Alliances for Action

**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 participants’ 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**
Communicating & 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

**PRINCIPLES**
- Better participation in global and regional value chains
- Systemic, inclusive and sustainable
- Market-led producer oriented
- Value addition and risk diversification
- Scalability, additionality & impact

**A4A industry & development advisory groups and multi-stakeholder platforms**

Global – National - Local