



The Global Shea Alliance  
Palace Hotel  
Ouagadougou, Burkina Faso  
Executive Committee Meeting (Bi-Annual)

Minutes  
23 March 2015  
3:00pm

### **EC Members Present**

Hajiya Salima Makama, EC President  
Moumouni Konate, EC Vice President  
Gilles Adamon, EC Member  
Senyo Kpelly, EC Member  
Kadijatou Lah, EC Member  
Sidiki Aboubacar Sanago, EC Member  
Antoine Turpin, EC Member

### **Advisory Board**

Brian Wittnebel, Advisory Board Member

### **EC Members Absent**

Mark Davis, EC Vice President  
Hajiya Bilkisu Magoro, EC Member

### **Secretariat Staff Present**

Joseph Funt, Managing Director  
Aaron Adu, Assistant Director  
Doris Anum-Darhuso, Finance Director  
Grace Perkins, Communications Manager

### **Agenda**

- I. Call to Order
- II. Updates from Previous Meeting
- III. Discussion of Updates from Previous Meeting
- IV. Review of 2014 Financial Audit
- V. Shea 2015 Conference Overview
- VI. 2015 General Assembly Agenda Review
- VII. 2015 National Association Support Activities

### **I. Call to Order**

The meeting was called to order at 3:16pm by President Hajiya Salima Makama. The President welcomed the executive committee members and expressed her wishes for a successful conference.

### **II. Updates from Previous Meeting**

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As requested by EC members, the Managing Director gave a summary of decisions taken at the previous EC meeting and follow-up actions.

### **African Cosmetics Exhibition**

The Secretariat held the 1<sup>st</sup> African Cosmetics Exhibition at Osu Presby Hall in Accra, Ghana on November 24-26, 2014. Forty exhibitors presented their shea-based cosmetic products, and over 500 participants attended. The event was held to promote high quality finished products made in Africa and to highlight the success of value addition in West Africa.

### **Sustainability Program**

The Managing Director presented updates on the sustainability program, launched at the Shea 2014 conference in Abidjan, Cote d'Ivoire. At the time of the meeting, the Secretariat had registered 34 organizations as sustainability partners, which represent all levels of the supply chain. He noted that four national associations have registered as sustainability partners as well as several EC members' companies.

### **Governance of National Associations**

At the previous meeting, EC members decided that the Secretariat would conduct research on the governance of national associations to ensure they work effectively. The Secretariat conducted research but asked for more information from the EC members. Proposed options included analyses of national associations, grading scales for national associations, or a best practices manual for national associations.

### **Revised Membership Fee and Criteria for Women's Groups**

The Managing Director presented the revised 50 USD fee structure for women's groups to register as members of the GSA. He also proposed criteria to define a women's group, which include membership of at least 10 women, members involved in some aspect of shea collection or transformation, and entities registered with the local government.

### **New Secretariat Staff**

The Managing Director announced the final hires for the fundraising manager and events manager positions. After several rounds of interviews from international candidates, the Secretariat hired a fundraising consultant based in the United States who will write funding proposals for the Secretariat. The fundraising consultant is also available to assist the national associations to identify and secure funding.

The Secretariat made an offer to the current communications manager as events manager. A new volunteer from the United States will arrive in the coming months to fill the communications position.

### **Global Fund to Support Sustainability Projects**

The Secretariat launched the global fund to support sustainability projects and is in the process of seeking funds from donors to support the projects. The Secretariat will release a request for applications this year so that sustainability partners can obtain support for their projects.



### **Redesign website resource pages**

The Secretariat is currently undertaking efforts to redesign the resource pages of the GSA website to be more user-friendly and include more categories of resources. This project is expected to be finished in June or July.

### **Proposed new logos**

The Secretariat proposed four new logos to EC members. The proposed logos were designed to illustrate the GSA's primary focuses: women's empowerment and shea tree populations.

### **Research on new Secretariat headquarters**

The Secretariat has conducted research on the cost of land for building a new Secretariat office. In central Accra, an 80×100 foot plot of land costs approximately \$200,000. Outside of Accra, the same amount of land costs \$10,000. The GSA doesn't have sufficient funding to obtain the land.

### **Policy advocacy in Indian chocolate industry**

The Secretariat finished legal and technical research on restrictions of shea butter in India's chocolate industry. The Managing Director has sent strategy documents to the national associations and governments in Burkina Faso, Ghana, and Mali to take next steps.

### **Quality Working Group Results**

Following the meeting of the quality working group, the group produced a roadmap for the implementation of the GSA shea kernel quality standards by GSA members in the field.

### **Sustainability Working Group Results**

At the meeting of the sustainability working group, the group reviewed a report on shea tree populations written by a researcher at the World Agroforestry Centre. The group developed three new work streams to improve planting materials, parkland management, and resource conservation. The working group members also reviewed a reporting framework that sustainability partners will use annually to submit updates on their projects.

### **North American Shea Trade & Industry Conference**

The Secretariat has begun preparations for the 3<sup>rd</sup> annual conference in New York City on May 11, 2015. The Managing Director presented the theme "Sustainability in Action." Registration is now open online.

### **Shea 2015: A Promising Future**

The Secretariat collaborated with Table Filière Karité in Burkina Faso to prepare this year's conference. The GSA expected over 500 participants to convene in Ouagadougou.

## **III. Discussion of Updates from Previous Meeting**



After reviewing the actions since the previous EC meeting, the President opened the floor for comments and discussion.

- a. Discussion/action: **Meeting minutes.** EC members discussed the need to approve final minutes after each EC meeting. Response that GSA sends minutes for EC review and approval by email. Agreed that Secretariat will send a final draft incorporating EC revisions prior to posting on the website. Also agreed that one week before the next meeting the Secretariat will send EC members a summary of actions taken since the previous EC meeting.
- b. Discussion/action: **New hires.** EC members agreed that they would like updates on candidates when the Secretariat is hiring new positions. President Makama noted that EC members would benefit from information on candidates but reiterated that the Managing Director has the power to hire the best candidate for the position. EC members agreed that if they need to review candidates, they should receive blank CVs without names and nationalities.
- c. Discussion/action: **Proposed new logo.** After reviewing four proposed logos, the majority of EC members voted to maintain the current logo. Secretariat response that it receives regular feedback that the current logo doesn't sufficiently promote shea internationally. Members agreed that the Secretariat will continue research and propose new logos at the next meeting..
- d. Discussion/action: **Criteria for women's group membership.** EC members adopted the criteria to define women's groups for GSA membership. They also adopted the 50 USD membership fee. It was noted that membership to the GSA is completely optional and that women's groups can choose to become members of the GSA or their national associations or both.
- e. Discussion/action: **National association governance.** EC members voted to ask the general assembly for feedback on the governance of national associations. Agreed to propose best practices manuals, organizational analyses, grading scales, etc. to general assembly.

#### IV. Review of 2014 Financial Audit

Managing Director gave an overview of the 2014 financial audit, performed by Deloitte. He noted that the auditors' opinion was that the Global Shea Alliance has kept proper accounting records and that financial statements are in accordance with the records. The Financial Director gave an overview of the receipts and payments made for specific GSA projects and from general funds. Managing Director thanked EC member Senyo Kpelly for reviewing the audit and requesting more clarification on line items as to make them clearer for GSA members. EC member Kpelly noted that the budget at the GSA is well monitored and well maintained.

- a. Discussion/action: **French translation of audit.** EC members noted that the content of the audit and all financial documents should be translated into French. Agreed that the Secretariat would translate the content of the audit



and financial documents into French for EC review.

## V. Shea 2015 Conference Overview

The managing director gave an overview of the Shea 2015 conference. More than 40 speakers volunteered to speak on four sub-themes. He thanked EC members Gilles Adamon and Vice President Konate for leading cosmetic formulation trainings and other EC members for their presentations. The GSA was expecting 250 international participants and 300 participants from Burkina Faso.

The managing director also prepared an income and expense report for the conference. The funding from USAID remained the same, but sponsorship increased slightly. Managing Director noted the international and Burkinabe sponsors contributing this year. He also noted that the GSA was able to reduce some of this year's conference costs.

The EC members congratulated the national association of Burkina Faso on their successful organization of Shea 2015. The managing director noted that TFK was very successful in obtaining sponsorship and outreach to participants. Vice President Konate noted that TFK was motivated by the honor to organize the conference and by the opportunity to support women's groups.

- a. Discussion/action: **Conference best practices.** EC members agreed that the Secretariat should share best practices and lessons learned with future national associations hosting the conference.
- b. Discussion/action: **Election of women's group candidate.** EC members noted that women's group candidates from the host country usually win the nomination to the EC. Several members suggested new election cycles. President Makama and Vice President Konate noted that the elections are a source of motivation and pride for the host country. Agreed to revisit the subject at future meetings.
- c. Discussion/action: **Revenue sharing with TFK.** Vice President Konate asked whether TFK will receive any of the revenue from the conference. The managing director referred to the initial agreement with TFK, in which TFK would conduct its own fundraising, pay for certain budget items, and retain any leftover profit. GSA profit from the conference falls into general funds, and the Secretariat proposes a budget to the EC on how the funds should be used. Due to the conference's success, several EC members noted that a small gift of gratitude for the national association hosting the conference. Agreed the secretariat to propose a gift amount to the EC at the next meeting.
- d. Discussion/action: **National associations on the program.** EC member Sanago noted that the national associations were not presenting during the conference this year. EC members agreed that it is important to give the national associations time to present in future conferences.

## VI. 2015 General Assembly Agenda Review



The managing director gave an overview of the annual report to be presented for approval by members at the general assembly. He also reviewed the ballot for EC elections.

The managing director also presented an edit to the GSA Membership Principles, adopted at the 2014 general assembly. Members adopted the Membership Principles under the stipulation that the Secretariat define the term “fair trade” in Best International Business Practices.

- a. Discussion/action: **Adoption of definition of “fair trade.”** EC members reviewed the added phrases to the French and English versions of the Best International Business Practices principle. Unanimously adopted the English version, which reads, “Members will practice fair business trade as it is generally understood today (here we refer to a general principle of trading fairly, i.e. not below a sustainable cost of production).” Members amended the French version to read, “Les membres pratiqueront le commerce équitable tel que défini de nos jours (ici nous faisons référence à un principe général de faire du commerce équitablement, c’est-à-dire avec des prix qui permettent une production durable).”

## VII. 2015 National Association Support Activities

The assistant director reviewed the GSA projects that support the national associations. The GSA currently has projects with all six national associations.

In 2015, the quality campaign will focus on helping sustainability partners and national associations collaborate. With the help of the new fundraising manager, the Secretariat will be working to help raise funds in collaboration with national associations.

The GSA will be supporting the national association in Ghana to undertake a policy campaign on shea tree populations and the national association in Mali to undertake research on the amount of carbon stored by shea trees.

The GSA is also seeking funding to recruit coordinators and secretariat offices for the national associations in Cote d’Ivoire and Nigeria.

- a. Discussion/action: **Business consultants for national associations.** Several EC members asked how the Secretariat can support individual business ventures, including access to finance. The managing director responded that the Secretariat is working to secure matching funds to support sustainability partners who are undertaking projects in their individual supply chains. The advisory board member also noted that the West Africa Trade Hub and African Partners Network (THN) works in the supply chain and supports individual companies to access financing.