- Prohibition of discrimination, and forced or bonded labor
- Promotion of safe and hygienic working environments

## Development of Local Communities

- Support efforts to improve food security
- Improvement of value-added process
- Respect for traditional and customary rights

## Protection of Ecosystems

- Environmentally-responsibility business practices that seek to conserve and enhance natural resources
- Implementing climate-friendly strategies to combat or mitigate effects of climate change



# Example #1: Warehouse in Benin



# Project Impact

## Partners

Association Karité Bénin, Goro Women's Group, ICCO, GAPA

## Impact

- 120 women contributed
- 14 MT of kernels aggregated
- 20% increase in income for women


## Services

Trainings on aggregation and buyer relations

## GSA Support

Identified funding for warehouse, linked group to a buyer



A woman with dark skin, wearing a white short-sleeved shirt and a colorful patterned skirt with orange, green, and blue floral designs, stands next to a large pile of brown burlap sacks. The sacks are stacked high, filling most of the frame. Some sacks have blue and purple stripes and text printed on them, including "GHANA", "PRODUCT", "MADE", and "110". The woman is looking towards the camera with a slight smile. The background is a plain, light-colored wall.

“I feel like a  
partner with all  
actors in the shea  
industry.”

– *Women collector in Benin*

# Example #2: Improved Planting Materials



**Top Grafting**



**Side Grafting**



**Pruning**

# Project Impact

## **Partners**

NIFOR, Fludor, UDS

## **Anticipated Impact**

500,000 seedlings planted over the next 5 years

Improved sapling developed

Shea tree nurseries in Ghana, Burkina Faso and Mali

## **Services**

NIFOR piloted project in Bidda, Nigeria

UDS piloted project in Ghana

## **GSA Support**

Link private sector to research institutions

Support fundraising for research

Develop a regional tree population project with research institutions



# How to Join the Program

Whether you're a member of a woman's group, a supplier, a brand or retailer, or simply want to support our work, you can join the Global Shea Alliance as a sustainability partner.

All sustainability partners must be registered GSA members. For more information, visit our website – [www.globalshea.com](http://www.globalshea.com) - or reach out to Membership Coordinator, Prince Nunoo, at [pnunoo@globalshea.com](mailto:pnunoo@globalshea.com)



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# Global Shea Alliance

