



Global Shea Alliance and the Invest for Jobs launch a 1.15 million Euro two-year initiative to promote investments in the shea Industry in Ghana

The Global Shea Alliance (GSA) and 'Invest for Jobs' a GIZ-implemented initiative of the German Federal Ministry for Economic Cooperation and Development (BMZ), have launched a two-year project to promote investment in the shea value chain in Ghana. The project is valued at €1.15 million Euros. The objective is to improve the capacity of women shea collectors in Ghana and boost the profitability of the sector.

This Public-Private Partnership (PPP) will also help remove any identified investment barriers through improving product quality, facilitating direct sourcing, and further developing other public-private partnerships.

"This project has come at a crucial time for the GSA and particularly the Ghana shea industry. As we look ahead to building a more sustainable and profitable shea industry, our investment targeted at women collectors, who form an integral part of this industry, will go a long way to achieve this," highlights President of GSA, Mr. Simballa Sylla

Over the two-year period, the partnership is expected to reach 30,000 women beneficiaries, train 5,000 individuals, and yield private investment of approximately 580,000 Euros. Also, 10 new cooperatives will be created, and an additional 40 existing cooperatives will be strengthened to support the creation of over 350 new jobs.

"This partnership is part of the Special Initiative on Training and Job Creation which operates under the brand - Invest for Jobs. It supports investment activities of African, European and German companies, that have a high impact on employment in Africa," emphasised the Head of GIZ Ghana programme of the Special Initiative, Mr Gerald Guskowski.

"The Global Shea Alliance represents a strategic partner in its leading role and effort to drive a more profitable shea industry, and we are delighted to partner with them to foster investments, overcome related challenges, and create urgently needed local jobs particularly for women and youth in the North of Ghana" added Mr Guskowski.

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About Global Shea Alliance

The Global Shea Alliance (GSA) is a non-profit industry association with 560 members from 35 countries including women's groups, brands and retailers, ingredient suppliers, and NGOs. Through public-private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics. www.globalshea.com

About the Special Initiative on Training and Job Creation

Under the 'Invest for Jobs' brand, the German Federal Ministry for Economic Cooperation and Development (BMZ) has put together a package of measures to support African, European and German companies and investors operating in Africa. The Special Initiative on Training and Job Creation – the official title – offers comprehensive advice, contacts, and financial support to overcome investment barriers. The Special Initiative is implemented partly by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The objective is to create good jobs and apprenticeships and to improve working conditions in the following African partner countries: Côte d'Ivoire, Egypt (in preparation), Ethiopia, Ghana, Morocco, Rwanda, Senegal, and Tunisia. For more information visit: www.invest-for-jobs.com/en/

About GIZ

As a provider of international cooperation services for sustainable development and international education work, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is dedicated to building a future worth living around the world. GIZ has over 50 years of experience in a wide variety of areas, including economic development and employment, energy and the environment, and peace and security. The German Federal Ministry for Economic Cooperation and Development (BMZ) is our main commissioning party. Currently, GIZ promotes sustainable development in Ghana via about 50 programmes and projects. Our activities currently cover three priority areas: Economic Development, Governance and Renewable Energy and Energy Efficiency. Another focus of GIZ's work is linking business interests with development-policy goals. For more information, visit www.giz.de/ghana

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