

United Nations Conference on Trade and Development

National Workshop on

Fostering Integration of the Ethiopian Roasted Coffee Value Chain into Regional Value Chains

11 March 2021, Addis Ababa, Ethiopia

ITC's Alliances for Action approach to integrating Ethiopian coffee producers to Global Value Chains

By

Federica Angelucci, ITC and Sarah Charles, ITC

The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.



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ALLIANCES
FOR ACTION

ITC's Alliances for Action approach to integrating Ethiopian coffee producers to Global Value Chains

Federica Angelucci, ITC
Sarah Charles, ITC

**UNCTAD National workshop on “Fostering Integration of the Ethiopian
Roasted Coffee Value Chain into Regional Value Chains**

Addis Ababa, 11th of March 2021

Federica Angelucci

- After receiving my PhD in finance, I was recruited as a consultant at the Food and Agriculture Organisation of the UN in Rome.
- I worked at FAO for 12 years as an expert on risk management and access to finance in the early years and subsequently as a project coordinator based in Rome and Dakar.
- Currently I am in charge of coordinating agricultural value chain development projects in selected ACP countries within the ITC's Alliances for Action team

Sarah Charles

- Communication consultant specialised in Communication for Development with over 10 years' experience with EU and UN projects and programmes
- Currently consultant for the International Trade Centre, coordinating communication activities for ITC's Alliances for Action programme
- Coffee journalist (staff writer for coffee publication Perfect Daily Grind)
- Contributing author for ITC's 4th Edition of the Coffee Exporter's Guide
- Ongoing Master of Science in Sustainable Development at SOAS University of London.

Outline

- About ITC
- Trade & Market Intelligence Tools
- ITC's Alliances for Action (A4A)
- Spotlight on: Ethiopia Coffee Project

About ITC

Established in 1964 in Geneva, Switzerland

Joint agency of the United Nations (UN) and the World Trade Organization (WTO)

ITC is fully dedicated to support the internationalization of small and medium-sized enterprises (SMEs) in developing countries.

ITC helps SMEs to:

- access trade and market intelligence
- increase trade and investment
- be competitive
- connect to regional and international markets

Supporting SMEs growth and development is a key factor for the achievement of the the UN Sustainable Development Goals.



ITC Value Addition

ITC PROVIDES:

Trade and market intelligence

Technical support

Practical capacity building

Business connections/market linkages



TO:

Policymakers

Private sector

Organizations that support business

Trade & Market Intelligence

Tools

Free, online trade and market intelligence tools

- For businesses and other users around the world to utilize to explore promising trade and investment opportunities
- Trade Map, Market Access Map, Investment Map, Trade Competitiveness Map, Standards Map, Procurement Map...



Publications

SME Competitiveness Outlook

- Annual flagship report analyzing the competitiveness of SMEs across countries and regions
- Provides guidance on where best to concentrate reforms to boost the SME sectors of countries

International Trade Forum

- Quarterly magazine on trade and development issues
- Provides analysis and opinion by thought leaders and policymakers
- Showcases best practices and success stories



ITC Value Addition

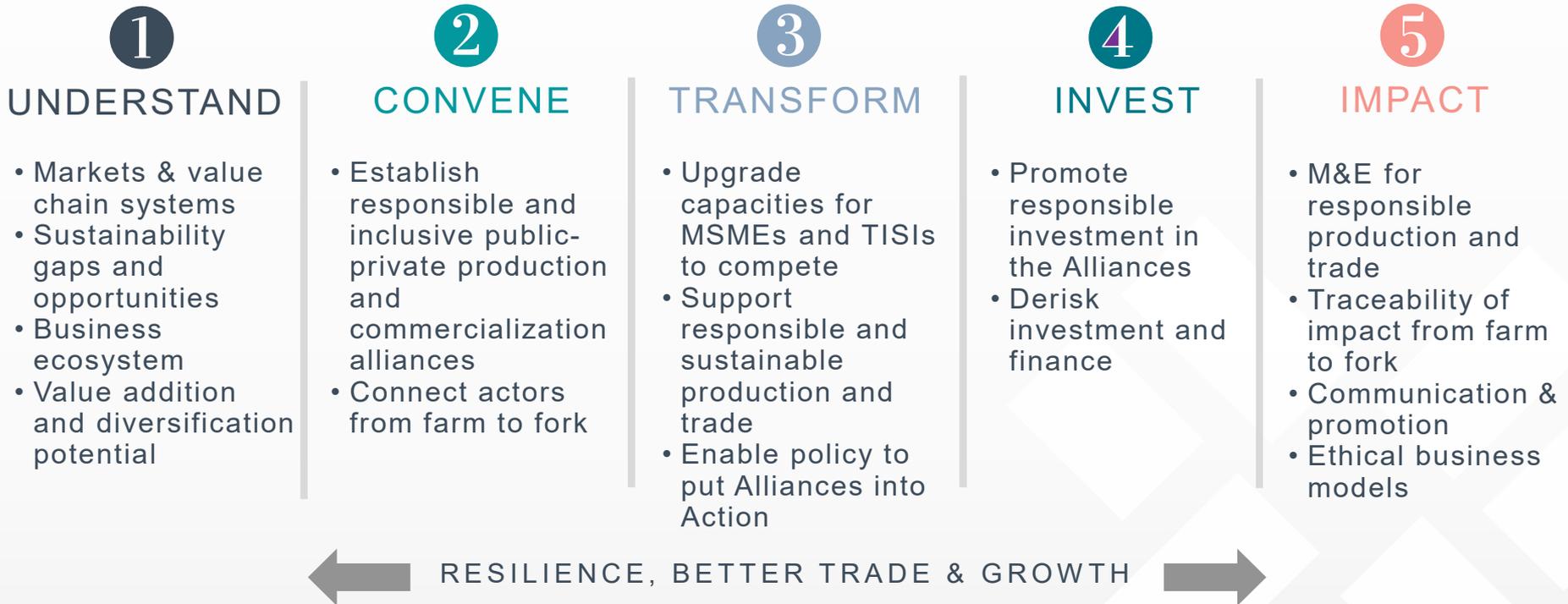
Alliances for Action **in brief**

- Alliances for Action leverages agriculture, tourism and manufacturing to achieve measurable impact for smallholder farmers, artisans and MSMEs.
- It is inclusive of all value chain stakeholder groups at consultation, implementation and governance levels.
- It seeks to build more sustainable and competitive value chains at every step.
- It promotes transparency, accountability and quality from farmer to consumer.
- It is concerned with improving livelihoods, building resilience and raising incomes of the unsung heroes of our agricultural value chains.



Alliances for Action

5-pillar approach for partnerships



ALLIANCES FOR ACTION IN ETHIOPIA

Towards a sustainable coffee industry

STRATEGY

Better participation in trade through improved farmer cooperatives competitiveness & commercial alliances.

APPROACH

South-South partnerships, market linkages & business devpt.

REGIONAL PARTNERS

Fairtrade Africa, Ethiopian Coffee Farmer Cooperatives Unions and CLAC (Central & Latin America)

FOCUS ACTIVITIES

- Support in implementation of Commercial Strategy for market diversification
- Trainings on branding and marketing best practices
- Training and facilitation of participation in trade fairs and B2B meetings in US, Japan & Korea
- Partnership with CLAC producers on multi-origin coffee blends
- SMEs: Value Addition & product diversification. Improve quality of processed coffees
- Support mainstreaming of gender approach



Alliances for Action

ALLIANCES FOR ACTION IN ETHIOPIA PROJECT 2019-2020

BUSINESS DEVELOPMENT & SUSTAINABILITY

11.466

farmers transacted
business through
project commercial
alliances



60

climate smart
demonstration
plots established

1.952

farmers trained on
good agricultural
practices and climate
smart agriculture

BUSINESS IMPACT

2.05 M\$

value of green
coffee sales
generated by the
project



168

coffee samples
sent to Japan
and Korea

TRAININGS ON BRANDING AND MARKETING

OUTPUTS:

- New buyer presentations
- Updated websites
- Brand story and tagline
- Branding & Visibility guidelines
- Rebranded comms materials
- Portfolio of professional photos



IMPACT

3 out of 4

trained unions invested in:

- Graphic designer
- Website designer
- Professional photographer



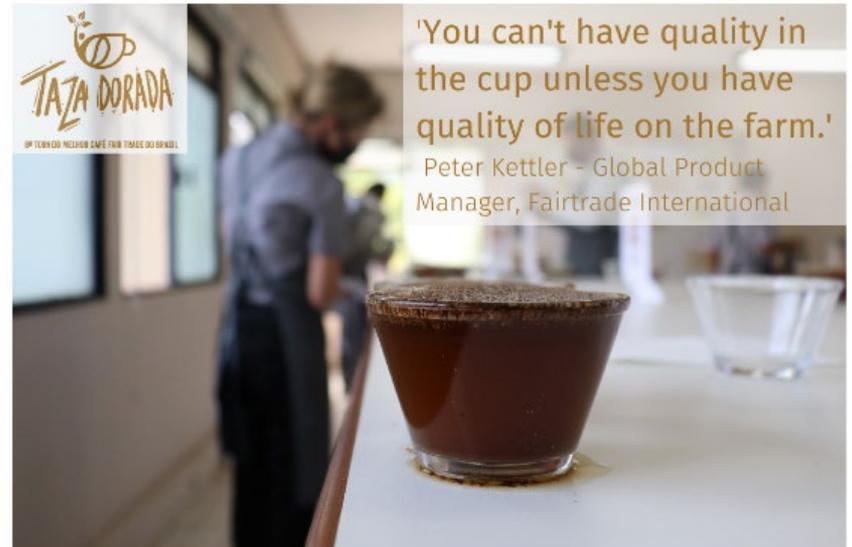
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ALLIANCES FOR ACTION: NETWORKS

South-South Commercial and technical collaboration between Farmer Organizations & MSMEs

Brazil & Ethiopian edition of the Golden Cup / Taza de Oro April 2021



'You can't have quality in the cup unless you have quality of life on the farm.'

Peter Kettler - Global Product Manager, Fairtrade International

'Quality should not be dissociated from sustainability, and vice-versa.'

Hernan Manson - ITC, Alliances for Action



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Alliances for Action: Value addition at origin and promotion



Kuapa Kokoo Farmers Union
in partnership with
NICHE & Alliances for Action

DARK CHOCOLATE

PRODUCTS

"Sustainably produced by the
Kuapa Kokoo Farmers' Cooperative Union in Ghana"

#Beantobar #WomenEmpowerment #ImpactMatters

100g 3.5oz



BEFORE

WEBSITE UPGRADE

AFTER

BENCH MAJI COFFEE FARMERS COOPERATIVE UNION

COMMITTED TO BENEFITING ALL
High-quality, organic coffee from Bench Maji, the Land of Naturals

- Organic coffees grown naturally within natural forest areas;
- Only products sourced from local producers;



GO Solutions Durables 



TRADE IMPACT FOR GOOD

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alliances4action



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