



CALL FOR PROPOSAL

1. Introduction

The Global Shea Alliance in collaboration with the United Nations Industrial Development Organization (UNIDO) is providing technical assistance in the implementation of the Ghana Component of the European Union funded West Africa Competitiveness Programme (WACOMP).

The purpose of this programme is to strengthen the export competitiveness of the Ghanaian SMEs through enhanced value-added, low carbon, sustainable production and processing and an increased access to regional and international markets.

The GSA invites shea-based cosmetic companies particularly, Medium and Small-Scale Enterprises (SMEs) in Ghana to submit an expression of interest for participation in this programme.

Selected companies will be trained to improve the quality of their products, specifically in terms of formulation and packaging, develop their marketing strategy, and will be provided with market linkages to ensure the capacity building leads to increased sales

List of Trainings:

Branding and Marketing Training + Forum with Distributors and/or Local Exhibition	September 2020
Labelling Compliance and Standards + Forum with Trade Representatives and/or Local Exhibition	December, 2020
Packaging Training + Forum with Packaging Manufacturers	February, 2021
Cosmetic Formulation Training + Forum with Raw Ingredients Manufacturers	June, 2021

2. Training Program Description

Component 1: Increased Product Quality (2 training sessions held in June 2021 and February 2021)

The GSA will conduct two trainings to increase the quality of the shea-based cosmetics products marketed in Ghana.

The first training will be practical and hands on to build MSME skills in cosmetic formulation and ingredient mixing. Companies will learn how to identify the different ingredients available, their functionality and minimum quantity to achieve desired outcomes, for example in terms of moisturization, anti-aging etc. The training will also include a component on good formulation and manufacturing best practices. Finally, a business forum will be organized for beneficiaries to directly engage with different raw ingredient suppliers.

The second training will focus on developing the right packaging models for the different cosmetics products, looking at functionality, costs, availability, sustainability and other desired parameters. The training will explore different packaging options available for cosmetics, including low-cost environmentally-friendly packaging options such as paperboard tubes or re-usable plastic jars. The training will also include a business forum, where companies will directly engage with different packaging suppliers.

Component 2: Increased Business Capacity (1 training session held in September 2020)

The training will focus on branding and marketing, and provide easy resources that companies can apply without needing to hire specialists such as social media planning tools or leveraging influencers. The component will also include a business forum where the companies will be able to meet buyers and retailers.

Component 3: Facilitation of Market Access (1 training session held in December 2020)

The training will focus on labelling and compliance with international standards. The GSA will identify with the beneficiaries three key export markets in addition to Ghana, and the training will equip participants to be able to meet relevant standards as well as labelling requirements to export their products to any country. The training will leverage the export and standards manuals developed as part of the EU-funded TradeCom programme. Trade representations of each of the selected countries will be invited to answer specific country-related questions.

3. To Apply

All interested companies must provide a one-page expression of interest with the following information:

- Which of the 3 components they are interested in participating (it is possible to participate in all 3)
- Company profile including history, product range, export markets
- Relevant contact information (email, phone, and location)

Three of the 4 trainings will be held in Accra, and one in Tamale. Limited travel assistance will be available upon request

Selection criteria:

1. MSME registered in Ghana, preference will be given to women-owned enterprises;
2. Product range and quality to meet target market demands;
3. Growth potential in terms of volume and product range;
4. Willingness and commitment to be a member of the GSA - this ensures that the selected entrepreneurs will be supported with the services provided to GSA's members after the project period.

Please submit your expression of interest with the relevant attachments to Prince Nunoo, Membership Manager at p.nunoo@globalshea.com by August 15.

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