


Terms of Reference: Business Trainer (Shea Butter Cooperatives)

Introduction

Established in 2011, The Global Shea Alliance (GSA) is a non profit industry association based in Accra, Ghana. GSA currently has 849 members from 36 countries including food and cosmetic brands, suppliers, women's groups, non profit organizations, affiliates and national associations

Through public private partnerships, the GSA promotes industry sustainability, quality practices and standards and demand for shea in food and cosmetics. We implement the following activities:

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|  <p>Quality</p> | <ul style="list-style-type: none"> • Quality trainings for women's groups on kernel collection, processing, and storage. • Implementation of kernel quality standards in collaboration with members and national/regional standards bodies. • Small business trainings including accounting, marketing, packaging and formulation workshops. |
|  <p>Promotion</p> | <ul style="list-style-type: none"> • Annual international conferences in West Africa, Europe, and the United States. • Annual African cosmetics brand exhibition. • International policy analysis and advocacy to remove trade barriers. • Research on shea benefits in food and cosmetics. • African national association development. • International consumer and industry media engagement. |
|  <p>Sustainability</p> | <ul style="list-style-type: none"> • Implementation of multi-stakeholder guidelines for sustainable business practices. • Large-scale development projects including warehouse construction, business development trainings, health and safety initiatives, parkland management, improved planting materials, and conservation pilot projects. |

Background

The Global Shea Alliance (GSA), in partnership with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) is implementing the Shea Investment and Jobs Creation Program (SHIP): a 2 year program in Côte d'Ivoire and Ghana to improve the efficiency and profitability of women processors in existing kernel and shea butter cooperatives to strengthen their sustainability in the value chain, access market and investment for women collectors and processors and create decent jobs.

Project Description

The program will enhance the activities of women collectors and shea butter processors' activities in the two countries by improving the quality of shea products, developing knowledge capacity and direct investment from private sector companies by facilitating direct sourcing with their shea cooperatives. The technical interventions of the program are as follows:

Ghana

- Creation of 15 new cooperatives in the kernel and shea butter production
- Strengthen 15 existing kernel and butter cooperatives
- Facilitate 406,000 private investments to the shea cooperatives
- Create 2,030 decent jobs for women in shea value chain
- Digitization for 25 shea butter cooperatives

Côte d'Ivoire

- Creation of 10 new cooperatives in kernel and shea butter production
- Strengthen 5 existing kernel and butter cooperatives
- Facilitate 220,000 private investment to the shea cooperatives
- Create 570 decent jobs for women in shea value chain
- Digitization for 5 shea butter cooperatives

Description of Role

The GSA is seeking business trainers for short term service contracts to enhance the capacity of women involved in butter processing. The purpose of this assignment is to organize and train women's groups into newly formed cooperatives, assist in registering these groups with relevant institutions and provide targeted support to existing shea butter cooperatives. This includes specialized technical training in cooperative and business management as well as in producing high quality shea butter.

The GSA will oversee the coordination of the training activities. The approach for each training session will show a combination of theoretical and practical demonstrations on different topics to improve women's efficiency and profitability in shea processing across the five northern regions of Ghana.

Duties and Responsibilities

- Identify women groups for capacity building training, 50 women per cooperative in ToT training and large groups training at the community level
- Organize training sessions for women butter processors in different communities in the northern regions of Ghana/Cote D' Ivoire
- Review and adopt training curriculum for quality processing shea butter production, cooperative registration and management, business development and aggregation training
- Develop manuals and materials to training women processors in shea butter production
- Conduct intensive 5 days of training of trainers for targeted women groups and processors
- Submit a signed list of participants at the training
- Provide pictures from each training location
- Provide report from the training including all evidence of training

Qualifications

- Applicant should be resident in the Northern regions of Ghana or Cote D' Ivoire
- Must have a minimum of 5 years experience in the shea industry and non-profits
- Must have knowledge in training women groups into cooperatives: cooperative management, business development and alternate income activities
- Ability to use practical training tools and modules to impart knowledge
- Must have knowledge in regulations for organic nut production
- Must have strong interpersonal skills
- Must have passion and commitment to women's empowerment
- Ability to work with groups from different cultural backgrounds
- Knowledge of Microsoft Office (Excel, Word etc)
- Report writing

Applicants should please send an Expression of Interest and CV to msakyi@globalshea.com with the subject Shea Butter Cooperatives. The deadline for submission of applications is 10 February 2025.