



PAGE 4: B.1) YOUR CASE STORY: TITLE AND DESCRIPTION

Q1: TITLE OF CASE STORY

Ensuring quality and sustainability along the coffee value chain in Burundi.

Q2: CASE STORY ABSTRACT

Burundi is a land-locked country with a high potential for economic growth through agricultural production. One third of the GDP is generated through the production of cotton, tea and coffee, which accounts for 93% of the export value. Due to the high dependence of the economy on the agricultural sector, the challenges that come with climate change has determined the need to move into niche markets.

In order to address trade-related challenges, together with Norad and the East African Community (EAC), UNIDO initiated a regional project to address sanitary and phytosanitary (SPS) challenges at regional as well as on national level. A diagnostic trade study (DTIS) conducted by the Enhanced Integrated Framework (EIF), supported by the Standards and Trade Development Facility (STDF) and a UNIDO preparatory assistance led to the technical assistance project.

By ensuring quality along the coffee value chain, the project contributes to all three dimensions of inclusive and sustainable industrial development (ISID), namely social inclusiveness, economic competitiveness and environmental sustainability. Considering that most people working along the coffee value chain are vulnerable female, the project has a special focus on social inclusiveness for women.

Q3: LONG DESCRIPTION OF THE CASE STORY

UNIDO is helping Burundi improve the performance of exports and facilitate the access to regional and international markets by strengthening the country's capacity to comply with sanitary and phytosanitary measures. The aim is to improve the quality of production and the competitiveness of the exported coffee.

The project uses a quality value chain approach to improve the quality of the products along the coffee value chain through support to organized private sector (inter-professional coffee trade association) by increasing the number of certified coffee testers and supporting the organization of local producers in international competitions; the project strengthens the capacity of the structures responsible (standardization, inspection and testing) to ensure and verify the quality required to access international markets.

By identifying Burundian fine-quality coffee with high potential for export and for sale at higher prices the project helps bring in extra earnings to small producers, including women entrepreneurs.

UNIDO is helping Burundi improve the performance of exports and facilitate the access of the local products to regional and international markets by strengthening the country's capacity to comply with sanitary and phytosanitary measures. The project uses a quality value chain approach to improve the quality of the products along the selected value chains and the capacity of the structures responsible to verify the quality required to access international markets.

The first component of the project addresses the need to strengthen the national quality infrastructure (standardization, inspection and testing) and its services. The second component uses training and the involvement of national and international expertise to enhance local organizational capacities and to build-up human capital at each level. The aim is to improve the quality of production and the competitiveness of the exported coffee.

The project will contribute to the creation of required conditions for sustainable growth in Burundi by training at least 1,000 actors from different value chains, including at least 800 in the coffee sector; supporting at least 100 companies in targeted sectors, and five laboratories in different technical fields; and by setting up at least three consortia.

At mid-term, there have already been several notable achievements showing an increasing national ownership: around 80 inspectors have been trained in ISO/IEC 17020 and market surveillance; over 100 executives have been sensitized on standardization and regulation; a pool of national experts on international food safety and environmental standards is available; 110 executives of processing units have been trained in quality and food safety; and two consortia, BUCOCO (48 containers already sold) and COCOCA, have been established and are operational in the coffee sector.

In addition, institutional support is being provided to the organized private sector. The project also supports Intercafe, an inter-professional coffee trade association, in increasing the number of coffee testers and supports the participation of local producers in international competitions. By identifying Burundian fine-quality coffee with high potential for export and for sale at higher prices the project helps bring in extra earnings to small producers, including women entrepreneurs.

Q4: Please add here web links to project/programme materials.

https://www.youtube.com/watch?feature=player_detailpage&v=P1viiwFoV0I

<http://www.unido.org/news/press/project-market.html>

PUBLIC SECTOR CASE STORY TEMPLATE

Q5: YOUR CONTACT DETAILS	
Name:	Bernardo Calzadilla-Sarmiento
Ministry/Institution/Organization:	United Nations Industrial Development Organization UNIDO
Country:	NA
Email Address:	b.calzadilla@unido.org
Q6: FUNCTION	Public sector
Q7: FUNDING PARTNER Tick the appropriate box(es)	Bilateral donor, Multilateral organization
Q8: Additional information	<i>Respondent skipped this question</i>
Q9: START DATE OF PROJECT/PROGRAMME	<i>Respondent skipped this question</i>
Q10: STATUS OF PROJECT/PROGRAMME	On-going
Q11: DURATION OR, IF ON-GOING, EXPECTED DURATION OF PROJECT/PROGRAMME	3-5 years
Q12: COST OF PROJECT/PROGRAMME	Between US\$1 million and US\$5 million
Q13: Additional information	<i>Respondent skipped this question</i>
Q14: TYPE OF FUNDING FOR PROJECT/PROGRAMME	Grant

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Q15: PROJECT/PROGRAMME TYPE	Single country / customs territory
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Q16: SINGLE COUNTRY/CUSTOMS TERRITORY	BURUNDI
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PUBLIC SECTOR CASE STORY TEMPLATE

Q17: REGION(If the region does not appear in the drop down menu, please enter manually.)

East Africa

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Q18: MULTI-COUNTRY(Enter all countries or customs territories)

Respondent skipped this question

PAGE 10: C.4) ABOUT THE CASE STORY

Q19: CASE STORY FOCUSTick the appropriate box(es)

REDUCING TRADE COSTS FOR MERCHANDISE GOODS

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Support for compliance with non-tariff measures (including standards)

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Working with trade partners to recognize professional qualifications

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Improving skills levels in service sectors

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Q20: HOW SUCCESSFUL WAS THE PROJECT/PROGRAMME Tick the appropriate box(es)

Very successful

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Q21: WHAT WERE THE OUTPUTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Officials trained, Laboratory testing facilities,

New conformity assessment procedures or processes

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New food safety measures or processes,

New quality assurance procedures or processes,

New laws, rules or regulations on services

PUBLIC SECTOR CASE STORY TEMPLATE

Q22: Additional information(maximum 300 words)

Respondent skipped this question

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Q23: WHAT WERE THE OUTCOMES OF YOUR PROJECT/PROGRAMME Tick the appropriate box(es)

Reduction in customs rejections,
Increase in merchandise imports,
Increase in shipping volumes,
New company registrations

Q24: Additional information(maximum 300 words)

Respondent skipped this question

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Q25: WHAT WERE THE IMPACTS OF THE PROJECT/PROGRAMME Tick the appropriate box(es)

Increase in domestic investment,
Increase in employment,
Increase in women's employment,
Export market diversification,
Reduction in incidence of absolute poverty

Q26: Additional information(maximum 300 words)

Respondent skipped this question

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PUBLIC SECTOR CASE STORY TEMPLATE

Q27: LESSONS LEARNT Tick the appropriate box(es)	Importance of good project design, Importance of alignment with national priorities , Importance of alignment between different development partners in programming , Importance of engagement by private sector , Importance of agreeing clear project implementation responsibilities , Importance of agreeing clear project monitoring and evaluation process and procedures , Importance of attention to long-term sustainability , Importance of political will and commitment by project partner
Q28: Additional information(maximum 300 words)	<i>Respondent skipped this question</i>
Q29: PROJECT OR PROGRAMME MONITORING AND EVALUATION FRAMEWORK Tick the appropriate box(es)	M&E framework used, Project baselines set, Ex post evaluation, Impact assessment