

ACP Business-Friendly (BF): Supporting value chains through inclusive policies, investment promotion and alliances



International
Trade
Centre

ALLIANCES
FOR ACTION



Implementing Partners

International Trade Centre (ITC)
World Bank (WB), United Nations Industrial Development Organization (UNIDO)



Implementation Dates

2019 – 2024



Funding & Governance

European Union
Organization of African, Caribbean and Pacific States (OACPS)



Total Budget

EUR 34.7 million – of which EUR 14.7 million allocated to ITC.



Development Goal

Increase incomes of small-scale farmers and MSMEs through improved productivity, competitiveness, sustainability and market access.



Aims

- Adopt and implement business-friendly, inclusive and responsible national policies and legal frameworks; and
- Strengthen productive capacities of smallholder farmers, small firms and farmer organizations to enhance competitiveness and marketing capabilities through value addition, processing and integration into regional and international markets.

Main SDGs Supported





The Approach

The Programme follows a tiered approach with engagements focusing on macro-, meso- and micro-level interventions implemented by the WB, UNIDO and ITC respectively.

It seeks to improve the ability of agribusiness firms in ACP countries to compete, grow and prosper in domestic, regional and international markets, ultimately generating inclusive, sustainable jobs and economic growth.

Micro-level interventions are led by ITC through its Alliances for Action approach that promotes inclusive and sustainable agricultural value chains. They aim to increase competitiveness of value chain actors while ensuring compliance with environmental, economic and social requirements.

The project draws on a holistic implementation approach and a coordinated framework that creates market opportunities through value addition and product diversification.

At the heart of the project is the promotion of sustainable production practices to build resilience and development of bankable business models to attract investments.



Selected Value Chains and Partners

Achieving a living income and a better quality of life for producers guides our approach.

Value-chains have been selected based on their potential to improve OACP Member States' agribusiness sector, contribute to regional and global trade and drive employment creation and poverty reduction.

Coffee and associated products value chain for West and Central Africa, with ACRAM (Agency for Robusta Coffee of Africa and Madagascar);

Cocoa, coconuts and associated products value chains for the Caribbean region, with CEDA (Caribbean Export Development Agency), CARDI and CARIFORUM Secretariat;

Coconuts, Kava and associated products for the Pacific region with the SPC (Secretariat of the Pacific Community) and PIFS (Pacific Island Forum Secretariat);

Cotton and Fashion for West Africa and COMESA regions, with COMESA and ECOWAS.

South-South linkages are fostered between ACP producer associations, businesses and member states.

Coffee: Cameroun, Democratic Republic of the Congo, Gabon, Ghana, Liberia, Togo

Cotton/Fashion: Benin, Burkina Faso, Kenya, Zambia

Cocoa: Caribbean: Dominican Republic, Jamaica

Pacific: Papua New Guinea, Vanuatu

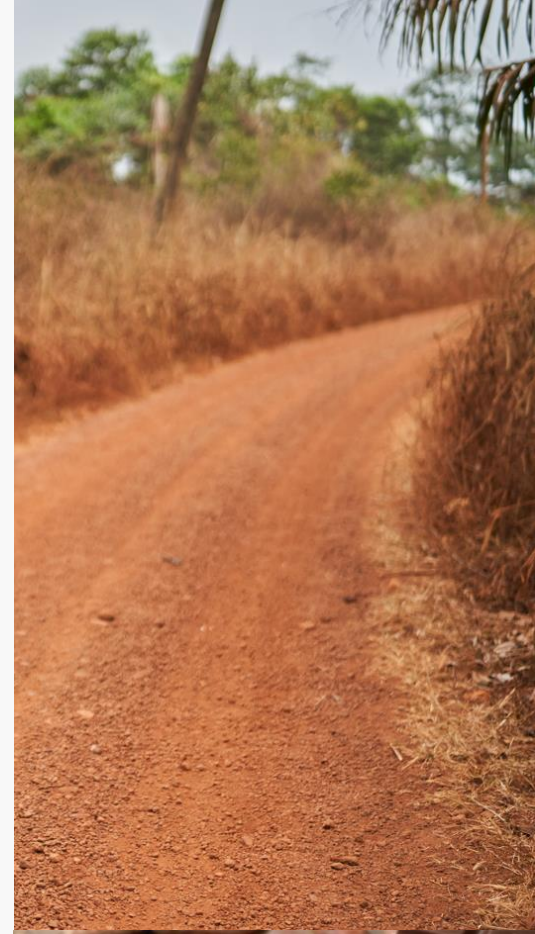


Alliances for Action

Alliances for Action (A4A) is a participatory partnership model that engages smallholder farmers and small firms to manage risk and facilitate networks that provide enabling technical expertise and capacity building. It targets cyclical investment to address economic challenges and aims to derisk investment through increased competitiveness and value addition at origin.

A4A project delivery is structured around five components that drive the project design, implementation, monitoring and evaluation:

- **UNDERSTAND:** Market systems analysis and business model assessment for the value chain, cluster, and industry of interest.
- **CONVENE:** Multi-level public-private partnerships are established to design value chain business plans and additional existing sector support and partnership plans.
- **TRANSFORM:** Technical capacity building package to 'unlock' inclusive growth, small firm and value chain competitiveness in selected sectors.
- **INVEST:** Improve access to financial services and impact investment in value chains.
- **IMPACT:** Ensure accountability, improve performance, and learn for the future through a participatory monitoring and evaluation system.



The Activities

Interventions at the micro-level aim to enhance value chain operators' individual and collective competitiveness with specific attention to family farmers, agri-entrepreneurs and processors.

A mainstreamed approach: Gender-inclusive, climate-smart and market-led.

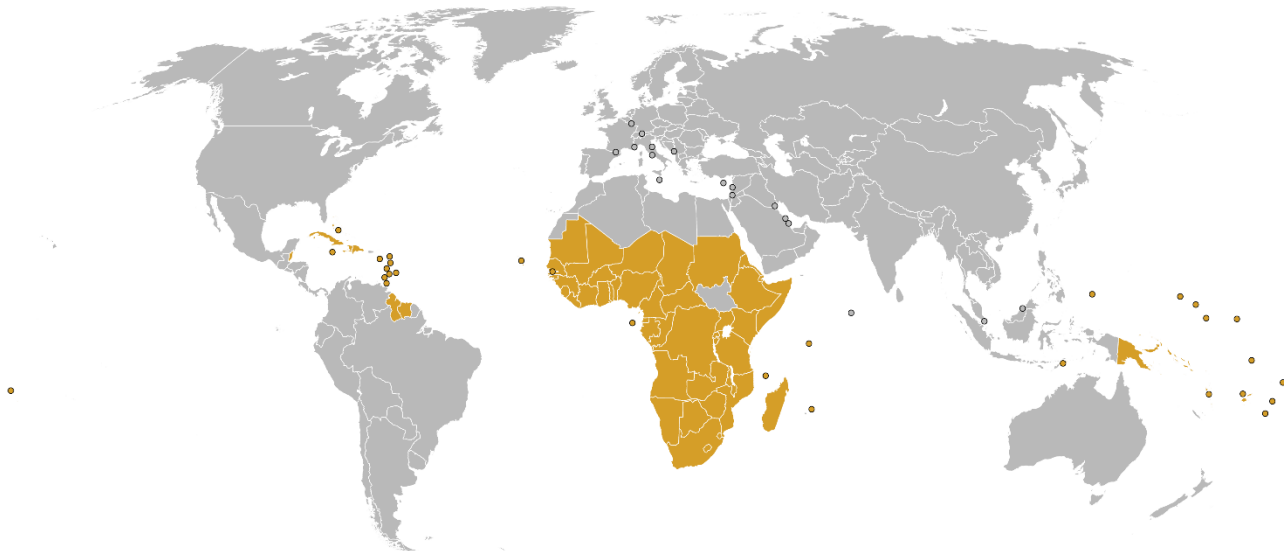
Strategic goals: Commercial alliances, improved productivity, sustainability, cost-efficient technologies, connections to markets, financial inclusion, diversification and value addition.

Value chain based productive and commercial alliances will be promoted to leverage adequate market partnerships, finance and investment resulting in increased and better trade, responsible investments, diversification of incomes and employment opportunities.

The micro level of the Programme will focus on two core themes and specific workstreams:

- 1) Promote inclusive productive and commercial Alliances and investment to strengthen value chain governance and MSME competitiveness through dedicated Work Streams:
 - #1 Establish public-private value chain alliances for action
 - #2 Promote inclusive market and buyer linkages
 - #3 Facilitate inclusive finance and investment for the alliances
- 2) Increase small farmers and processors value addition, productivity and competitiveness through dedicated Work Streams:
 - #1 Build productive capabilities for smallholder farmers, including family farms, women and youth
 - #2 Improve value addition through product development and processing
 - #3 Strengthen farmer organization support service systems and capabilities





Regional Engagement Component

The ACP BF Programme will also draw in regional actors through a multi-stakeholder dialogue to highlight best practices. It will engage other initiatives and enable peer-to-peer learning within and between the countries in selected regions.

The Regional Engagement component aims to promote knowledge sharing and to establish networks of policymakers and private sector actors at an inter- and intra-regional level across ACP countries.

At the micro-level, ITC will collaborate with selected regional partners to monitor the implementation of activities. It will run sector-specific events to discuss the main challenges faced by small businesses, identify the support they need from expert institutions, and promote opportunities to improve their competitiveness.

Expected Results

- Responsible equitable buyers and lead firms in the domestic, regional and international markets are identified.
- Inclusive partnerships and linkages with market, buyers and investors are facilitated in the context of the value chain alliances to respond to the concrete opportunities identified.
- Technical capacity building support to farmer organizations, support service institutions, government agencies and lead firms is provided.
- Peer-to-peer organizational support will be provided to lead farmer- enterprise cluster based on mutual learning systems.
- Value chain operator and farmer capacity-building services will be applied in partnerships with agri-extension, vocational training, producer cooperatives, quarantine services and other development agencies.
- All interventions strive for better incomes and livelihoods for farmers.

Rapid Response Window

The ACP BF Programme acknowledges the COVID-19 pandemic and its associated challenges for global commodity value chains. Drastic measures like lockdowns and social distancing have disrupted supply and demand dynamics and put businesses worldwide at risk.

The Programme's "Rapid Response Window" is designed to facilitate the economic recovery of ACP countries through urgent adaptive measures. Rapid response window funds will be deployed as part of the Alliances for Action (A4A) through a matching mini grant scheme targeting social enterprises, farmer cooperatives and other supply chain operators.



ALLIANCES
FOR ACTION

Street address
International Trade Centre
54-56 Rue de Montbrillant
1202 Geneva, Switzerland

P: +41 22 730 0111
F: +41 22 733 4439
E: alliances@intracen.org
www.intracen.org



Postal address
International Trade Centre
Palais des Nations
1211 Geneva 10,
Switzerland