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Global Shea Alliance Joins Global Resilience Partnership Advisory Council

Accra, Ghana, 2 July 2024. The Global Shea Alliance (GSA) is delighted to announce that Aaron Adu, Managing Director of GSA, has been appointed as a member of the Advisory Council of the Global Resilience Partnership (GRP). Aaron brings over 20 years of experience in banking, agribusiness and industry association development to support GRP's mission of enhancing global resilience and sustainability. He currently leads the organisational development, strategy, membership expansion, partnerships and project management of the Alliance, a global industry association focusing on Sustainability, Policy and Quality Standards.

Jesper Hörnberg, CEO of the GRP, expressed his enthusiasm for Aaron Adu's appointment, stating, "We are very pleased to welcome Aaron Adu to the Advisory Council of the Global Resilience Partnership. His comprehensive knowledge of agribusiness, sustainable practices, as well as community engagement and empowerment within the shea industry, will provide invaluable contributions to GRP and support our mission of fostering resilience and sustainability. Aaron's proficiency in market linkages and policy advocacy will be crucial as we continue to address complex global challenges."

As the Managing Director of GSA, Aaron Adu has played a pivotal role in advancing the shea industry by promoting sustainable practices and creating market opportunities for shea producing communities. His commitment to enhancing the livelihoods of women shea collectors and processors aligns seamlessly with GRP's objectives, making him an ideal addition to the Advisory Council.

Aaron's involvement with the GRP will further strengthen the partnership between the two organisations, enabling collaborative efforts to address pressing issues such as climate change, economic instability and social inequalities. His expertise will contribute to the development of innovative solutions and strategies that promote resilience and sustainability on a global scale.

The GSA congratulates Aaron Adu on this significant achievement and looks forward to the positive impact his contributions will have on the Global Resilience Partnership and the broader international community.



About the GSA

The Global Shea Alliance is a non profit industry association with 849 members from 36 countries, including women's co-operative groups, brands and retailers, suppliers, and NGOs. Through PPPs, the GSA promotes industry sustainability, quality practices and standards and demand for shea in food and cosmetics. For more information, please visit <http://www.globalshea.com/>

About the Global Resilience Partnership

The Global Resilience Partnership (GRP) is a diverse partnership of public and private organisations joining forces to tackle the complex and interrelated challenges of global resilience. GRP aims to build a resilient future where communities can thrive despite the adversities they face, through innovative solutions and collaborative action. For more information, please visit: <https://www.globalresiliencepartnership.org/>