



## TERMS OF REFERENCE - FORMULATION

<b>Date:</b> June 19,2021  <b>Location:</b> Accra	<b>Suggested Themes:</b> Understand functionality of different ingredients in formulations in line with customer expectations  Understand and apply formulation best practices  Connect to various ingredient suppliers	<b>Format:</b> Group Discussion and Presentation followed by Q&A; Practical Demonstrations.  <b>Delivery Mode:</b> Face to Face  <b>Trainers:</b> Formulation Expert  <b>Participant Materials:</b> Presentation, Toolkit/Guide outlining formulation best practices, formulation materials for demonstration
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### Scope of Work

#### 1- Background

The Global Shea Alliance (GSA) is a multi-stakeholder platform with 560 members from 35 countries representing all shea stakeholder groups including women's groups, supporters, international oils and fat suppliers, and leading food and cosmetic brands. Through public private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetic products.

The Global Shea Alliance in collaboration with the West African Competitiveness Programme (WACOMP) a programme funded by the European Union (EU) and implemented in Ghana by United Nations Industrial Development Organization (UNIDO) is providing technical assistance to stakeholders in the Cosmetic and Personal Care Products Value Chain.

The overall project objective is to strengthen the export competitiveness of the Ghanaian economy through enhanced value-addition, low carbon, sustainable production and processing and an increased access to regional and international markets. The programme aims at increasing business capacity so that improved products can translate to increase sales, profits, and jobs further down the line. This training session will be the final of four sessions of training deliverables to support small businesses in shea. This particular training will focus on formulation and will aim to explore the various functions of ingredients from a consumer as well as desired product property perspective as well as providing information on different ingredient suppliers that cosmetic companies have access to in Ghana.

As a matter of fact, many small businesses lack understanding of the functionalities of different ingredients, and how to leverage it to create products that are desirable by customers. The training will therefore provide SMEs an in-depth understanding of the different functionalities performed by different ingredients, as well as what are the best practices in terms of formulation for key products

such as Shea lotion. The training will also provide a B2B as a way for cosmetic companies to exchange with ingredient suppliers.

### **Training Outcomes**

Participant will undergo key learning and develop practical skills through the training sessions which include;

- Understand product formulation from a consumer perspective
- Understand the functionality of different ingredients
- Understand good formulation practices
- Understand how to formulate body lotion
- Have an overview of potential ingredient suppliers

### **2. Assignment**

The GSA will engage a packaging officer to undertake a one-day face to face training for 50 SME's in Ghana. The targeted SMEs are small companies producing shea-based cosmetic products, including soaps, creams, hair products, and shea butter.

The training session will take place in Accra, Ghana on June 19,2021. The training will be in-person and will last for a full day. The training will be in two (2) parts

- PART A: From 9:00 – 3:30pm. This will consist of presentations on different ingredients, their functionalities. The training will also showcase ingredient formulation from a customer perspective. The training will also include practical demonstration of formulation of one product, Body Lotion
- PART B: From 3:30pm – 5:00 pm. The part B will be a business forum with different ingredient companies in order for cosmetic SMEs to be able to identify available ingredient suppliers and their product offering. There will also be one on one coaching to participants on the training topics and outcomes.

The training session need to cover the following topics:

- Outline the ins and outs of product formulation from a customer perspective
- Outline the functions of 5 key ingredients, their minimum quantity and functionality
- Demonstrate good formulation practices
- Provide a practical demonstration of one product, Body Lotion
- Provide an overview of key ingredient suppliers in Ghana

### **3. Deliverables**

The quality and standards expert will provide the following deliverables. The deliverables will need to be submitted to the GSA 4 weeks before the training date.

- Presentation slides
- Toolkit/Guide & Resources on the subject area.
- List of 10 ingredient companies with description and contact details