

## Call for Proposal Shea Business Empowerment Program (SBEP)

The Global Shea Alliance (GSA), in partnership with the Mastercard Foundation, is implementing the **Shea Business Empowerment Program (SBEP)**: a 3-year strategy to develop and enhance Shea cooperatives in accessing capital, critical skills development, and market linkages in the Shea value chain.

For its third year, the GSA invites members and sustainability partners in Ghana to collaborate in implementing the program's strategy and activities for women shea collectors.

### Program Description

SBEP will create 90,000 dignified and fulfilling work opportunities for women cooperatives in the shea value chain in the 5 northern regions of Ghana, **with a particular focus on attracting young women aged 18 to 35** to work in shea cooperatives and gain access to capital, critical skills development, and market linkage.

The project is being implemented together with **Advans Ghana, Women for Change, theSOFTtribe, AgroCenta, and GSA Sustainability Partners.**

### Project Objectives

The objective of the SBEP is to transform unstructured and unorganized women's groups into cooperatives that operate as small businesses through three interconnected pillars, which are as follows:

- Access to financial services for Shea Cooperatives and SMEs in the value chain
- Business Coaching and Entrepreneurship support
- Leveraging digital technologies for traceability and market linkages

### Call For Proposal

GSA seeks applications from interested members who require support in undertaking the following for their cooperatives:

- Provision of cooperative development training
- Provision of quality & aggregation training and
- Provision of business training

Additionally, the GSA and partners will provide directly to the selected cooperatives tricycles, health and safety equipment, access to financial services, mobile phones or tablets for digitalization, and student interns to offer basic business operations support such as marketing and bookkeeping to cooperatives.

### Eligibility Criteria

To be considered by the GSA, interested applicants must meet the following eligibility criteria:

- Applicant must be a GSA Member and Sustainability Partner
- Applicant must be a registered NGO.
- Applicant must show capacity to work with women's groups involved in shea collection and processing. Preference will be given to partners working with women groups located in hard-to-reach rural communities (i.e., locations in typically under-represented communities)
- Applicant's ability to mobilize young women (18-35years) to form a shea cooperative (30% youth)
- Applicant's ability to train women shea collectors in cooperative formation, business management, community level, aggregation, and warehousing training.

- Applicant's ability to establish a cooperative of 600 members and willingness to work with partners including Department of Cooperatives and University for Development Studies to support the cooperative development.

### Application Criteria

GSA will review applications based on the following criteria:

- All applications must meet eligibility criteria.
- Applicants must commit to participate in the project's additional activities (digitalization, Access to Finance) and provide report on cooperative(s) for the duration of the project, which ends in December 2024
- Applicants must show the ability to provide dignified and fulfilling work for women collectors based on the project's KPIs and other alternate income-generating activities.
- Applicant's compliance with due diligence by GSA

### How to Apply

Interested GSA members should **download, complete, and submit** application form and cooperative information sheet indicating number of communities, number of groups per community and number of women per group to the GSA Secretariat on or before **Monday, 27<sup>th</sup> November 2023**, addressed to Edwin Zuta, GSA Partnership Manager, at [e.zuta@globalshea.com](mailto:e.zuta@globalshea.com)

### Clarification Webinar

All applicants must attend a briefing webinar on **Monday, 13<sup>th</sup> November 2023**, at **3 p.m. GMT** using the link. <https://us02web.zoom.us/j/82784302391?pwd=TWdKODJNb1VwV1hvZVB1QW93cFlyQT09>

- Download the application Form [here](#)
- Download the cooperative information sheet here [here](#)