SAAVI – Iraq

Strengthening the agriculture and agri-food value chain and improving trade policy

What is SAAVI?

“Strengthening the Agriculture and Agri-food Value Chain and Improving trade policy in Iraq” (SAAVI) project contributes to inclusive economic growth and job creation, particularly for youth, by improving Iraq’s agriculture competitiveness and supporting trade development.

The project forms part of the overall EU special measure for supporting employment creation and improving economic governance in Iraq. As such, SAAVI is fully aligned with the activities of FAO, IOM, ILO, UNESCO and GIZ in the domain of private sector engagement and agricultural development.

Project Focus

1) Addressing farm- and firm-level challenges and business environment hurdles through national strategies for high-potential products.
2) Building productive and commercial agricultural value chain alliances to enhance competitiveness of farmers and micro, small and medium enterprises.
3) Fostering a conducive ecosystem for the growth of youth-owned agribusinesses and the upskilling of young entrepreneurs and workers.
4) Strengthening trade policy framework, supporting the WTO accession process, economic policy formulation, institutional capacity building and awareness raising.

Beneficiaries

- Micro, small and medium enterprises associated with agriculture and agribusiness value chains
- Farmers groups and producers organizations
- Trade support institutions, private sector and industry associations
- Entrepreneurship hubs and women and youth associations

Project Profile

<table>
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<tr>
<th>Resource partner</th>
<th>European Union</th>
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<tr>
<td>Budget</td>
<td>22.5 Million EUR</td>
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<tr>
<td>Duration</td>
<td>2021-2025</td>
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<td>Geographic Coverage</td>
<td>Iraq</td>
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Expected results

- Improved livelihoods through building productive and commercial value chain alliances for catering to domestic and regional markets.
- Thousands of sustainable jobs created, and up-skilled young entrepreneurs.
- Enhanced competitiveness, efficiency and productivity for hundreds of Iraqi micro, small and medium enterprises and farmers.
- Significant progress in the WTO accession process and strengthened trade policy framework.

Inception phase

The project starts with an inception phase from November 2020 until June 2021.

Through consultations and strategy design, the inception phase will help develop consensus among stakeholders on priority areas as well as employ a combination of methods and tools to perform preliminary assessments, including:

- Tailored competitiveness surveys targeting farmers and MSMEs
- Domestic market potential analysis coupled with a tailored customer surveys
- In-depth interviews with retailers, along with site visits, including store checks

Beneficiaries

Using ITC’s methodology, mainstreaming of gender, youth, green growth and social responsibility issues will be prioritized across the project. Women entrepreneurs will receive dedicated support.

A platform for young entrepreneurs will also be created. SAAVI will enable companies to consider climate resilience and resource efficiency by applying relevant ITC tools.

Contribution to Sustainable Development Goals

- No Poverty
- Zero Hunger
- Gender Equality
- Decent Work and Economic Growth
- Industry, Innovation and Infrastructure
- Reduced Inequality
- Responsible Consumption and Production

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