ITC
Alliances for Action
Approach & Results:
With examples from Caribbean & Ghana

WTO Informal Working Group on MSMEs
03 July 2023
Alliances for Action in brief.

Alliances for Action (A4A) is an ITC initiative to establish a network that transforms food systems and advances the Sustainable Development Goals through producer and MSME partnerships that cultivate ethical, climate-smart, sustainable agri-value chains.

We aim at achieving resilience and growth for farmers and small and medium enterprises through more mindful and responsible trade, production and consumption systems.
Impact stories / Ridge to Reef

Development requires a holistic bottom up approach

Conservation of Land and Marine ecosystems

Alternative income sources for fisherfolk and communities, value addition & links to Green finance through alliances

Adaptation to climate risks

Innovative solutions to strengthen policy for ecosystem resilience

Protection of soil health and restoration of biodiversity

Our community-driven model focuses on building capacities through climate-change resilient farming practices.”

Nickie Myers, General Manager of the Alligator Head Foundation, Jamaica.
Alliances for Action is a bottom-up partnership approach that results in systemic change & investment in agribusiness value chains.

Supporting small businesses through trade
Value addition at origin and promotion

Kuapa Kokoo Farmers Union in partnership with NICHE & Alliances for Action

DARK CHOCOLATE

“Sustainably produced by the Kuapa Kokoo Farmers’ Cooperative Union in Ghana”

#Beans2Bar #WomenEmpowerment #ImpactMatters

Alliances for Action

Four Farms Blend SPECIAL EDITION

In partnership with
ITC, European Commission, ACP Secretariat, ACRAF, CLAC FT, SIDAMA
Specialty Arabica and Robusta Blend

Coffee beans sourced from
ETHIOPIA
Togo, Peru and Honduras
Empowering farmer communities
Local and Regional Mkts Matter

Alliance formed between:
- BabyLove’s C-G Foods – Coconut Ice Cream
- SRC Value addition and processing
- JAMPRO Market Linkages
- CIB, CARDI, ITC and ICC support
Market Development

- Research and outreach to new potential private partners and buyers.
- Coaching of SME's and farmers' cooperative for preparation on B2B meetings
- Coordination of A4A participation and/or stands in virtual and in presence trade fairs
- Collection and coordination of samples for evaluation and feedback from sector professionals
- Dissemination of knowledge on food trends
- Coordination of food lab service for development the capacity of SMEs to develop and produce value added products
- Engagement of food industry professionals and institutions for value addition initiatives
South South Commercial and technical collaboration between Farmer Organizations & MSMES

Latin America, Caribbean & Ethiopian edition of the Golden Cup / Taza de Oro

'You can't have quality in the cup unless you have quality of life on the farm.'
Peter Kettler - Global Product Manager, Fairtrade International

'Quality should not be dissociated from sustainability, and vice-versa.'
Hernan Manson - ITC, Alliances for Action
Access to Agri MSME Finance and Investment

- Supporting the design of specific activities related to access to finance and investments, including:
  - design financial literacy activities for smallholder farmers, MSMEs and other value chain players.
  - design targeted TA in order to de-risk investments at MSMEs and cooperatives level.
  - design activities to improve the agricultural knowledge of local financial institutions (capacity building of loan officers, introduce a specific credit score for agri sector, develop targeted agri products, etc.).
  - carry out Cost-Benefit analysis of investing at every step of the value chains.
  - map and profile key local financial institutions working with agriculture sector.
  - map and profile key regional & international lenders working in the agriculture sector.
Alliances for Action

5-pillar approach for partnerships

1. **UNDERSTAND**
   - Markets & value chain systems
   - Sustainability gaps and opportunities
   - Business ecosystem
   - Value addition and diversification potential

2. **CONVENE**
   - Establish responsible and inclusive public-private production and commercialization alliances
   - Connect actors from farm to fork

3. **TRANSFORM**
   - Upgrade capacities for MSMEs and TISIs to compete
   - Support responsible and sustainable production and trade
   - Enable policy to put Alliances into Action

4. **INVEST**
   - Promote responsible investment in the Alliances
   - Derisk investment and finance

5. **IMPACT**
   - M&E for responsible production and trade
   - Traceability of impact from farm to fork
   - Communication & promotion
   - Ethical business models

RESILIENCE, BETTER TRADE & GROWTH
Countries of implementation

AFRICA
- Benin
- Burkina Faso
- Cameroon
- Côte d’Ivoire
- Ethiopia
- Eswatini
- Ghana
- Guinea
- Kenya
- Liberia
- Senegal
- Sierra Leone
- Togo
- Zambia
- Zimbabwe

CARIBBEAN
- Antigua & Barbuda
- Barbados
- Belize
- Dominica
- Dominican Republic
- Guyana
- Jamaica
- Grenada
- Saint Lucia
- Saint Vincent & Grenadines
- Suriname
- Trinidad & Tobago

PACIFIC
- Papua New Guinea
- Vanuatu

CLAC-FT
400 COOPERATIVES ACROSS LATAM
Thank you.