The Circular Economy

The Shea Industry and Environmental Sustainability Perspective

Presentation by the Global Shea Alliance
Established in 2011, the Global Shea Alliance (GSA) is a non-profit industry association with **663 members from 38 countries** including women’s groups, brands and retailers, suppliers, non-profits and affiliates.
Industry Overview

What is shea?

- Shea is an economic tree that typically grows naturally in 21 countries across West, Central and East Africa

Uses of shea

- CBEs in confectionery
- Other foods
- Cosmetics

Importance to producing countries

- 16million+ women involved in shea-related activities
- Exports
- Can contribute to reduction in carbon footprint
Industry Challenges

Women Empowerment
- Capacity-building
- Structural support
- Infrastructural support
- Product quality improvement

Natural Resource
- Destruction of shea parklands
  - Charcoal burning
  - Farming activities
- Aging of existing shea trees
- Limited research on shea tree variations
Industry Challenges (Cont’d)
Action for Shea Parklands (ASP)

What is it?

- Shea parkland restoration initiative launched by the GSA in 2020 in response to degrading shea parklands

Objectives

- Grow 10 million shea trees
- Protect 4 million hectares of existing shea parklands
- Objectives to be achieved over a decade

H.E Ambassador Stephanie Sullivan, Former US Ambassador to Ghana
ASP Implementation

Plant
- Domestication of plant
- Shea agroforestry model
- Community nursery development

Protect
- RNA
- Grafting
- Community by-laws
- Research

Promote
- Conservation Projects
- Improved Cookstoves
- Shea cake
- Shea roasters
- Policy Advocacy
ASP Implementation (Cont’d)

PROJECT IMPLEMENTATION FRAMEWORK

- **Guidelines & Approaches**
  Develop principles and processes to guide implementation of activities and objectives through a multi-stakeholder approach.

- **Implementation**
  Support members in the execution of strategic priorities and development of public-private partnerships with bilateral and multilateral donors.

- **Multi-Stakeholder Engagement**
  Collaborate amongst actors across the value chain to define industry challenges, identify solutions, review progress, and improve program implementation.

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**Engage**

**Develop**

**Align**

**Implement**

**Demonstrate**

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**Industry Alignment**
Align and coordinate stakeholders’ activities across the value chain to achieve the GSA’s strategic objectives.

**Member Recruitment**
Leverage results and achievements to demonstrate success and recruit more GSA members to extend the reach and impact of activities.

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**GSA-LED**

**GSA-SUPPORTED**

**MEMBER-LED**

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Global Shea Alliance

www.globalshea.com
Results Achieved So Far

- 220,123 shea trees planted
- 51,118 non-shea trees planted
- 19,970 women trained in parkland management and protection
- 5,425 hectares of parklands protected
Thank You

Global Shea Alliance

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