



International
Trade
Centre

EXPORT IMPACT
FOR GOOD

Monitoring and evaluation of Alliances for Action (A4A)

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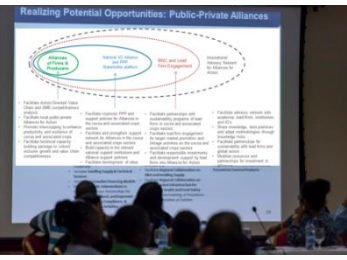
Alliances for Action (A4A)

Partnerships in value chains



UNDERSTAND

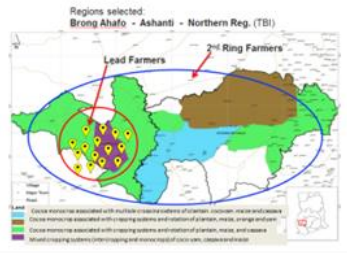
Markets & food systems



- 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



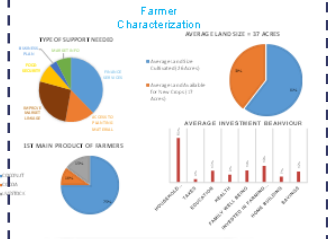
INVEST

Investing in the Alliances

- Financial literacy training & leverage
- Blend sources of finance & investment

IMPACT

Communication & learning for decision-making



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



Example: A4A partners in Ghana

Cocoa Value Chain

Yam Value Chain

MINISTRY OF FOOD & AGRICULTURE
REPUBLIC OF GHANA

MINISTRY OF GENDER, CHILDREN & SOCIAL PROTECTION

FAIRTRADE

Support Institutions

KUAPA KOKOO PAPA PAA

AGI
Association of Ghana Industries

MINISTRY OF TRADE & INDUSTRY

Producers

Traders

Kukuom Farmer Union

Accra & Kumasi local traders

Processing / Manufacturing

Exporters / Branding

Manufacturers / Retailers / Exporters Abroad

KUAPA KOKOO PAPA PAA

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IITA
Research in Northern Africa

Thank you

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