



Partnering for Industry Sustainability

April 1, 2019 | Le 10h10, 210 rue Saint Martin, 75003 Paris, France

Shea is the most widely used botanically derived emollient in new cosmetic formulas because of its functionality and alignment with natural and renewable consumer trends. For producing communities, the industry provides a critical source of income that contributes to the livelihoods of 16 million women.

Many long-term GSA members and several new brands will join this one-day conference to learn about practical solutions that improve community income and resilience as well as strengthen reforestation initiatives. Participants will discuss concrete ways to collaborate with one another, and share resources and expertise through public-private partnerships. The conference will focus on cosmetics, but the presentations and discussions will also be relevant for food industry stakeholders. At the close of the conference, participants will have prioritized key activities to increase incomes and protect shea parklands, and established guidelines to form effective public-private partnerships.

09:00 am – 10:00 am Registration, Networking & Coffee

10:00 am – 10:10 am Opening Remarks

Global Shea Alliance	Aaron Adu , <i>Managing Director</i>
	Badiè Marico , <i>President</i>

10:10 am – 10:55 am The Roots of Shea

How is shea produced and what are the supply trends? GSA members will give us up-to-date industry information.
30-minute presentation followed by plenary Q&A

Global Shea Alliance Aaron Adu	Industry and Global Shea Alliance Overview Aaron leads the organization development efforts of the Global Shea Alliance including strategic planning, membership expansion, collaboration, and fundraising. He also oversees secretariat activities related to sustainability, quality, policy advocacy, and promotion.	
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Salid Agriculture Ltd Ali Saidu	Expanding Export Supply Chains to Meet Increased Demand Ali is co-founder of Salid Agriculture Nigeria Ltd, an agricultural commodities company that trades shea. He is also the Vice President of National Shea Products Association of Nigeria (NASPAN).	
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10:55 am – 11:40 am The Fruits of Shea

How is shea used globally? What is the new science behind shea? Participants will learn about traditional uses and the latest research discoveries of key functional properties that makes it a darling ingredient for the personal care industry.
30-minute presentation followed by plenary Q&A

Madjatom Women's Group Mamatou Djaffo	Processing and Traditional Uses Mamatou is a shea collector and butter processor. She is the president of the Madjatom women's group from Daringa in northern Benin. Madam Djaffo has more than 20 years experience in the shea industry.	
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Henry Lamotte Oils GmbH Yannic Sommer	The Science of Shea Yannic is responsible for sourcing shea butter, macadamia nut oil, avocado oil, argan oil and other vegetable oils at Henry Lamotte Oils GmbH. He travels in Africa 4-6 times in a year to visit suppliers and partners.	
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Laboratoires M&L (L'OCCITANE EN PROVENCE) Stéphanie Rivoire	Shea Butter and Clinical Evaluation With a science background, Stéphanie worked for 15 years in the field of clinical evaluation before joining the L'Occitane group in 2013. She is currently in charge of the Evaluation and Sensory Analysis Department. She created the COSNAT Provence Evaluation Centre, a clinical centre specific to the brand.	
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11:40 am – 12:00 am Coffee Break

12:00 am – 12:45 pm Don't Do It Alone!

How can we scale our activities on the ground? GSA members will discuss how to form mutually beneficial public-private partnerships to share resources and expertise and improve impact.
45-minute moderated discussion

Global Shea Alliance Wunmi Osholake	Wunmi drives the development and growth of the GSA in areas of sustainability, promotion, finance and administration. She oversees the implementation of the GSA's sustainability program, develops and maintains relationships with international stakeholders, and manages GSA's external communications.	
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BirdLife Elaine Marshall	Elaine has 20 years of experience in research, implementation and communication of integrated conservation and sustainable rural livelihood initiatives. Elaine leads a UK government funded (Darwin Initiative) project, supporting local initiatives to promote biodiversity and sustainable resource use in the shea parklands of Burkina Faso.	
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Association Karité Bénin Urbain Gbeou	Urbain is the National Coordinator of Association Karité Bénin, the national shea association in Benin. He has experience in working with rural women's groups, especially in designing, facilitating and implementing strategic programs for the shea industry.	
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The Savannah Fruits Company Raphael Gonzalez	Raphael co-founded the Savannah Fruits Company in 2006 and is currently the Managing Director. SFC is sourcing and facilitating production of hand-crafted shea butter in Ghana and more recently in Burkina Faso, from a network of more than 40,000 women.	
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12:45 pm – 01:45 pm Lunch

01:45 pm – 02:45 pm Living Incomes

Learn from companies, producer groups, and civil society about current initiatives across West Africa that are creating resilient communities. Discuss and prioritize key activities to support supply chains in achieving targets related to poverty reduction and women empowerment.

30-minute presentation followed by small group discussion

Madjatom Women's Group Mamatou Djaffo	Impact of the Cooperative and Warehouse Model Mamatou is a shea collector and butter processor. She is the president of the Madjatom women's group from Daringa in northern Benin. Madam Djaffo has more than 20 years experience in the shea industry.	
Positive Planet International Susann Wagner	Channelling Shea Revenues to Community Social Funds Susann is Positive Planet International's leading expert on value chain development and agricultural finance. She spent 6 years on the development of the shea value chain in Ghana.	
Laboratoires M&L (L'OCCITANE EN PROVENCE) Justine Humbert	Securing Sustainable Income for Supply Partners With a Master in International Rural Development, Justine works at the Sustainable Ingredients Department of Laboratoires M & L (L'OCCITANE Group), which supervises and secures the supply of plants for brands of the group.	

30-minute working group sessions:

1. What are the key activities that improve resilience of producing communities?
2. How do you prioritize these activities to create a win-win situation for communities and organizations?
3. Who are the critical partners to implement those activities?

02:45 pm – 03:45 pm The C Challenge

Did you know that the shea industry can be carbon negative? Learn new research results on industry impact in West Africa and discuss practical solutions to preserve the African savannah forest.

30-minute presentation followed by small group discussion

Center for International Forestry Research Andrew Wardell	Renegotiating Access to Shea Trees in Burkina Faso Andrew has thirty-eight years experience in natural resource governance, capacity development, and finance in South-East Asia and Sub-Saharan Africa.	
Noé Cécile Renier	Community Resource Management Areas in Ghana: A Promising Framework for Community-based Conservation Cécile works for Noé as the Ghana Project Manager. She coordinates the EconoBio Program aimed at developing sustainable value chains around three designated areas.	
Global Shea Alliance Marie Veyrier	Environmental Impact of the Shea Value Chain Marie is in charge of establishing public-private partnerships, developing project proposals, and raising funds to support the implementation of the GSA promotion, quality and sustainability programs.	

Small working group sessions:

1. How can we better integrate research results in GSA member activity designs?
2. What are priority activities to improve the environmental impact of shea?
3. What are the best partnerships for GSA members to undertake these activities?

03:45 pm – 04:05 pm Coffee Break

04:05 pm – 05:05 pm Let's Work Together

Small working group sessions:

1. Design a framework that identify critical components for partnership within GSA membership and funding organizations
2. What are the expected benefits and risks to be considered when developing new partnerships?
3. What activities can GSA do to better facilitate partnership development?

05:05 pm – 05:10 pm Closing Remarks

Global Shea Alliance	Wunmi Osholake , Deputy Managing Director
	Kora Memounatou , Executive Committee Member

05:10 pm – 06:30 pm Networking Cocktail

Network at the largest European shea industry event with brands, ingredient suppliers, processors, distributors, producers, civil society, donors, and more. Get feedback on ideas, go in depth with potential partners one-on-one and make new shea connections!

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