



**Engaging with the Corporate Sector:
CUSO – VSO and ACCENTURE
A Case Study from Zanzibar**

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Oman**

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Accenture – CUSO VSO

Making Markets Work for the Poor



- Zanzibar as a Pilot Project for Cuso VSO
- To be Duplicated in Malawi, Cambodia and Nigeria
- Market Assessments for Key Sub sectors
- Targeted Interventions through Existing and New Partner Organisations

Market Assessments conducted in Zanzibar in 2006:



Making
markets
work for
the poor

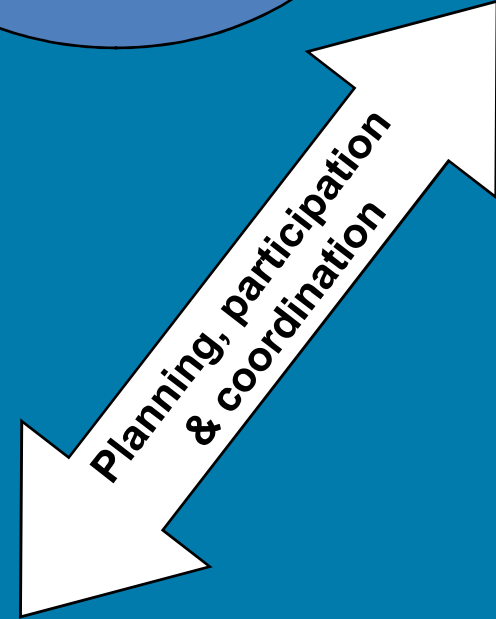
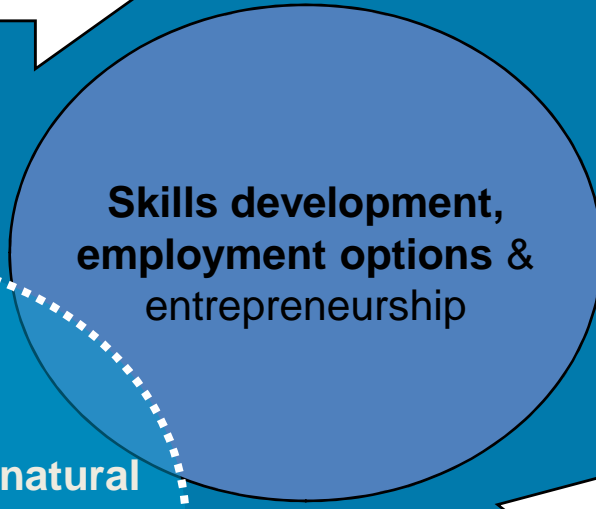
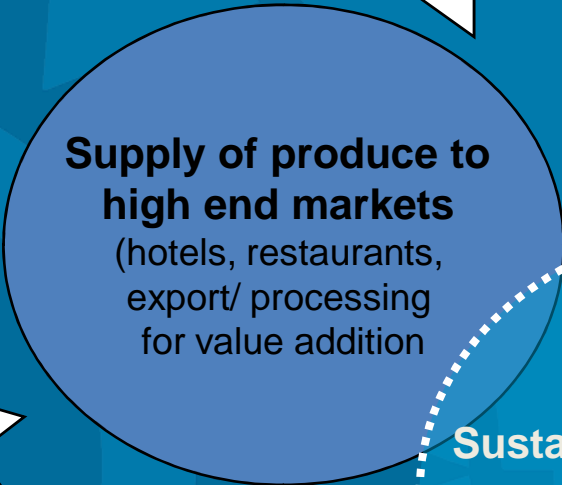
- Fruits and Vegetables sub sector analysis and value chain development Pemba
- Income distribution in the fisheries value chain
- Eco-tourism scoping study



Zest project

Zanzibar Enterprise
and
Sustainable Tourism

ZEST



Agriculture in Zanzibar



- **Mainly Subsistence in Support of Fishing**
- **Smallholder – average $\frac{1}{4}$ acre**
- **Multi Story Farming (Permaculture)**

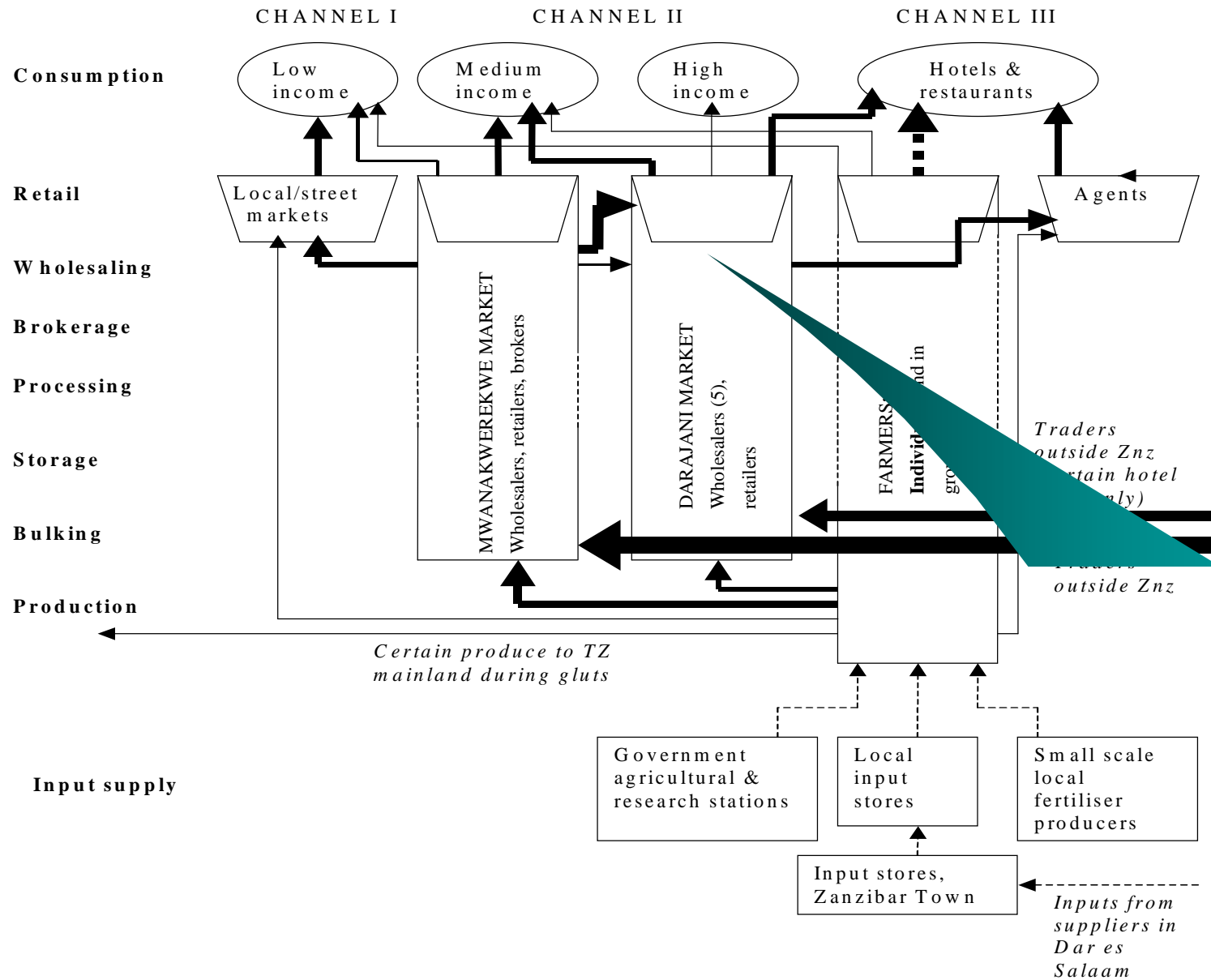
Problems Facing Farmers in Zanzibar

- Land Ownership
- Two Temperate Zones
- Infrastructure
 - Irrigation
 - Feeder roads
- Capital
- Access to Markets
 - Control over selling Prices



Supporting Business Linkages in the Zanzibar Agricultural Subsector





Key



Existing channels – produce. Thicknesses of arrows indicate roughly estimated relative volumes

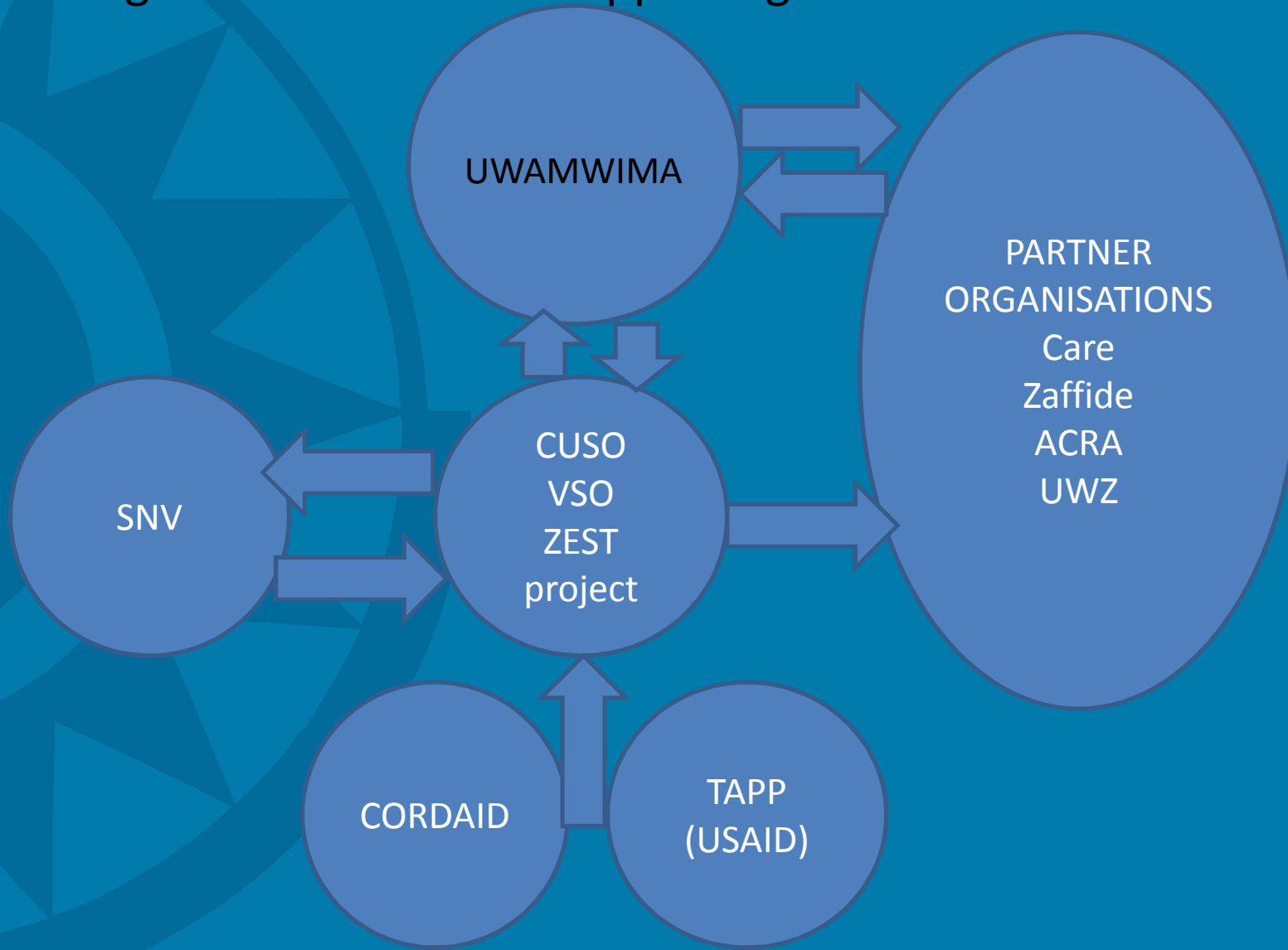


Input supply



Potential channel

Agricultural Network Supporting UWAMWIMA



VSO – UWAMWIMA Partnership

Support Recommendations:

- Infrastructure
 - Irrigation
- Market linkages
 - Training support
 - Provision of Storage site
 - Strengthen Local market supply chain
 - Create new Value Chain Direct to the Tourism industry



VSO – UWAMWIMA Partnership Creating a new supply chain to the tourism industry:

Competitive supply:

- Hotel owners can compare with existing supplies by visiting farmer storage site
- Can compete through price and quality (organic pesticides)

Risk aversion strategies for the association and its members:

- Spread risk – dual markets (not only tourism industry)
- Slow process of building farmer confidence



Issues of Engaging with the Corporate Sector

Feb 2010 – Parallel Learning Visits – Different Perspectives

**VSO Programme Offices
Malawi, Nigeria & Cambodia**

- Highly impressed with new market centred approach
- Producers at centre of focus – support services
- ‘Big leap forward’

Accenture Representatives

- Return on investment?
- Concerned with issues of scaling up
- Farmers ‘making the grade’
- Contract farming?
- Only five crops?

Issues of Engaging with the Corporate Sector

Mutual understanding is needed:

**NGOs must embrace market led approaches for
producers to benefit fully**

**Business partners have to look through a poverty
reduction focus**

Who should lead whom?

Thank you

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