International Trade Centre (ITC)
Partnering for Development results

A presentation to: ICO Partnership Fair
By: Rob Skidmore
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About ITC

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

Helping SMEs compete in global markets through:

- Providing trade and market intelligence
- Building a business-friendly environment
- Strengthening trade and investment support institutions
- Connecting to international value chains
- Mainstreaming inclusive and green trade
- Supporting regional integration and South-South links
Challenge: Create and Retain Value

Value = jobs, livelihoods, sustainability, inclusion

Customer

Eco-System / Alliances

SME

Relationship with the customer determines value

SMEs depend on Alliances / eco-system to enable value creation

Value is generated by SMEs based on capabilities

How do we facilitate at all levels?
Broad Eco-System Development

- Sector export strategy remains an anchor

- We’re evolving on implementation:
  - ✓ 2010-2015 Sector Approach
  - ✓ 2015 - Alliances for Action

- From standard three tier model to more fluid alliances

- From one export crop to multi-product / multi-channel approach

- Example results: higher incomes, improved productivity, buyer relationships, investment
De-Commoditizing Coffee

• Product diversification

• Supporting E-Auctions such as AFCA taste of harvest

• Connecting SMEs to e-commerce platforms

• Building direct relationships between exporters and buyers

• Example results: 40x value, $10m sales, price doubled
Creating value with SMEs

• Building knowledge of quality

• Assisting in managing producer relationships

• Creating buyer links and preparing to speak to buyers

• Brand and product development

• Price and risk management

• Example results: export sales +200%, price increases, volume of quality coffee increased, buyer relationships established, jobs created
Empowering Women

• Empowerment training in buyer supply chains
• Building chapters of the International Women’s Coffee Alliance
• Connecting women to Shetrades
Improving Transparency

- Trade for Sustainable Development – Transparency on Standards
- T4SD – Supply chain management tools

<table>
<thead>
<tr>
<th>ENVIRONMENT</th>
<th>SAI Platform – Farm Sustainability Assessment</th>
<th>4C - CAS</th>
<th>UTZ Código de Conducta para grupo y multi-grupos - Café</th>
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</thead>
<tbody>
<tr>
<td>Soil</td>
<td>67 /100</td>
<td>46 /100</td>
<td>77 /100</td>
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<tr>
<td>Forests</td>
<td>69 /100</td>
<td>54 /100</td>
<td>85 /100</td>
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<td>Inputs</td>
<td>100 /100</td>
<td>67 /100</td>
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<td>Biodiversity</td>
<td>69 /100</td>
<td>36 /100</td>
<td>83 /100</td>
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Partnering with ITC

• For what? Always around creating value. Ranges from broad sector development to small R+D.

• How? Through bilateral contribution agreements, contribution to ITC core funding, MOUs with private sector funders and informally.

• Where? ITC coffee work has primarily in East Africa with new opportunities in niche exporters for Nepal and women’s empowerment in Indonesia.

• Immediate opportunities:
  ✓ Leverage for work in EAC funded by the EU – esp Burundi
  ✓ Join partnerships in Indonesia and Ethiopia
  ✓ Co-fund pilots through Value Added to Trade
  ✓ 2018-2019 update of coffee exporters guide
# Blending Public and Private Funds
*(based on alliances in cocoa and yam sectors in Ghana 2015 – today)*

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<thead>
<tr>
<th>Partner</th>
<th>Role</th>
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<tbody>
<tr>
<td>ITC core funding</td>
<td>Managing sector platform, technical leadership and pilot funding</td>
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<td>Large development NGO</td>
<td>Assistance to farmers, certification and market linkages</td>
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<td>Farmer union / co-ops</td>
<td>Time and material of agronomic team and linkage to 30,000 members</td>
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<td>Swiss retail chain</td>
<td>Reducing carbon in their supply chain</td>
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<td>Nordic donor</td>
<td>Funding to expand model to more farmers</td>
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<td>Swiss donor</td>
<td>Funding to leveraging private sector contribution for scale</td>
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Questions?

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