WORKPLAN SUMMARY - ZAMBIA

OUTPUT		ACTIVITY	TASK	LEAD INSTITUTIONS	ITC TECHNICAL SECTION	YEAR 2015 Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2016
Output 1.1 Road Map for the apiculture sector developed	Z-1.1.1	Update the apiculture sector development strategy and the value chain analysis and technical assistance for the implementation of findings of the analysis	*Remaining: Validate and finalise*	ZDA	DMD/SC													
Output 1.2 Managerial, production and export capacities of apiculture sector producer, processors and traders improved *BUDGET: US$ 423,130*	Z-1.2.1	Build awareness among stakeholders on standards, including organic, and SPS measures for honey in targeted markets	*One day awareness workshop on quality, standards, including organic, and SPS measures for honey in targetted markets*	ZDA & ZABS OPPAZ	DBIS/EC	*completed*												
	Z-1.2.2	Build the capacities of companies to comply with quality and food safety requirements eg. HACCP & ISO, including piloting a traceability system	*Advisory services to enterprises by TcCs*															
	Z-1.2.3	Build a network of advisors on quality and food safety requirements	*Training of Trainers cum Counsellors (TcCs) on quality and food safety (HACCP)*															
	Z-1.2.4	Build the capacities of companies to comply with organic certification requirements	*Cost and rigour of International Certification is prohibitive for local SMEs. ITC to explore ways to support local certification with ZDA, OPPAZ and ZABS*															
	Z-1.2.5	Market research in targeted markets to understand positioning of honey from Zambia	*Conduct consumer level market research on honey in the test market (Botswana)and in the Zambian domestic market*	ZDA, ZHC, ABF	DBIS/EC	*completed*												
			Draft some branding inspirations: how branded Zambian honey could look like, and how the toollkit would work															
			Organise a workshop to raise awareness on marketing and branding															
			Conduct individual meetings with selected enterprises to identify the marketing support needed and develop a roadmap for the implementation of a honey marketing and branding plan for selected Zambian enterprises .															
		Development of a toolkit to allow companies to create their own relative brands	*Assist selected enterprises to develop their marketing plans and implement improvements in branding*															
	Z-1.2.6	Z-1.2.6 Creation of an umbrella (national) brand for Zambian honey	*cancelled - companies do not want a national honey brand*															
	Z-1.2.7	Launch marketing communication for the toolkit developed domestically																
	Z-1.2.8	Launch marketing communication for the Zambian honey brands domestically and in a test market																
	Z-1.2.9	Identifying TSI to develop a commercial/licensing model in supply chain management	*Completed: ABF licence granted*	ABF, ZDA	DBIS/EC	*completed*												
	Z-1.2.10	Building capacity of TSI in supply chain management	*Select 10-12 traineers with back ground in SCM, organise a 5 day training of trainers workshop*			*completed*												
	Z-1.2.11	Training the SMEs honey processors on supply chain knowledge and skills	*Identify and select 15-20 SME participants from the honey sector*															
			Organise a 2-day pilot training workshop for SME participants using the new trainers															
			Supervise the trainers to present the modules at the workshop															
	Z-1.2.12	Providing advisory services through ITC and TSI to SMEs in honey processing supply chain issues	*Identify and select 3 SMEs from the honey sector for the advisory service: Visit each enterprise and carry out a gap analysis of their supply chains*															
			Provide practical solution to one or more of the gaps identified (e.g. lean systems) on their site															
			Undertake a follow up visit after 6 months to assess impact and progress made by the SMEs															

Output 1.3 Capacities of selected service providers along the value chains strengthened. *BUDGET: US$ 70,864*	Z-1.3.1	Packaging needs assessment at the conversion (supplier) level and at the packaging user level	*Hire the national consultant to carry out an evaluation of the packaging industry, present a report including key issues and recommendations*	ZDA, ZABS	DBIS/EC	*completed*										
			Organise a stakeholder meeting to validate the report and identify key interventions													
	Z-1.3.2	Packaging awareness building training provided to suppliers and processors	*Organise a 5-day training workshop trainers, international/national packaging consultant from the region as facilitator*			*completed*										
			Identify and select 20-25 SME participants, packaging converters, designers and other service providers													
			Organise a 2-day training workshop for SME participants													
	Z-1.3.3	Build the capacity of ZABS to be able to develop standards for food packaging in Zambia	*completed*			*completed*										
	Z-1.3.4	Strengthen the laboratory capacity of ZABS to test packaging	*Prepare business case for the testing centre, purchase the equipment*			*completed*										
			Install and commission the equipment													
			Train ZABS staff on how to use the testing equipment													
	Z-1.3.5	Technical assistance to selected 5 SMEs to upgrade packaging	*Identify and select 5 SMEs from the honey sector for the advisory service*													
			Visit each enterprise and carry out a gap analysis of their packaging (as part of the branding and marketing intervention)													
			Provide technical support to address one of the key gaps for each SME (e.g. package and label design, sourcing)													
			Organise a follow up visit after 6 & 9 months to evaluate impact of the intervention													
Output 1.4 Regional business contacts and networks established/strengthened in the apiculture sector value chains & Market opportunities activated *BUDGET: US$ 64,200*	Z-1.4.1	Organise regional trade missions, business meetings to exchange lessons, good practices and appropriate technologies	*Selection of partcipating companies to exhibit and participate in Apimondia trade show and congres in Seoul September*	ABF, ZHC	DBIS/TS											
			Gather company profiles and connect Parodi to Zambian companies for partnerships.													
	Z-1.4.2	Buyer seller meetings and trade fair participation for bee product exporters	*Events and timing to be discussed and agreed with ZDA*													
	Z-1.4.3	Develop an annual regional business directory	*Addressed under Activity 2.2.2*													
Output 2.1 Managerial and operational capacities of TPOs and selected sectoral TSIs strengthened *BUDGET: US$ 39,000*	Z-2.1.1	Conduct a organisational assesment for the selected TSIs in the apiculture sector	*completed*	ABF, ZHC	DBIS/TS	*completed*										
	Z-2.1.2	Based on recommendations of assesment, conduct trainings and/or advisory services for selected TSIs to strengthen their managerial and operational capacities	*Hold working sessions with TSIs and provide Business Advisroy Services on areas of improvement*													
Output 2.2 ZDA offers relevant trade intelligence to the apiculture sector (producers, processors, exporters) *BUDGET: US$ 150,000*	Z-.2.2.1	Review the institutional landscape including foreign trade and investment officers based in embassies, make recommendations	*Validated report on service capacity and needs assesment*	ZDA	DMD/TIS											
	Z-.2.2.2	Develop a monitoring cell on apiculture products anchored at ZDA, training on using and maintaining the monitoring cell	**Create process to collect intelligence, development of competitive intelligence products and services (e.g.: exporter directory, buyers, bids and tenders, market reports etc.)*													
	Z-.2.2.3	Communication and promotion for the apicultural sector on the services of the monitoring cell established	*Develop and disseminate export business opportunities newsletter on apiculture sectore*													
	Z-2.2.4	Development of trade information network	*Mobilize key partners on the development of a national level trade information network in Zambia*													
			Develop operational modalities and guides for the trade information network													
Output 2.4 National apex TPO and business associations enabled to advocate business interests and influence business and trade policies affecting regional trade BUDGET: US$ 29,000	Z-2.4.1	Facilitate a multi-stakeholder dialogue on policy issues impacting the apiculture sector, for example the draft sectoral policy or beekeepers levy		ZDA, ABF, ZHC	DBIS/TFPB											
	Z-2.4.2	Studies on policy issues affecting apiculture sector														

WORKPLAN SUMMARY - Coordination, Communication and Monitoring

OUTPUT	ACTIVITY	Responsibility	ITC TECHNICAL SECTION	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2016
									YEAR 2015							2016
Coordination & Monitoring	ITC Progress Assessment /Coordination meetings	ITC														
	Quarterly progress updates	ZDA, SIDO, EPC & HCD					7			7			7			
	Bi-annual Reports	ITC		25						15						
	PSC meetings (local)	ZDA, SIDO, EPC & HCD								30						
	PSC meetings (regional)	ITC									27					
	Mid-Term review	ITC														
	Final Evaluation	ITC														
Visibility	Project Newsletter	ITC					10			10			10		10.1	
	Web page development	ITC														
	Video material on activities and results	ITC														
	Brochures / articles on project achievements so far	ITC														