

## Partnership with EHPEA - Ethiopia

<b>Project Name</b>	BMO-Partnership Ethiopian Horticulture Producer Exporters Association
<b>Country / Region</b>	Ethiopia
<b>Time Frame</b>	Phase 1: 01.11.2017 – 31.12.2020    Phase 2: 01.01.2021 – 31.12.2023
<b>Financing</b>	Federal Ministry for Economic Cooperation and Development (BMZ)
<b>Project Goal</b>	EHPEA is strengthened as advocate and service provider for the horticultural sector and facilitates an increased and more sustainable export performance of its members.
<b>Target Groups</b>	<b>Direct Target Groups:</b> The direct target groups of the project are EHPEA as association, its board members and staff.
	<b>Indirect Target Groups:</b> Through the association, the project targets the member companies, potential members, out-growers, other companies in the sector, as well as the surrounding communities.

### Background

Horticulture is a very labor-intensive form of agricultural land use. Several tens of thousand jobs have been created in Ethiopia during the last 15 years or so in the production of cut flowers, primarily roses. Commercial fruit and vegetable (F&V) production, on the other hand, is still at an early stage. Despite the opportunities tapped from the sector, a number of foreign and local investors have been facing challenges to improve production in terms of quality and quantity, thereby increasing their performance both in the local and international market.

Horticultural exports is one of the promising sectors in the country. EHPEA today represents over a hundred active members and has been exerting enormous effort to tackle diverse problems of the sector, using its internal resources and the support of external donors and partners.

For the future development of the sector, EHPEA identified extensive organizational aspects, internal processes and managerial decision-making as key areas for its systematical improvement to meet the ever-increasing demands of its members and clients to the desired extent.

### German Partner bbw gGmbH

The International Division of bbw gGmbH implements development projects in the field of organizational development and vocational training worldwide. A project fact finding mission took place in July 2017 in Ethiopia and identified the key fields of cooperation for a BMO partnership project between bbw and EHPEA.



Project Partner:

## Project Description

The project focuses on strengthening EHPEA management and internal processes to enable the BMO to deliver innovative services corresponding to future market trends, thus empowering EHPEA as an influential representative and service provider for commercial horticulture. Consequently, member companies will also be strengthened in a variety of ways, thereby increasing their sustainable export performance.

The project is intended to contribute to making the work of the Ethiopian partner EHPEA sustainable in the long term and increasingly independent of donors.



## Project Overview

**Outstanding results of phase 1 (2017-2020) – successfully completed despite Covid-19 pandemic and political unrest in the country:**

Professionalization of EHPEA through effective management & organizational tools: e.g. implementation of a Business Management System

Modernization of public relations: e.g. creation of a new logo, innovative design of the website, production of a bilingual image film for the horticultural sector in Oromia, virtual trade fairs & product presentation using modern equipment procured through the project

Accreditation of the association's own training center and several agreements with universities, research institutes and regional institutions in the fields of biological plant protection (IPM) & small biological sewage treatment plants (wetlands)

EHPEA's role and collaboration with local and international stakeholders strengthened: e.g. stakeholder mapping, development of lobby strategy and CSR strategy

**Objectives and focus of phase 2 (2021-2023):**

Implementation of a consistent business-oriented approach: sustainable income generation and strengthening performance capacity

Establishment of a professional knowledge management including an IT-based knowledge management system

Further development of new services and of the EHPEA training center (special attention to the fields of digitalization and innovation)

Taking on the role as an influential representative for the sector: e.g. implementation of CSR measures by EHPEA and their member farms, dissemination of good CSR practice

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