

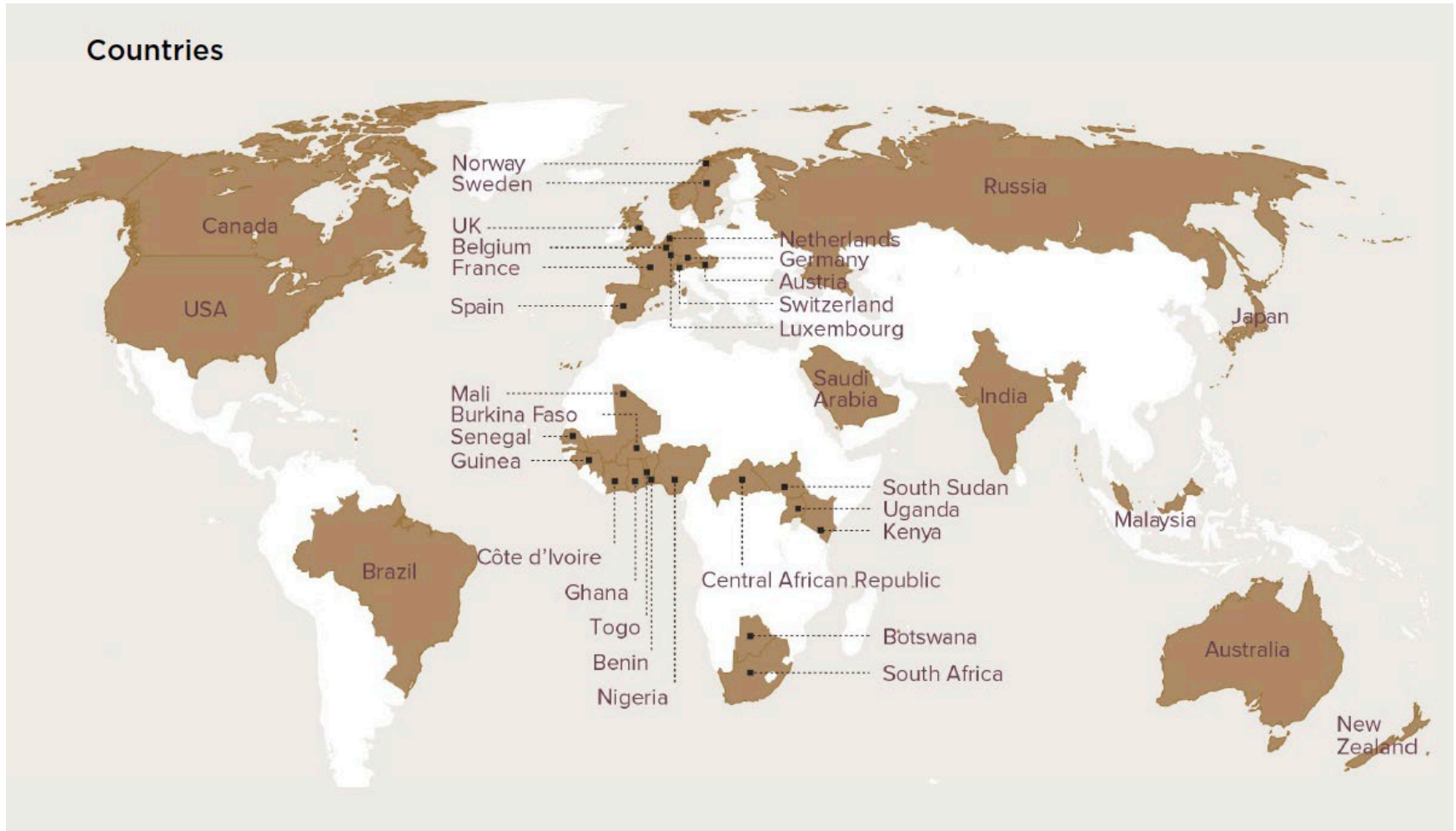
# **The Circular Economy**

## **The Shea Industry and Environmental Sustainability Perspective**

**Presentation by the Global Shea Alliance**

# Who Are We?

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

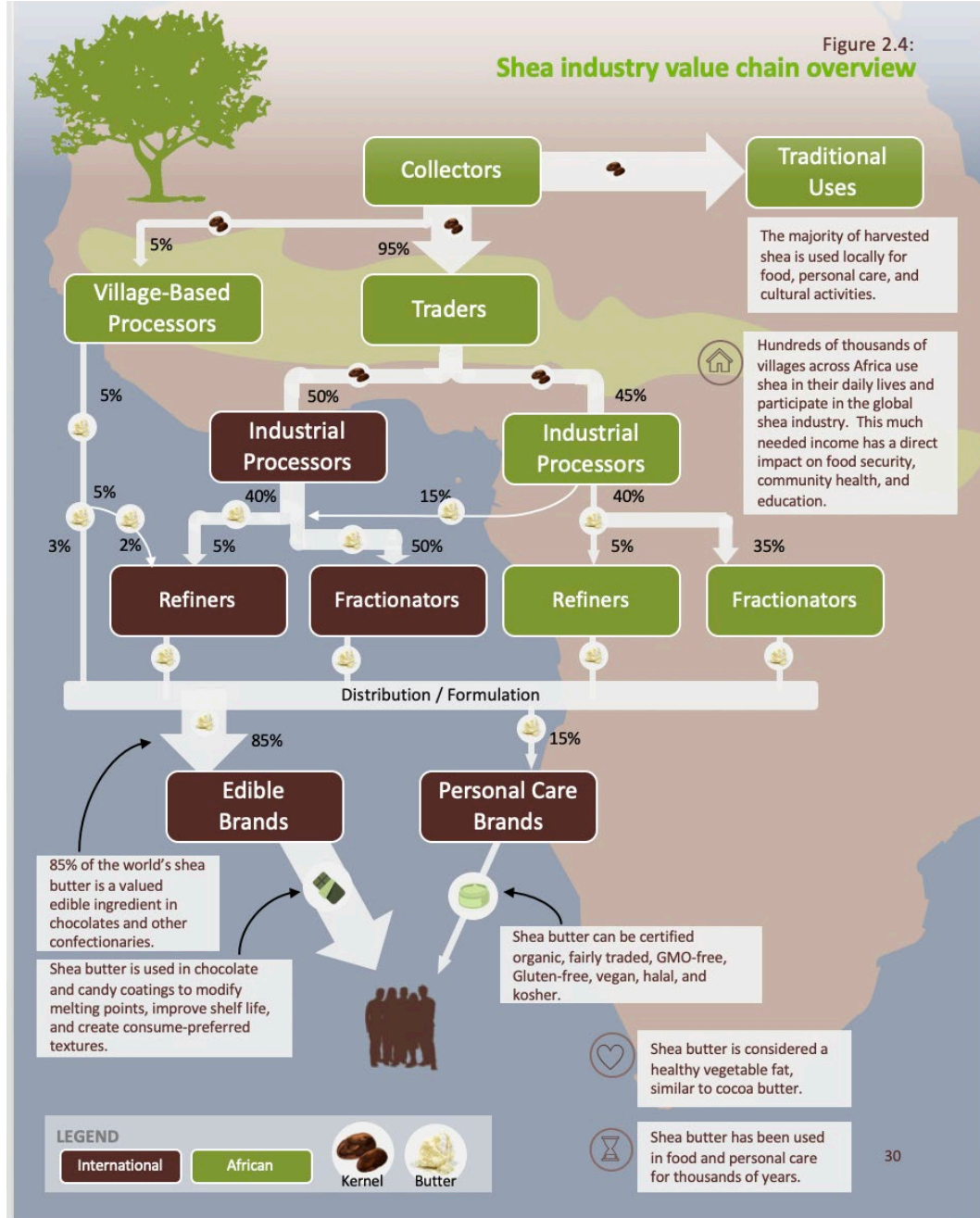
- CBEs in confectionery
- Other foods
- Cosmetics

## Importance to producing countries

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



Figure 2.4:  
Shea industry value chain overview



# 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

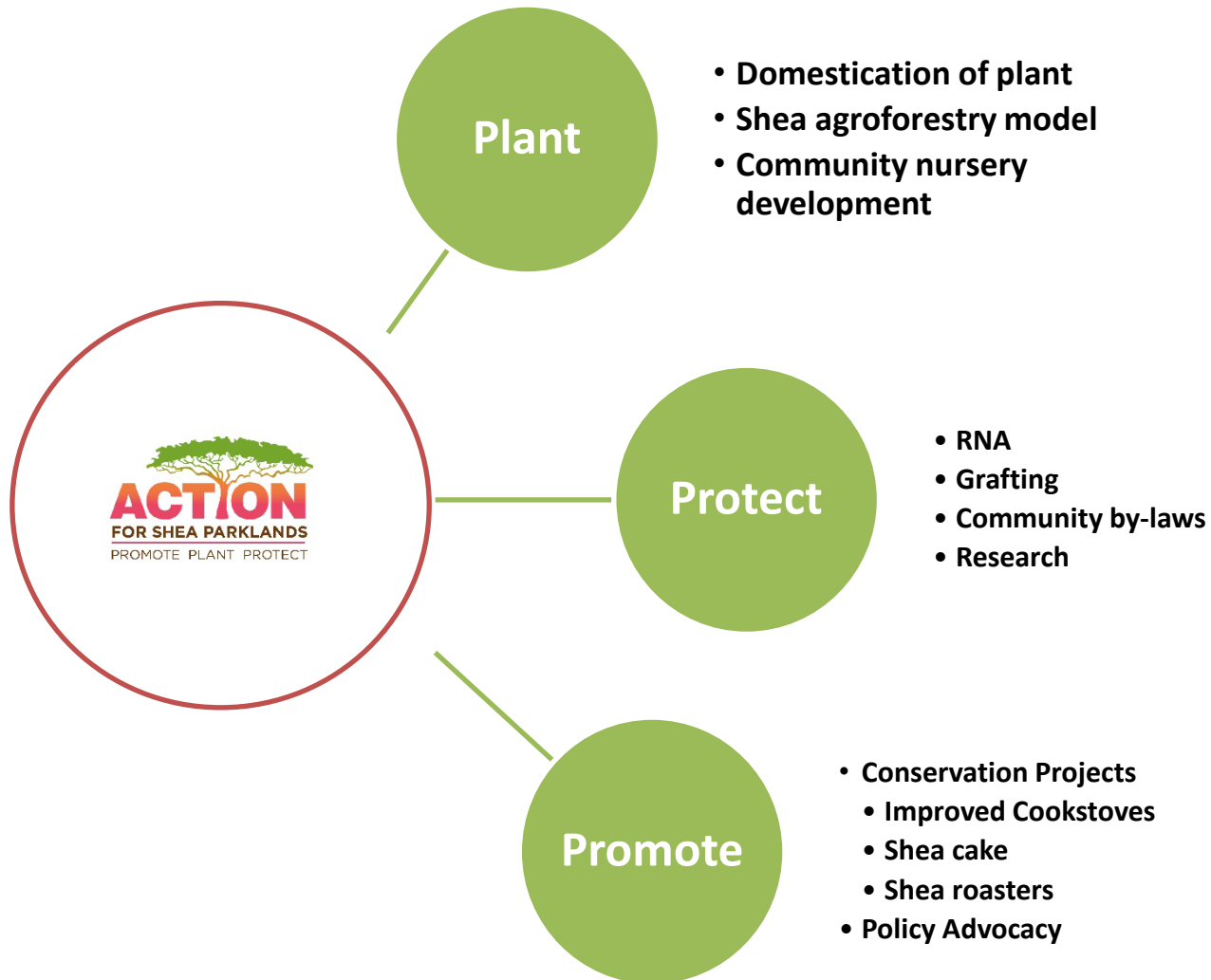
## *Objectives*

- 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



# 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



### 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

**GSA-LED**

**GSA-SUPPORTED**

**MEMBER-LED**

# Results Achieved So Far



- 220,123 shea trees planted
- 51,118 non-shea trees planted



- 19,970 women trained in parkland management and protection

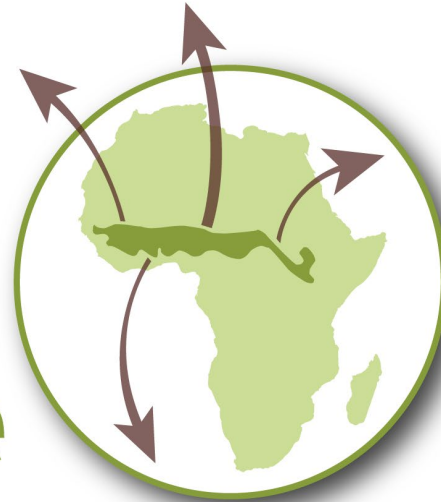


- 5,425 hectares of parklands protected



# Thank You

**Global  
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Alliance**



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