

**Global
Shea
Alliance**



Global Shea Alliance Strategic Plan Overview

Oct 2020 – Sept 2025

Vision & Mission

Vision

To be the premier platform to satisfy the strategic interests and practical needs of its members, shea stakeholders, large and small, worldwide

Mission

To design, develop and deliver strategies that drive a competitive and sustainable shea industry worldwide and to improve the livelihoods of rural African women and their communities

Values

GSA promotes industry sustainability, quality practices and standards and demand for shea in food and cosmetics

Members drive the strategy

Targets & Achievements: Sustainability



Sustainability Program

- Build the capacity of **250,000 shea collectors** through sustainability activities
- Protect **100 million** and plant & grow **5 million** shea trees
- Facilitate contributions of **>\$50M** toward sustainability initiatives



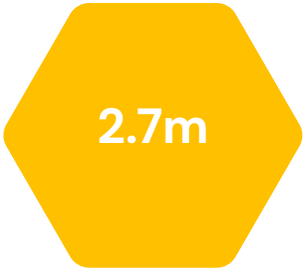
Women collectors and processors with improved capacity

109%



Hectares of parklands protected

2%



Shea and non shea trees planted

54%



Mobilised in combined investment from donors and the private sector towards sustainability initiatives

82%

Targets & Achievements: Industry Promotion



Industry Promotion

- Broaden the use of shea to **3 new markets** via policy or innovation
- Undertake **2 policy engagements** to harmonise legal frameworks across at least 3 African countries
- Increase processing of shea & shea derivatives in Africa **above 50%**




Increased use of shea in **3 markets**

achieved through innovation & policy: the development of shea oil, Indian FSSAI regulation & China market analysis



2 policy engagements achieved through: AfCFTA briefs and TCDA engagement



Over 60% increase in processing in Africa

Targets & Achievements: Quality

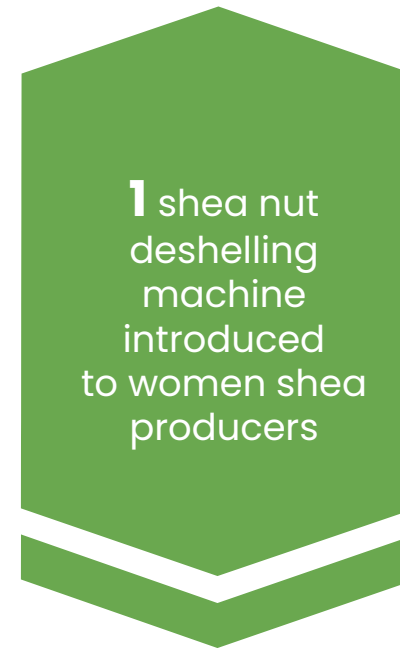


Quality Standards

- Centralise **10 quality standards** across producer and consumer markets
- Achieve **1 ground breaking innovation** to improve kernel quality
- Reach **250,000 shea collectors** to improve kernel quality



0%



100%



106%

Next Steps & Recommendations

Stakeholder Engagement

Engage members, partners (public, private and development actors) and other stakeholders including communities, women and young people to gather insights on emerging challenges and opportunities.

Ongoing & Past Program Lessons

Review past and existing initiatives to identify successes, gaps and lessons learned to guide the design of a new impactful strategy.

Design for Relevance, Innovation & Sustainability

Integrate pathways to expand the GSA value proposition, scale innovation (R&D, markets, restoration) and climate smart practices, while ensuring co-operatives and SMEs thrive beyond donor funding.

Revised Sustainability Program

Align the new strategy with the revised sustainability program

Technical Committees

Constitute technical committees policy, trade, sustainability, quality standards etc

Leverage Partnerships & Ecosystems

Identify key partners and position GSA as a convener to leverage funding and co-ordinate collaborative action across the sector.

Over to you

Your Moderators



Ali Saidu
Global Shea Alliance

Rows 1-2



Carmen Alvarado-Ascenio
Fuji Europe Africa BV

Rows 3-4



Nanouk de Leng
Vitara

Rows 5-6



Breanna Lujan
The Body Shop

Rows 7-8



Victoria Agbai
Bubune Africa Ltd

Rows 9-10



Wisdom Doe
Green World Initiative

Rows 11



Lydia Nakayenze-Schubert
OncaPlanta Uganda Ltd

Rows 12

Break out questions: session 1

15 minute small group discussion

- **What is the state of affairs in the industry?**
- **What are the risks you are seeing? What are you concerned about? Choose the top 3**
- **What are the opportunities you are seeing? Choose the top 3**

10 minutes reporting back

Break out questions: session 1

10 minute small group discussion - same groups as before

- **How can the GSA address them? What collective and individual action is needed?**
- **What are the opportunities for the self sustainability of the GSA**

10 minute reporting back and conclusion