

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.

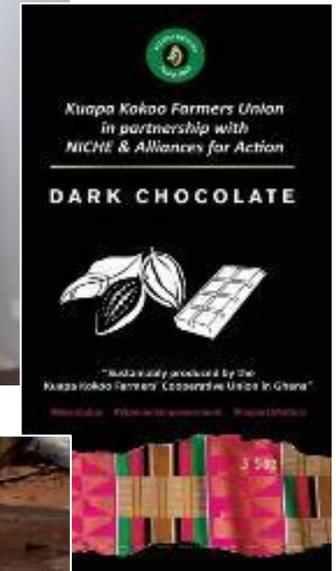
Ghana: Diversification, Climate & Income Smart



BEFORE
the Productive and Commercial Alliance



2 YEARS IN
the Productive and Commercial Alliance



Alliances for Action is a **bottom-up partnership** approach that results in **systemic change & investment** in agribusiness value chains.

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"*

#Beantobar #WomenEmpowerment #ImpactMatters

100g 3 50z



Alliances for Action | Four Farms Blend | SPECIAL EDITION



In partnership with
ITC, European Commission, ACP
Secretariat, ACRAM, 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



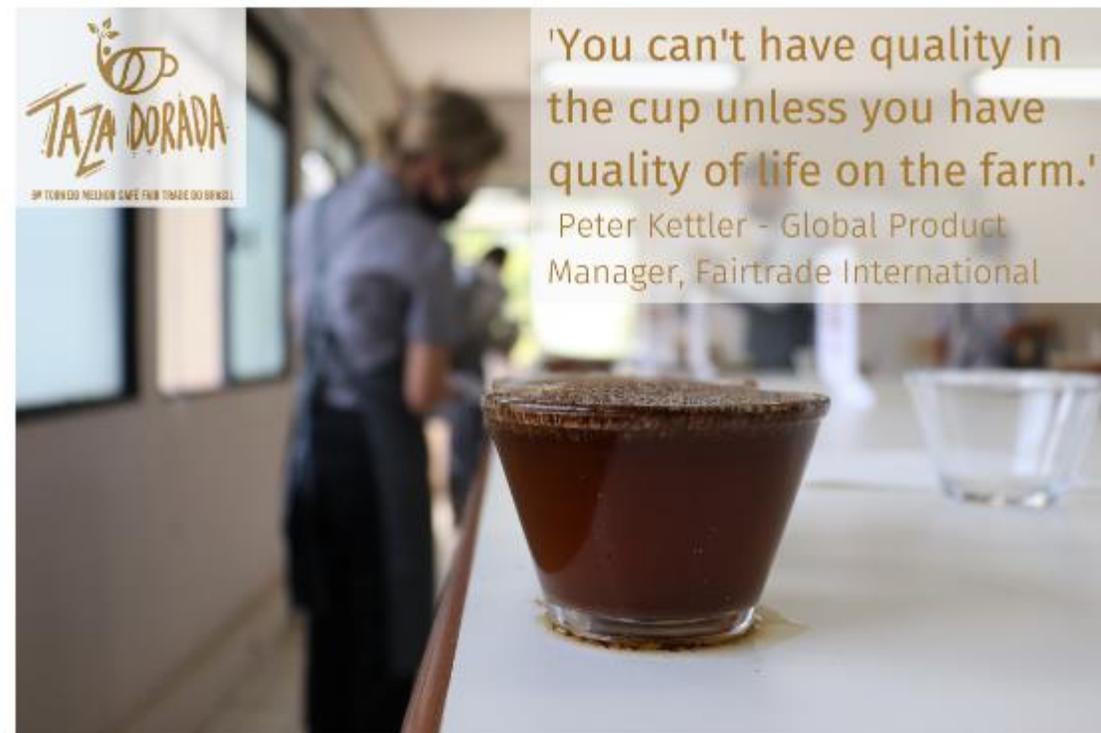
Market Development

- 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

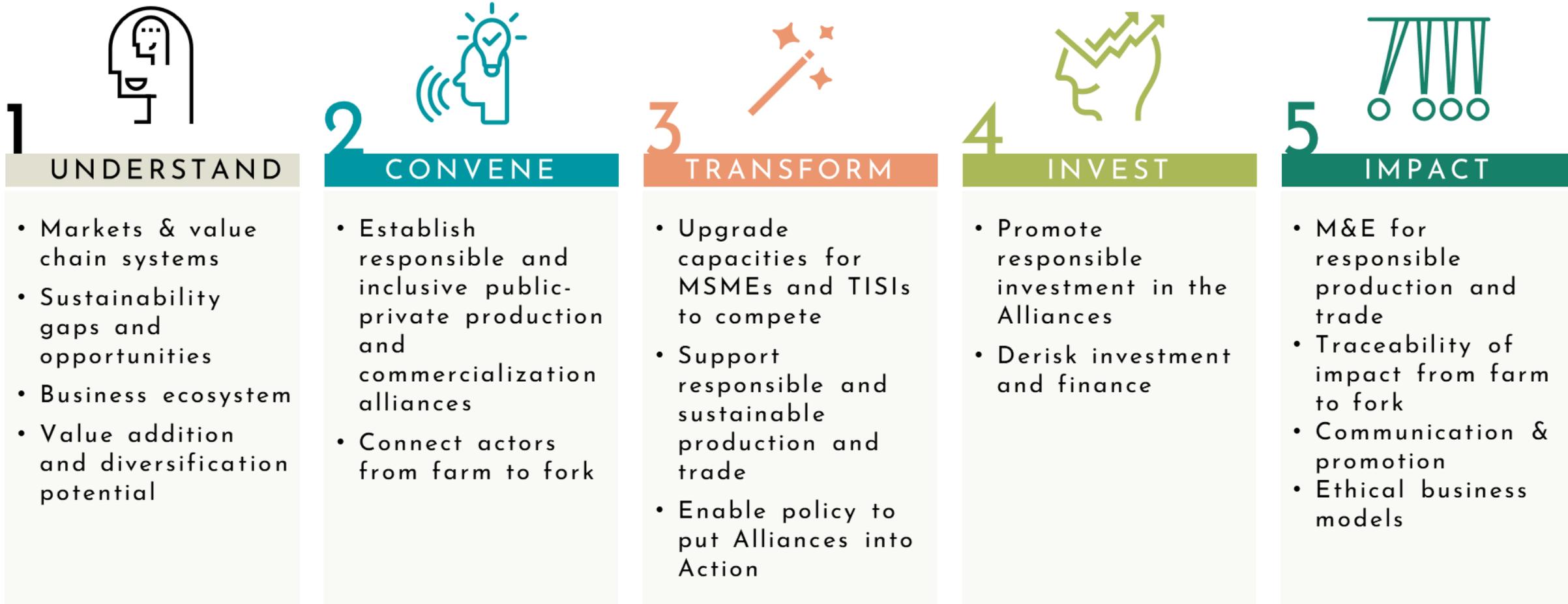
- Supporting the design of specific activities related to access to finance and investments, including:
 - design financial literacy activities for smallholder farmers, MSMEs and other value chain players.
 - design targeted TA in order to de-risk investments at MSMEs and cooperatives level.
 - design 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



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← RESILIENCE, BETTER TRADE & GROWTH →

Countries of implementation





International
Trade
Centre

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Thank you.

