

## Shea 2017: Seeds of Change Program

The Global Shea Alliance is pleased to announce the agenda for the Shea 2017 conference, “Seeds of Change”. To support a young and growing industry, the GSA is seizing the opportunity to establish projects worldwide that simultaneously expand markets and ensure a sustainable supply in Africa. The 2017 conference will examine these “seeds of change” and their contributions to improve regional and global trade, increase income in producing communities, and conserve the local environment.

Participants will learn from industry experts representing the entire value chain and discuss the latest innovations and best practices under the following topics; Women’s Empowerment, Sustainable Land Management, Breaking Barriers, and Public-Private Partnerships

### Sunday March 12

9:00am – 12:00pm	Executive Committee Meeting
12:00 - 7:00pm	Conference Registration
12:00 - 2:00pm	Lunch for Executive Committee Meeting
2:00 - 4:00pm	Sustainability Working Group Meeting
4:00 – 5:00pm	Coffee Break
5:00 – 7:00pm	Quality Working Group Meeting

### Monday March 13

8:00 - 10:30am	Registration and Networking Breakfast	
10:30 - 11:30pm	<b>CONFERENCE OPENING CEREMONY</b> <ul style="list-style-type: none"> <li>GSA President, Moumouni Konate</li> <li>Natura Cosmetics, Gilles Adamon</li> <li>Musical Interlude</li> <li>US Ambassador to Benin, Ambassador Lucy Tamlyn</li> <li>President of The Republic of Benin, Patrice Talon</li> </ul>	
11:30 - 11:45am	GSA Program Overview	
11:45 – 12:45pm	1 <sup>st</sup> Panel Session	
Policy and Research Overview	LMC	Overview of Current Market Trends
	IOI Loders - Croklaan	Global Supply Chain Logistics
	Fuji Oil	Health Benefits of Shea
	GSA	GSA Research and Policy Initiatives
12:45 – 1:45pm	Lunch	
1:45 – 2:45pm	2 <sup>nd</sup> Panel Session	
Effective Strategies	Birdlife International	Biodiversity and Livelihoods in Shea Parklands

for sustainable land management	Partnerships for Forests	Funding Opportunities for Sustainable Development Projects
	NIFOR	Healthy Tree Populations; Healthy Communities
	FORM International	Restoring Resilience in Shea Parklands
2:45 – 3:45pm	3 <sup>rd</sup> Panel Session	
Empowering Women through Community-led Practices	The Body Shop - Tungteiya	Best Practices in Cooperative Management
	Alaffia	The Shea Butter Village: Alaffia's Women's Empowerment Program
	Karethic	Community Based Alternative Income
	Technoserve	Technoserve's Best Practices in Community Engagement
3:45- 6:30pm	General Assembly (agenda below)	

End of  
Day I

## Tuesday March 14

9:00 - 10:30am	4 <sup>th</sup> Panel Session	
Market Innovation and Expansion	AAK	TBD
	L'Occitane	Innovations in Shea Processing
	Fludor	Buying from the Source: Innovation at the Local Level
	Sekaf	Taking Hand Crafted Shea Butter to Global Markets
10:30 - 11:00am	Coffee Break	
11:00 – 12:30pm	5 <sup>th</sup> Panel Session	
Empowering women through access to finance	GIZ	How Local Credit-Groups Can Help Shea Collectors
	SNV	Making Cash Accessible to Rural Shea Processors
	Shea Radiance	Leveraging the Diaspora as a Financial Resource
	AKB	Increasing Women's Income through the Warehouse Model
12:30 – 1:30pm	Lunch	
1:30 – 2:30-pm	6 <sup>th</sup> Panel Session	
Case Studies of Country-level Sustainable Land Management	MEDA	Technological Innovations in Shea Nursery Development
	Pro Agri - GIZ	Local Innovations for Protecting Shea Parklands in Benin
	ARATISHEA Limited	Environmental Protection of Diseases and Pests of the Shea Tree
	INRAB	Pruning, Grafting and Other Techniques for Sustainable Land Management

2:30 – 3:30pm	7 <sup>th</sup> Panel Session	
Public- Private Partnerships for the Sustainable Shea Initiative	USAID	Supporting Regional Trade through Public-Private Partnerships
	GSA	Overview of the Sustainable Shea Initiative
	ICCO	Mali Collaboration
	Savannah Fruits	Ghana Collaboration
	Karinor	Cote D'Ivoire Collaboration
	GIZ	Benin Collaboration
3:30 - 4:00pm	Coffee Break	
4:00 – 6:00pm	Business to Business Networking	

End of  
Day 2

## Wednesday March 15

9:30 – 10:30am	Practical Demonstration by Solutions Oasis: Selection and Mixing of Fragrances for Cosmetics A session for questions and answers	
10:30-11:00am	Coffee Break	
11:00-12:00pm	Business Panel 1	
Finding your niche market	GSA	Using Social Media to Market your product
	Sekaf	Labeling and Branding Techniques
	TBD	Packaging Standards for Small Businesses
12:00 – 1:00pm	Lunch	
1:00 – 2:00pm	Practical Demonstration by Natura Cosmetics: Formulating Soaps and Creams for Babies	
2:00 – 3:00pm	Business Panel 2	
Export Requirements and Procedures	APEIX	Export Procedures and Logistics for the US
	PARASEP	Export Procedures and Logistics for the EU
	WATH	Assessing opportunities under AGOA

## Draft General Assembly Agenda

3:45 – 3:50pm	<b>Distribution of materials</b>
3:50 – 3:55pm	<b>Welcome Remarks from GSA President</b>
3:55 - 4:05 pm	<b>Presentation of 2016 Activities and Achievements</b>
4:05 – 4:20 pm	<b>Review and Approval of GSA 2016 Annual and Financial Reports</b>
4:20 – 4:35pm	<b>Propose Changes to EC Election Criteria and Guidelines</b>
4:35 – 4:50pm	<b>Member Discussion and Approval of Election Criteria and Guidelines</b>
4:50 – 5:10pm	<b>Sustainability Working Group Report and Presentation</b>
5:10 – 5:30pm	<b>Presentation of Draft Document on Biodiversity in Shea Parklands</b>
5:30 – 5:45pm	<b>Member Discussion and Approval of Document</b>
5:45 – 6:45pm	<b>Executive Committee Elections</b> <ul style="list-style-type: none"> <li>• <b>Presentation of Election Criteria</b></li> <li>• <b>Presentation of National Association Candidates</b></li> <li>• <b>Presentation of International Stakeholder Candidates</b></li> <li>• <b>Presentation of Women Group Candidates</b></li> <li>• <b>Vote on Candidates</b></li> <li>• <b>Newly Elected EC Closed Door Meeting to Elect President</b></li> <li>• <b>Presentation of Newly Elected Executive Committee</b></li> </ul>