



The Global Shea Alliance  
GSA Secretariat Office  
Osu, Accra, Ghana  
Executive Committee Meeting (Bi-Annual)

Minutes  
14 October 2014  
9:00am

EC Members Present:

Moumouni Konate, EC Vice President  
Gilles Adamon, EC Member  
Senyo Kpelly, EC Member  
Kadijatou Lah, EC Member  
Bilkisu Magoro, EC Member  
Sidiki Aboubacar Sanago, EC Member  
Antoine Turpin, EC Member

Advisory Board

Brian Wittnebel, Advisory Board Member

EC Members Absent:

Salima Makama, EC President  
Mark Davis, EC Vice President

Secretariat Staff Present:

Joe Funt, Managing Director  
Aaron Adu, Assistant Director  
Doris Darhuso, Accountant  
Prince Nunoo, Membership Coordinator  
Frank Owusu, Monitoring & Evaluation Coordinator  
Johnson Ndi, Peace Corps Response Volunteer  
Shine Aidam, Administrative Assistant  
Sarah Watson, Peace Corps Coordinator  
Grace Perkins, Communications Manager

Agenda:

- I. Call to Order and Introductions
- II. Global Shea Alliance 2014 Performance Results
- III. 2014/2015 Activities, Executive Committee Discussion and Approval
- IV. Other Business

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- V. Subcommittee Meetings
- VI. Meeting Adjourned

## I. Call to Order and Introductions

The meeting was called to order at 9:20am by Vice President Moumouni Konate. The Vice President welcomed the group. He reported President Salima Makama was unable to attend and that she authorized him to act in her place. The Vice President looked forward to active participation from all EC and advisory board members. The call to order was followed by welcoming statements and introductions by all those present.

## II. Agenda Item: Global Shea Alliance 2014 Performance Results

The Secretariat presented the activities and performance of the Global Shea Alliance between October 2013 and September 2014. The Secretariat highlighted the results of fundraising and administrative activities, membership, promotion, sustainability program, quality campaign, and national association support. Notable results are indicated in the following sections.

### **Fundraising and Administrative**

For the 2014 period, the Global Shea Alliance raised a total of \$2,370,246. This amount represents a 94% increase over funds raised in 2013 and a 579% increase over funds raised in 2012. The majority of the funds raised in 2014 were new grants awarded to the Global Shea Alliance.

### **Membership**

Membership grew from 170 members in 2012 to 338 members in 2013 to 361 members in 2014. In 2014, the Global Shea Alliance registered 50 new members, including 12 from the United States, 9 from Nigeria, and 7 from Ghana. The top three countries with the most GSA members are now, respectively, Nigeria, Ghana, and the United States.

### **Promotion**

The Global Shea Alliance held its 2014 conference in March 2014 in Abidjan, Côte d'Ivoire; 450 delegates attended. The second North American Trade and Industry Conference was held in New York City and was attended by 90 participants. The Global Shea Alliance continued to work with press to facilitate articles in major news outlets, including the AFP and the Washington Post. The GSA President was interviewed for an article in the African Business Journal, and an interview with the Vice President was broadcast on RFI. The Global Shea Alliance also supported the submission of a petition to the U.S. FDA to modify the standard of identity for chocolate to include shea butter.



Page views on the GSA website grew from 38,400 views in 2012 to 47,282 views in 2013 to 85,598 views in 2014. There are now 10,987 followers on Facebook, compared to 10,807 in 2013 and 774 in 2012.

### **Sustainability**

The Global Shea Alliance completed all 2013 working group activities and adopted the sustainability program during the general assembly. The program was launched, and 20 public and private partners have registered to undertake various projects. The Global Shea Alliance also formed the 2014 sustainability working group.

### **Quality**

The Global Shea Alliance adopted the proposed quality standards at the general assembly meeting and completed all 2013 working group activities. The Global Shea Alliance also formed the 2014 quality working group.

### **National Association Support**

The Global Shea Alliance organized shea kernel quality campaigns in six national association countries and trained nearly 30,000 women collectors on shea kernel quality standards, a 95% increase over the number of women trained in 2013 and a 224% increase over women trained in 2012. The Global Shea Alliance also completed SWOT analyses and strategic and operational plans for the national association secretariats in Benin and Ghana and trained over 700 small women businesses on cosmetic formulation in Nigeria.

- a. Discussion/Action: **Fundraising.** EC members requested more details on new grants awarded to the Global Shea Alliance. Discussed that being informed of the long and short term goals of these grants will help ensure better oversight from EC members. Agreed that the Secretariat would provide a 1 page summary of budget and activities for each new grant awarded to Global Shea Alliance.
- b. Discussion/Action: **Promotion.** Suggested that as the GSA website becomes more important, more resources should be located there for members, such as lists of packaging companies, buyers, etc. Furthermore, all EC members should promote the GSA website and Facebook page among their own country associations. Agreed that the Secretariat will research opportunities to expand resources on the website.
- c. Discussion/Action: **Sustainability.** Discussed clarifications on the sustainability program and how to register as a partner. EC members discussed importance of promoting the sustainability program in each of their countries to ensure greater number of registered partners. Secretariat agreed to resend the program and partner registration forms.



- d. Discussion/Action: **National association support.** Discussed the challenges faced by each national association. EC members discussed experiences in their respective countries. Also discussed the possibility of establishing criteria for national associations to be able to participate in GSA activities including elections. EC members agreed that the Secretariat should support national associations and could provide documents on best practices for organizing the national association secretariats. A motion was adopted to continue this discussion via email.

III. Agenda Item: 2014/2015 Activities, Executive Committee Discussion and Approval

**Administrative Activities**

The Secretariat presented the proposed administrative activities for 2014/2015, including establishing a permanent headquarters, revising the membership fee structure to include a special rate for women's groups, setting fundraising objectives targeting the sustainability program, national associations, and the quality campaign, hiring a fundraising manager and an events manager for the Secretariat, adopting a new logo, and launching a fund for the sustainability program.

- a. Discussion/Action: **Establish permanent headquarters.** The Secretariat presented an opportunity for the Global Shea Alliance to establish a permanent headquarters by buying or constructing a building. The headquarters would be paid for through general funds and paid back in rent from grants over a three year period. EC member discussion followed, and members voted unanimously to establish a permanent headquarters in Accra, as it is a convenient and international location. Secretariat to research options and report to the EC.
- b. Discussion/action: **Revised fee structure.** The Secretariat proposed adopting a revised membership fee structure to include a special reduced rate for women's groups. EC members discussed importance of including women's groups as GSA members. There should be a special rate for women's groups, one that is low enough to encourage new members yet high enough to demonstrate committed participation. All members voted to include a women's group membership fee of \$50 annually and that the Secretariat will follow up with criteria to define qualifying women's groups.
- c. Discussion/action: **Fundraising objectives.** Discussed and unanimously approved the Secretariat's fundraising objectives to focus on grants that support the sustainability program, national associations, and the quality campaign.
- d. Discussion/action: **Hiring fundraising and events managers.** The Secretariat proposed hiring full-time fundraising manager and events manager to accomplish strategic objectives related to each position. Discussed opportunities



to increase participation at conferences, establish new events, and increase fundraising activities from public and private sectors. Unanimously approved the hiring of a fundraising manager and an events manager. Requested that hiring be open to all nationalities and that the Secretariat consider hiring a bilingual events manager. EC agreed to review the results of these additional positions.

- e. Discussion/action: **Proposed new logo.** The Secretariat proposed a new logo that depicts empowering women and protecting shea trees as the Global Shea Alliance's primary objectives. Many EC members and the advisory board member are in favor of reviewing the logo. Discussed the shape of the proposed logo and the desire to depict Africa. Agreed that the Secretariat would send several options that incorporate this feedback to the EC for consideration.
- f. Discussion/action: **New global fund to support sustainability program.** The Secretariat proposed launching a global fund for the sustainability program to raise public and private fund. 90% of funds raised will support registered sustainability partners' projects including warehouses, business trainings, and health and safety. EC discussed need to align the name of the fund with GSA branding. Unanimously voted to launch the fundraising strategy.

## Promotion

The Secretariat presented the proposed promotional activities, which included the Shea 2015 conference, the North American conference in New York City, a new conference in Europe or Asia, continued work on press engagements, the U.S. citizens petition on chocolate regulations, and new work on the CODEX Alimentarius.

- a. Discussion/action: **Shea 2015 conference.** TFK in Burkina Faso submitted the sole application to host the 2015 shea conference. The Secretariat presented proposed themes and dates. The EC discussed alternative themes, dates, and how the conference represents an important opportunity for Burkina Faso. Agreed that Burkina Faso will host the conference in Ouagadougou. Approved the dates of the conference, March 23-25, 2015. Proposed and approved the theme, "Shea 2015: A Promising Future" and "Karité 2015 : Un avenir prometteur."
- b. Discussion/action: **2015 North American conference.** Discussion included importance of this conference, as previous North American conferences contributed to 35 new members from the United States. This conference is also important to inform the industry of proposed FDA legislation. Discussed changing the date but decided that it must take place in May to align with other events in North America. Approved third annual North American Trade and Industry Conference to take place in May 2015 in New York City.
- c. Discussion/action: **European, Asian, and Other Stakeholder Meetings.** EC members discussed the need to research opportunities for holding future



conferences in either Europe or Asia and to add additional stakeholder meetings. Discussed all funding must be raised from the events. Approved the secretariat to explore opportunities and add an additional event in 2014/15.

- d. Discussion/action: **U.S. Citizens Petition.** The EC members discussed the importance of the U.S. citizens petition for the shea industry and, if passed, how it could greatly increase demand for shea butter. Therefore, the EC agreed that it is necessary to continue with this project despite its long timeframe. Approved continued work.
- e. Discussion/action: **CODEX Alimentarius.** Discussed important modifications required in the Codex Alimentarius to open new markets. Also discussed no new additional funds are required for this initiative. Unanimously approved new work on this project.

### **Sustainability program**

The Secretariat reviewed the objectives of the sustainability program after some EC members requested clarification. The sustainability program identifies industry-wide challenges and implements solutions via stakeholder-specific guidelines and collaborative projects. Sustainability partners sign up to administer projects under one or more work streams: warehouses for shea cooperatives, business trainings for women's groups, and health, safety, and resource efficiency projects. The Secretariat also highlighted the upcoming objectives of the 2014 activities, including producing consultant reports on tree populations and reporting structure, holding the 2014 Sustainability Working Group meeting, adopting program additions, continuing registration of sustainability partners, forming relationships with governments to support the program, and fundraising to support sustainability partner projects.

- a. Discussion/action: **Sustainability Working Group meeting.** Discussed that holding two meetings is not ideal as the point of working group meetings is to bring different stakeholder categories together. However, as a result of Ebola-related travel restrictions, agreed that one meeting will be held in West Africa and one in either Europe or the United States. The primary meeting held in Accra will take place on December 1 and 2, 2014. The Secretariat will subsidize transportation and accommodations for members of women's groups for the meeting in Accra.
- b. Discussion/action: **Consultant reports and adoption of program additions.** Discussed need to address tree populations in West Africa. Unanimously voted to add the consultants' findings on possible tree population projects and reporting frameworks to the sustainability program. Agreed the EC will revise and approve the findings and then present the approved program to the general assembly.



- c. Discussion/action: **Continued sustainability partner registration.** Discussed engaging additional public and private sector partners via international events and stakeholder meetings. Unanimously adopted.
- d. Discussion/action: **Establish formal government relationships.** The Secretariat proposed that national associations present the sustainability program guidelines to their respective governments and ask to sign memoranda of understanding to support the program. Discussed that it may be too early to request national associations to engage governments in the sustainability program. Also discussed the importance of incorporating government involvement at an early stage. Unanimously adopted this initiative. EC members agreed that national associations that are ready should work with the Secretariat on this initiative.
- e. Discussion/action: **Fundraising to support sustainability partners.** Discussed how the Global Shea Alliance would raise funds to support sustainability partners and what opportunities are available. Discussed that public donors have many funding opportunities to support private organizations engaged in sustainability activities similar to the GSA program. Also discussed concern that GSA fundraising efforts would support activities of individual companies and whether that should be allowed. Members voted and agreed on this fundraising strategy. All voted in favor except for the Vice President who maintained that he does not agree with private companies undertaking projects with beneficiaries. Instead, he suggested that these projects be undertaken by the national associations.
- f. Action: **Annual Sustainability Report for FY2015.** Discussed the report will be submitted to the EC for approval similar to the GSA annual report. Unanimously approved.

### Quality activities

The Secretariat reviewed the objectives of the quality working group for 2015. The Quality Working Group will revise the quality standards and produce a report on their work. The Secretariat will deliver the revised quality standards to the EC for approval and then present them to the general assembly for a vote on the revised version.

- a. Action: **Quality working group.** All quality working group activities were approved.

### National association support

The Secretariat presented the proposed 2015 activities to support the national associations. The Secretariat will provide support to Mali, Benin, Ghana, Nigeria to



support development and hiring national association secretariat positions. The Secretariat proposed to train 20,000 women during the 2015 quality campaign. Shea Network Ghana was selected to hold the 2014 African Cosmetics Exhibition on November 24-26, 2014 at Osu Presbyterian Hall in Accra, Ghana.

- a. Discussion/action: **National association support.** The EC discussed the importance of finding donor funding for all national associations and requested that next year the Secretariat focus on the national associations with greatest needs. These national associations include Nigeria, Mali, Burkina Faso, and Cote d'Ivoire. Those national associations that are less well-established need financial support while more well-established national associations could use technical support. EC members approved institutional capacity building support for Mali, Benin, Ghana, and Nigeria.
- b. Action: **Quality campaign.** Unanimously approved the quality campaign.
- c. Discussion/action: **African Cosmetics Exhibition.** Discussed the advantages of holding next year's exhibition in a non-shea producing country. Approved Shea Network Ghana to hold this year's exhibition in Accra. Secretariat to research options to host exhibition in a non-shea producing country and submit to the EC.

#### IV. Other Business

Vice President Moumouni Konate called for any additional business to discuss.

- a. Discussion/action: EC members requested a plan for building or purchasing a permanent headquarters in Accra, including monthly progress reports.
- b. Discussion/action: EC members discussed the need for specific follow-up items after each Executive Committee meeting and suggested that the Secretariat submit these items in a separate document. Additionally, EC members agreed that all subsequent meetings should open with a review of outstanding business. All EC Members agreed on this point.
- c. Discussion/action: Togo is important to the shea industry and could be a valuable addition the Global Shea Alliance. EC member Gilles Adamon and EC member Antoine Turpin volunteered to start discussions with Togo stakeholders.

#### V. Subcommittee Meetings

Executive Member subcommittee meetings were suspended because of the late hour. Secretariat to follow up with subcommittees via email.





VI. Meeting adjourned

Vice President Konate gave closing remarks. He congratulated the hard work of the Secretariat employees over the past year. He commented on the tremendous improvements in the Global Shea Alliance since the 2013 shea conference in Nigeria and that all members have high hopes for the Alliance's prospects. He thanked all EC members and the advisory board for their active participation during the meeting and continued contributions throughout the year. The meeting was adjourned by Vice President Konate at 5:30pm.