



TERMS OF REFERENCE – LABELLING AND STANDARDS COMPLIANCE

<p>Date: January 20,2021</p> <p>Location: Tamale</p>	<p>Suggested Themes:</p> <p>Exploring the functionality of product labelling</p> <p>Understanding labelling requirements for the EU, USA and African markets.</p> <p>Understanding FDA registration and GSA product certification processes</p> <p>Understanding export certification procedure</p>	<p>Format: Group Discussion and Presentation followed by Q&A; Group exercises.</p> <p>Delivery Mode: Face to Face</p> <p>Trainers: Quality and Standards Expert</p> <p>Participant Materials: Presentation, Toolkit/Guide outlining the step by step procedures for labelling, registration, and certification.</p>
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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 second of four sessions of training deliverables to support small businesses in shea. This particular training will focus on labelling and registration and will aim to explore the functionality of product labelling from a regulatory framework and consumer perspectives as well as providing information on the different labelling requirements in Ghana, the EU and USA markets for shea based products.

As a matter of fact, many small businesses lack understanding of the registration and product certification process. Also, there is a misconception between the functions of product labelling with packaging and whereas the two aspects are complementary in nature, there is however, a clear distinction on the functionality and what the entrepreneur is required to do. This training will therefore provide the manufacturers with the step by step approach to understand the legal requirements of labelling and the ability to also understand the function of registration and certification, the roles of the different institutions, and how to undertake these processes. At the end of the training, participants should be able to understand the clear differences between labelling requirements for exporters from product packaging and also the connections between national and international certification.

Training Outcomes

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

- Understand mandatory registration and certification procedures in Ghana
- Outline the functions for product labelling.
- Understand the legal requirements for product labelling
- Labeling compliance for EU, USA and African markets.
- Understand export certification procedures.

2. Assignment

The GSA will engage the services of a standards 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 Tamale, Ghana on January 20,2021. 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 - 4:00pm. This will consist of presentations highlighting the differences between labelling and the various markets requirements for product labelling. The GSA will leverage the expertise of the standards officer, from the Food and Drug Administration and Ghana Standard Authority as well as the export and standards manual developed as part of the EU-funded TradeCom programme to develop the presentations and guide for participants. There will be group discussions, as well as at least two group exercises / case studies.
- PART B: From 4:00pm - 5:00 pm. The part B will be a one and one engagement with the regulatory bodies (Ghana Standards Authority, Food and Drugs Authority) and the standard expert where the SME will interact with business services on labeling,

registration, product certification, and export certifications. 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 differences between labelling and packaging concept
- What are legal requirements for labelling
- Highlight the labelling requirements for EU, USA and west African markets.
- FDA registration procedures
- GSA Product certification procedures
- Introduction to Export certification procedures

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.
- Case studies / Group Exercises