



TERMS OF REFERENCE - PACKAGING

<p>Date: February 24, 2021</p> <p>Location: Accra</p>	<p>Suggested Themes:</p> <p>Exploring the functionality of packaging</p> <p>Selection of appropriate packaging material</p> <p>Understanding packaging requirements in Ghana and European markets</p> <p>Understanding different packaging trends and options in cosmetics in Ghana and Europe</p>	<p>Format: Group Discussion and Presentation followed by Q&A; Group exercises.</p> <p>Delivery Mode: Face to Face</p> <p>Trainers: Packaging Expert</p> <p>Participant Materials: Presentation, Toolkit/Guide outlining packaging functionality, mandatory requirements, and key trends and options in cosmetics.</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 third of four sessions of training deliverables to support small businesses in shea. This particular training will focus on packaging and will aim to explore the various functions of

packaging from a product protection, regulatory, and consumer perspectives as well as providing information on different packaging suppliers that cosmetic companies have access to in Ghana.

As a matter of fact, many small businesses lack understanding of the packaging functionalities, and are often constrained by the lack of available packaging providers, especially when purchasing small quantities. Packaging is a key differentiator component when exposing product in international trade shows as well as in retail outlets. The training will therefore provide SMEs an in-depth understanding of the different functionalities performed by packaging in the cosmetic market, as well as what are mandatory packaging requirements in Ghana and in the EU. The training will also go over key packaging trends, particularly in terms of sustainability, and how to apply them in Ghana.

Training Outcomes

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

- Understand different packaging functions
- Adapt packaging to the product, market and consumers' preference
- Understand the legal requirements for packaging in Ghana and the EU
- Understand key packaging trends and how to leverage them in Ghana
- Have an overview of potential providers

2. Assignment

The GSA will engage a packaging officer to undertake a one-day face to face training for 50 SMEs 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 February 24, 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 highlighting the differences between labelling and the various markets requirements for product labelling. The GSA will leverage the expertise of the packaging officer 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 3:30pm - 5:00 pm. The part B will be a business forum with different packaging companies in order for cosmetic SMEs to be able to identify available

packaging providers and their product offering. There will also be one on one coaching to participants on the training topics and outcomes.

The training session needs to cover the following topics:

- Outline the functions of packaging in terms of product protection as well as consumer appeal
- Understand the various packaging options for cosmetics
- What are legal requirements for packaging in Ghana and the EU
- Highlight the key packaging trends
- Provide an overview of key packaging 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.
- Case studies / Group Exercises
- List of 10 packaging companies with description and contact details