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GSA and GIZ Launch the ‘Shea Investment and Jobs Creation Program’

Accra, 11 December 2023 — The Global Shea Alliance (GSA), in collaboration with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, within the framework of the Special Initiative "Decent Work for a Just Transition" of the German Federal Ministry for Economic Cooperation and Development (BMZ), is proud to announce the launch of the ‘Shea Investment and Jobs Creation Program’. This initiative will drive investment from the private sector into building an improved supply chain, further enhancing the shea industry. The focus is on strengthening the shea industry in both Côte d'Ivoire and Ghana, and it builds on the successes of an earlier project between GSA and GIZ, 'Improving Women Shea Collectors' Capacity in Ghana.

Speaking about the collaboration, Aaron Adu, Managing Director at Global Shea Alliance, stated, *“The Shea Investment and Jobs Creation Program represents the positive role that public-private partnerships play in advancing the shea industry's impact on livelihoods and sustainability. This program underscores our commitment to empowering women, promoting economic growth and enhancing the quality of shea products in Ghana and Côte d'Ivoire.”*

The ‘Shea Investment and Jobs Creation Program’ will implement various technical interventions, including the creation of 25 new co-operatives, improving efficiencies and profits for 20 existing co-operatives, improving the working conditions of 5,200 women, the creation of 2,600 new decent jobs, and the facilitation of €638,500 in private sector investment. Additionally, the program will assist 50 European companies in optimising the use of shea in their products. These interventions collectively enhance the structure of the value chain, elevate the quality of shea products, and facilitate increased direct sourcing by private sector companies, subsequently boosting shea sales volumes and enabling market expansion in Europe.

Reflecting this viewpoint, Nathanael Boakye Mensah, Technical Advisor, Special Initiative at GIZ Ghana, highlighted that *“the program exemplifies the power of collaboration and targeted interventions through past proven partnerships and will overcome four key investment obstacles within the shea supply chain in Ghana and Côte d'Ivoire: limited market access, high transaction costs associated with direct sourcing, low product quality, and insufficient knowledge on shea usage by European companies.”*

By addressing these challenges, the Shea Investment and Jobs Creation Program will stimulate private sector investment, promote job creation in rural communities, and catalyse economic growth, particularly benefiting rural women.

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About Global Shea Alliance

The Global Shea Alliance is a non profit industry association with 919 members from 39 countries, including women's cooperative 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 Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

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. GIZ works with businesses, civil society actors, and research institutions, fostering successful interaction between development policy and other policy fields and areas of activity. The German Federal Ministry for Economic Cooperation and Development (BMZ) is the main commissioning party. GIZ is active in several African countries, including Ghana and Côte d'Ivoire. For more information about our work at GIZ Ghana and Côte d'Ivoire, please visit www.giz.de/ghana and [Côte d'Ivoire - giz.de](http://www.giz.de/cote-d-ivoire).

About the Special Initiative "Decent Work for a Just Transition"

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 German, European, and African companies in investment activities that have a high impact on employment in Africa. The Special Initiative "Decent Work for a Just Transition" – the official title – offers comprehensive advice, contacts, and financial support to overcome investment barriers. The development objective is to team up with companies to create good jobs and improve working conditions and social protection in the eight African partner countries. The Special Initiative is implemented by GIZ, among others. Further information is available at www.invest-for-jobs.com.