Monitoring and evaluation of Alliances for Action (A4A)

Anders Aeroe
Director, Division of Enterprises and Institutions
ITC

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Alliances for Action (A4A) Partnerships in value chains

**UNDERSTAND**
Markets & food systems

- Identify Market-Product opportunities
- Assess SMEs and MSME competitiveness
- Define and assess institutional support network
- Network analysis (connectivity & innovation)
- Assess global industry trends and local socioeconomic situation
- Multi stakeholder process

**CONVENE**
Responsible public-private VC alliances

- Establish Alliances between firms
- Select intervention areas
- Agree Value Chain operator roles
- Define Alliance support plan
- Commit participant’s contribution & investments
- Develop Business and investments plans for each Alliance and product/market option

**TRANSFORM**
Building competitiveness to put Alliances into Action

- Peer to peer learning and innovation
- Market linkages and technical support
- Capacity building

**IMPACT**
Communication & learning for decision-making

- Evidence-based participatory M&E
- Select tracked VC indicators
- Track development-related objectives

**INVEST**
Investing in the Alliances

- Financial literacy training & leverage
- Blend sources of finance & investment
Example: A4A partners in Ghana

Cocoa Value Chain

- Producers
- Traders
- Processing / Manufacturing
- Exporters / Branding
- Manufacturers / Retailers / Exporters Abroad

Support Institutions
- Ministry of Gender, Children & Social Protection
- Kukuom Farmer Union

Yam Value Chain

- Producers
- Traders
- Processing / Manufacturing
- Exporters / Branding
- Manufacturers / Retailers / Exporters Abroad

Support Institutions
- Ministry of Gender, Children & Social Protection
- Ministry of Trade & Industry
Thank you

Anders Aeroe

aeroe@intracen.org

Tel. +41 22 730 0644