



Funded by the
European Union



West Africa Competitiveness Programme (WACOMP)

Increasing Sierra Leone's
Competitiveness through
Enhanced Productivity
and Trade Compliance
in Selected Value Chains
(Cassava, Cocoa and
Palm Oil)





WACOMP IN SIERRA LEONE

Sierra Leone's economy is dominated by a few large mining enterprises accounting for about 90% of export revenues, rendering the country vulnerable to external shocks. Agriculture sector has potential to be a key driver in efforts to diversify the export base and spur economic development. In 2017, contribution of agriculture to GDP was approximately 60%. From 2013 to 2018, this sector alone accounted for 61% of rural employment. However, micro, small and medium Enterprises (MSMEs) are more than ever confronted with limited ability to provide competitive agricultural products that meet the requirements and standards of target markets in terms of quality, health, safety, environmental and consumer protection. Moreover, they have limited knowledge of foreign markets and show unawareness of the benefits of international standards.

WACMOP – Sierra Leone is implemented by UNIDO in partnership with International Trade Centre (ITC) to achieve the overall objective of strengthening the competitiveness of Sierra Leone and enhance its integration into the regional and international trading systems.

The project aims to identify and use key levers for increasing quality, productivity, value added and exports of SMEs in cassava, cocoa and palm oil value chains. The selected product lines are consistent with the ECOWAS regional industrialization priorities for agro-industries and have potential to create jobs, improve income, boost exports and strengthen regional value chain linkages. However, market driven and flexible approach will be embedded in the project interventions such that other value chains can benefit from the project key interventions.

THE APPROACH

The project aims to develop inclusive and sustainable value chains by modernizing agribusiness and upgrading to higher value-added segments of the production chain. Knowledge transfers, compliance with market requirements and, eventually, upgrading to higher value-added segments of the production chain will support productivity, quality and income growth in Sierra Leone.

To fully harness the potential of selected value chains, a whole-of-government approach will also be taken to strengthen institutional, technical and human resource capacities of national authorities and quality infrastructure institutions to ensure that all food producers have access to reliable and

efficient quality infrastructure services (QIS). As they show limited knowledge of standards, food producers will further benefit from activities to increase their awareness and implementation of international voluntary standards. In a bid to create a more conducive business environment, the project will finally put emphasis on improving dissemination of market knowledge as well as access to finance and equipment for MSMEs in an inclusive and sustainable way.

These collective interventions will unlock untapped productivity gains, bringing with it more jobs, higher income levels, more diversified economy, and eventually more sustainable growth in Sierra Leone.

THE WEST AFRICA COMPETITIVENESS PROGRAMME

The West Africa Competitiveness Programme (WACOMP), is a partnership initiative between the Economic Community of West African States (ECOWAS) and the European Union (EU). It has a bearing on regional economic integration and highlights a commitment to the Economic Partnership Agreement (EPA) between the EU and West Africa. WACOMP is funded through a EUR 120 million contribution from the Regional Indicative Programme (RIP) for West Africa (2014 – 2020) under the 11th European Development Fund (EDF).

The main economic challenges in West Africa include competitiveness of enterprises and the need for better value-chain integration at regional and national levels in order to scale up sustainable structural transformation.

The overall objective of the programme is to strengthen the competitiveness of West Africa and to enhance the ECOWAS countries' integration into the regional and international trading system, including

the newly established African Continental Free Trade Area (AfCFTA).

The WACOMP embraces the vision of the Third Industrial Development Decade for Africa (IDDA III) and is also aligned to UNIDO's mandate of fostering Inclusive and Sustainable Industrial Development (ISID).

The action will be carried out in the ECOWAS member states (Benin, Burkina Faso, Cape Verde, Cote d'Ivoire, The Gambia, Ghana, Guinea Bissau, Guinea Conakry, Liberia, Mali, Niger, Nigeria, Senegal, Sierra Leone, Togo) and in Mauritania, through national components in each country, as well as a regional one. The country components will be implemented by selected specialized agencies. WACOMP Sierra Leone will be implemented by the United Nations Industrial Sustainable Development (UNIDO) in co-operation with International Trade Centre and in co-ordination with the Sierra Leonean Ministry of Trade and Industry (MTI).

WACOMP'S OVERALL OBJECTIVES

Specific Objective 1



Improve the performance, growth and contribution to industry, regional trade and exports of selected Value Chains

Country level

- Competitiveness at firms level is improved, especially through the Cluster's approach.
- Intermediate organisations of the selected VC's are strengthened and service delivery to SMEs is improved and expanded (quality standards, new green solutions, market access, etc..).

Regional level

- Better regional linkages among selected VCs actors are promoted and key regional intermediary organisations are supported.
- Regional quality infrastructure system is strengthened, with a view to promote environmental issue.

Specific Objective 2



Improve the climate for business at national and regional levels

Country level

- Regional policies in favour of competitiveness are mainstreamed in the country and help enable a business-friendly environment.

Regional level

- The regional policy and framework to improve competitiveness are harmonised, formulated and monitored.
- The capacity of the ECOWAS and UEMOA Commissions and Member States to successfully manage, coordinate and monitor the programme is strengthened.



LOGIC OF INTERVENTION

1

Competitiveness at firms' level is improved, especially through the Clusters' approach.

- Strengthened post-harvest handling practices as well as industrial upgrading through the cluster approach
- Enhanced product design/development, sector/product-specific marketing and sales development/market access, including for smallholders;
- Improved quality management and quality improvement are achieved at SME level, including for smallholders;

2

Intermediate organisations of the selected value chains are strengthened and service delivery to SMEs is improved and expanded (quality, norms/standards, new green solutions, market access, etc.).

- Strengthened operational and coordination capacities of the Ministry of Trade and Industry (MTI) pertaining to the competitiveness project;
- Reinforced operational capacity of key support institutions and agencies;
- Strengthened and expanded national quality infrastructure services and in particular that of the Sierra Leone Standards Bureau (SLSB) and the relevant regulatory bodies;
- Supporting intermediary organisations in the provision of services to their members (producers, traders and exporters) as well as their engagement in effective policy dialogue and advocacy with government;

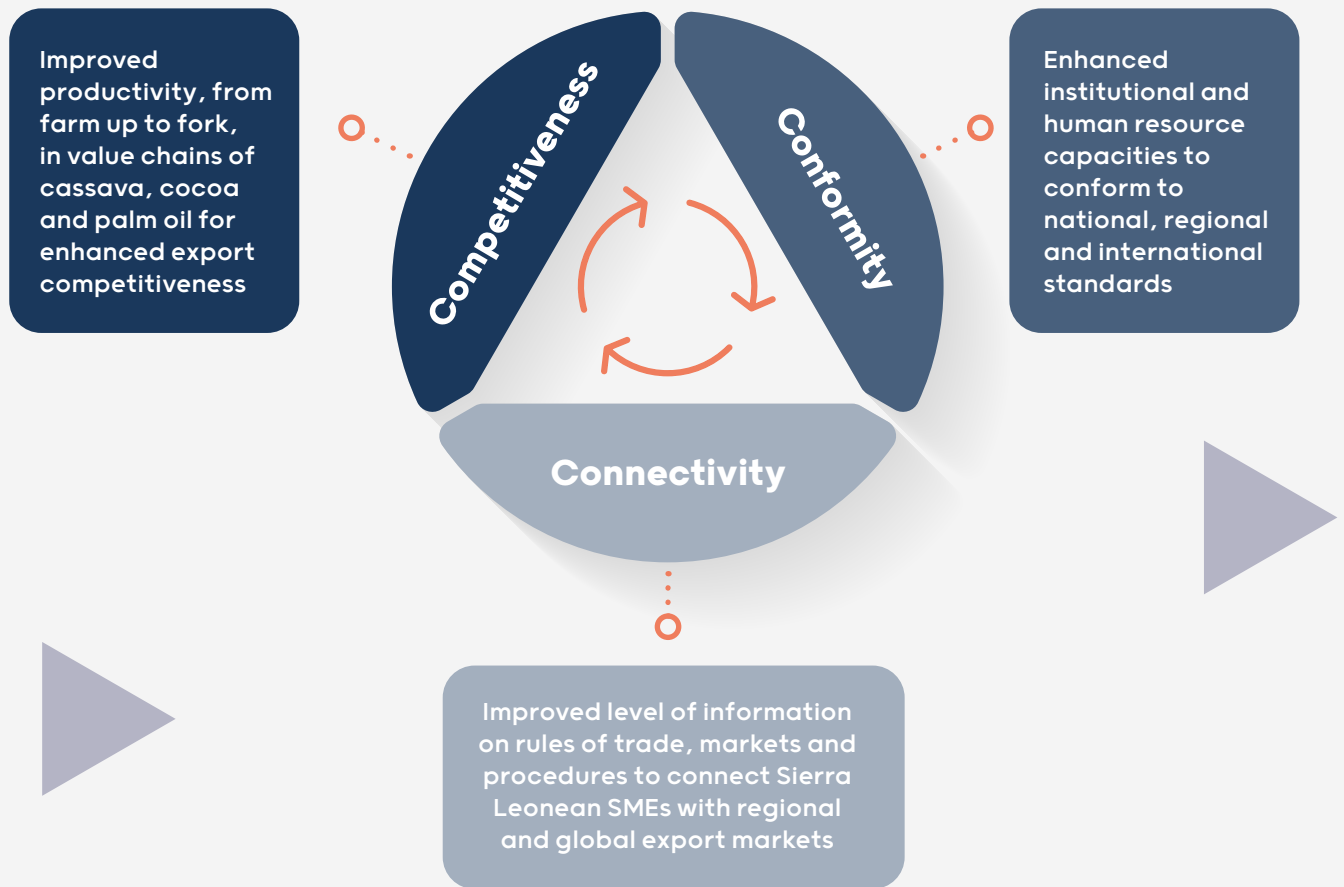
3

Regional policies in favour of industrial competitiveness are mainstreamed in the country and help enable a business-friendly environment

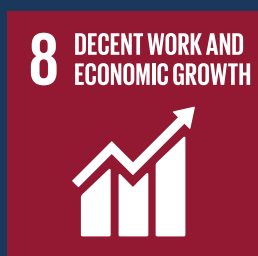
- Mainstreamed regional trade rules & SME regulations into national policies and supporting their implementation;
- Facilitated access to financial institutions;
- Facilitated access to acquisition of equipment for selected beneficiaries.

IMPACT

To maximize the impact of project interventions, their focus is on three key aspects: competitiveness, conformity and connectivity.



THIS PROJECT CONTRIBUTES TO THE ACHIEVEMENTS OF THE FOLLOWING SUSTAINABLE DEVELOPMENT GOALS



BENEFICIARIES

Sierra Leonean SMEs, growers, growers' associations, co-operatives, processors and exporters (particularly in the selected value chains)

Sierra Leone Chambers of Commerce, Industry & Agriculture (SLCCIA)

Sierra Leone Investment and Export Promotion Agency (SLIEPA)

Environment Protection Agency (EPA)

Sierra Leone Produce Marketing Company (SLPMC)

Small and Medium Enterprise Development Agency (SMEDA)

Sierra Leone Standards Bureau (SLSB)

Sierra Leone Chamber of Agribusiness Development (SLeCAD)

Produce Monitoring Board (PMB)

Ministry of Trade and Industry (MTI)

Ministry of Agriculture, Forestry and Food Security (MAFFS)

Other stakeholders along selected value chains, including women and youth

AT A GLANCE

Donor:

European Union

Implementing Agency:

United Nations Industrial Development Organization (UNIDO)

Duration:

48 months

Main Counterpart:

Ministry of Trade and Industry of Sierra Leone

Budget:

4,376,000 EUR

Implementing Partner:

International Trade Centre (ITC)

SYNERGIES

UNIDO will work in close collaboration with the International Trade Center (ITC) on several project interventions related to improving business environment in Sierra Leone.



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