



ACHIEVING SUSTAINABILITY IN DEVELOPING MARKETS: A CASE STUDY WITH SERIOUS SHEA & CLEO ORGANICS

Dr Sarah Jones, Secretary General, Clarity Coalition

William Kwende, Executive Chairman, Agritech Group

Webinar

Tuesday, 09 March 2021, 09:00am GMT

A Word From Today's Chairman



Professor Michael Mainelli

Executive Chairman

Z/Yen Group

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Today's Agenda



- 09:00 – 09:05 Chairman's Introduction
- 09:05 – 09:30 Keynote Address
 - William Kwende
 - Dr Sarah Jones
- 09:30 – 09:45 Questions & Answers

Today's Speakers



Dr Sarah Jones
Secretary General
Clarity Coalition



William Kwende
Executive Chairman
Agritech Group



Français



Svenska



Suomi



Español



Italiano



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A NEW ERA OF SHEA | Online Boutique

Home



The solution to the world food and energy crisis is to build farmers' capacities

Clarity

Bridging the gaps: Between investment and global resource trends



When would we know our financial system is working?

SERIOUS SHEA
originals made

Transforming the Shea Industry into a force for good



Shea luxury ,deforestation free, carbon zero skin care

ChainZy

Delivering secure data and transactions using Smart Ledgers

Achieving Sustainability in Developing Markets



The solution to the world food and energy crisis is to build farmers' capacities

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Bridging the gaps: Between investment and global resource trends



When would we know our financial system is working?

SERIOUS SHEA
BURKINA FASO

Transforming the Shea industry into a force for good



Shea luxury ,deforestation free, carbon zero skin care



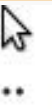
Delivering secure data and transactions using Smart Ledgers

A Case Study of Serious Shea and Cleo Organics

Sarah Jones and William Kwende, Financial Services Club, March 9 2021



cleobysheamantra • Following



cleobysheamantra Happy New Year 2021 to the CLEO family and their loved ones. May all your efforts turns into great achievements! From Team Cleo Thank you for your love and support.

Models @niikkii.j
Makeup 🧴 @labellefinesse
Photographed by @earl_photography
Creative dir. @sorayaadji

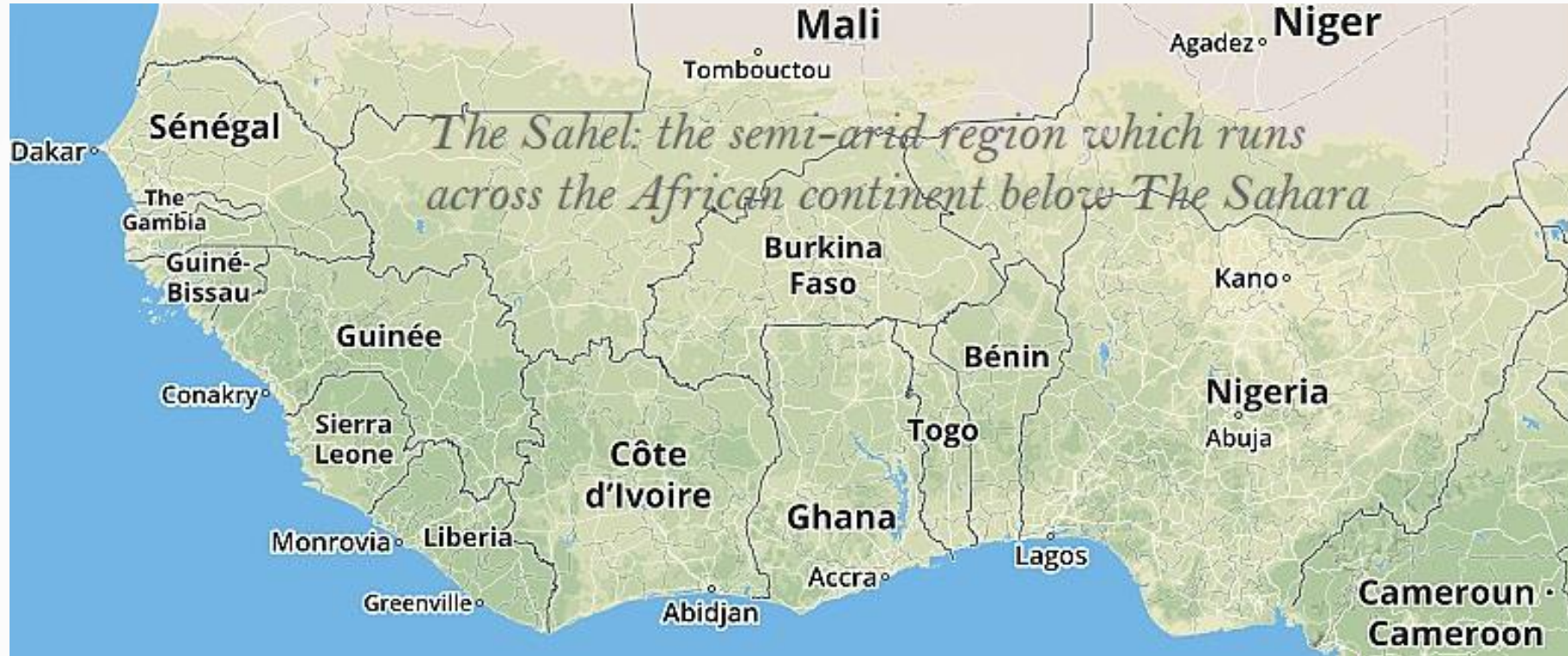
#Cleoorganics
#sheabutter
#naturalcosmetics
#vegan
#baobaboil
#moringaoil
#beyondfairtrade



Liked by **phia.jones** and **54 others**

JANUARY 5

West African Sahel



- Shea industry provides income for over 16 million women, over 3 million in Burkina Faso alone;
- Shea fats are found in the food and confectionary industry worldwide and in at least 1950 cosmetic products;
- By 2025 the global shea industry is predicted to be worth approximately US\$ 2.9 billion,

What is the Capital of Burkina Faso?

1. Ouagadougou
2. Bamoko
3. Lomé

**Shea Fruits Ripening in the Burkina Faso
Sunshine**



A New Age of Prosperity



Contents

Sustainability

Governance of Innovation

Future Business

Long Finance

True Value

1

Goal and Key Global ESG Sustainability Perspectives

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Innovating Public-Private Partnerships: Motivations and Frameworks

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Business strategy: future-present-past;
Financing stages: creating opportunities,
managing risks

4

Key global investment and financing
perspectives and realities: a snap shot working
back from the goal

5

Data and Financing Frameworks, Strategies and
Tools for Bridging the Gaps: Between
Investment and Sustainable Global Shea Butter
Production

Sustainability

1

Goal and Key Global ESG Sustainability Perspectives

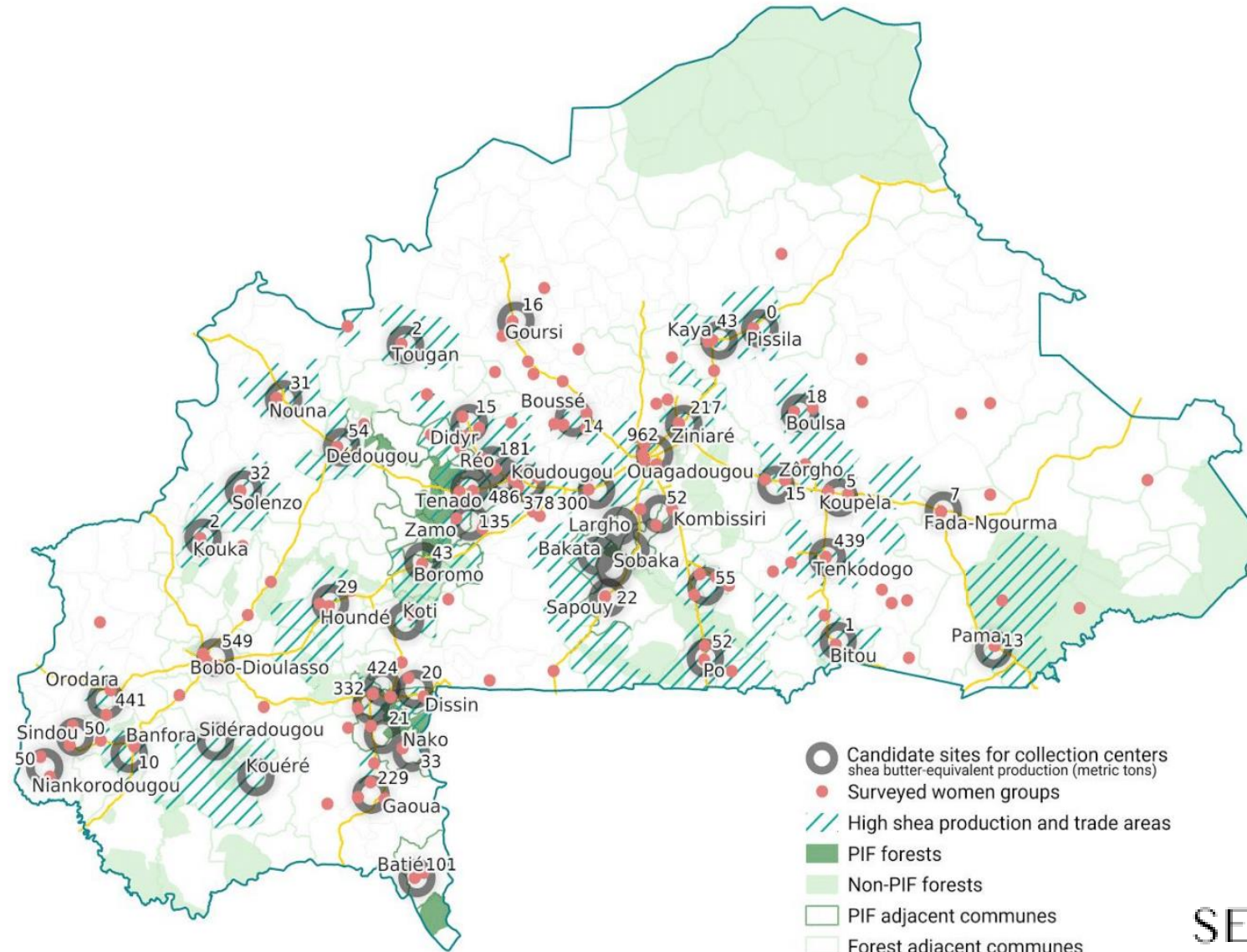
The Serious Shea & Cleo Organics Project overall goal is the financial inclusion of communities with zero carbon, deforestation free technologies.

Clean Processing Centers

Heart of the Eco-Community



Selected Priority Areas in Burkina Faso

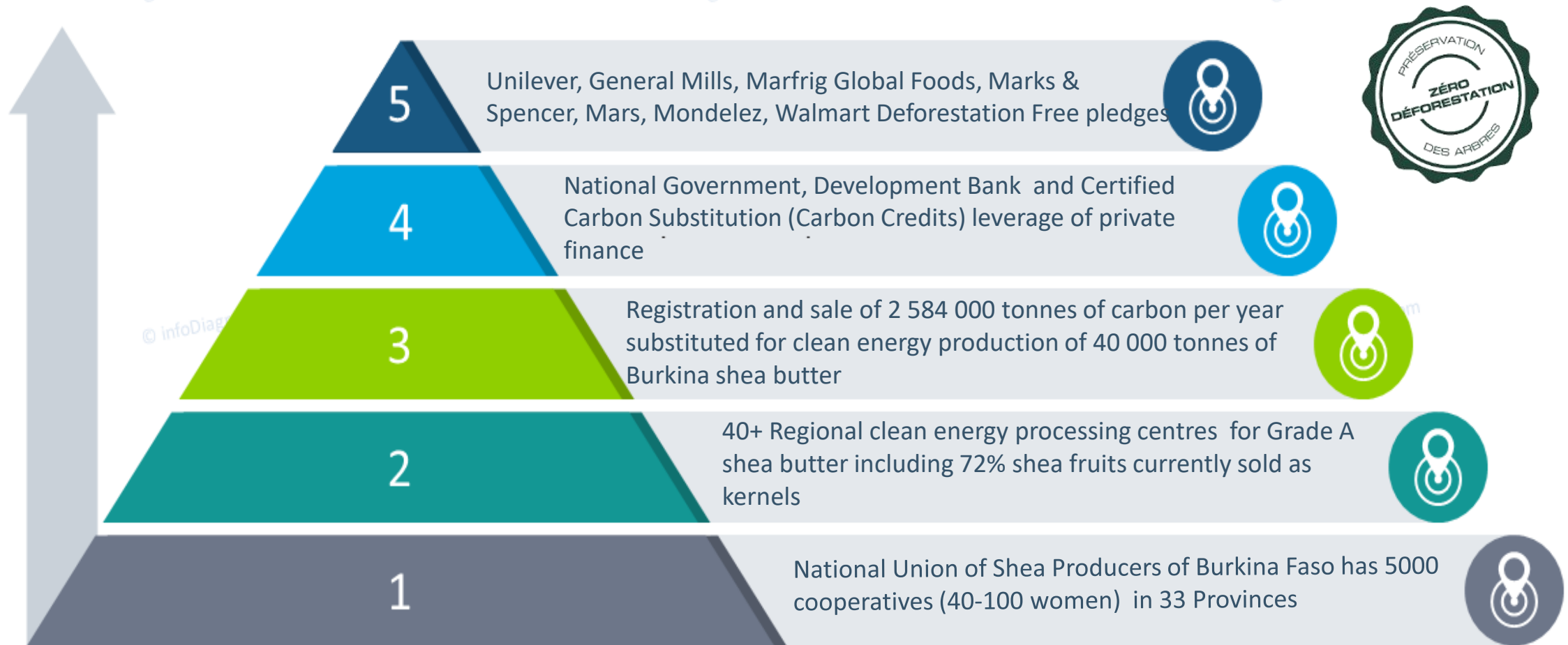


Governance of Innovation

2

Innovating Public-Private
Partnerships: Motivations and
Frameworks

Public-Private Partnership Motivations



The Shea Industry is the third largest in Burkina Faso. Shea nut exports increased by five fold 2000-2005 and seven fold 2006-2012 (La Direction Générale des Douanes)

Cleo Organics retail income returns to Serious Shea clean processing development



Institutional
Support



**Burkina Faso
Government**
Ministry of the
Environment



**African
Development Bank**
Grant funding of
preparation activities



The World Bank
Grant funding and
helping to drive
implementation

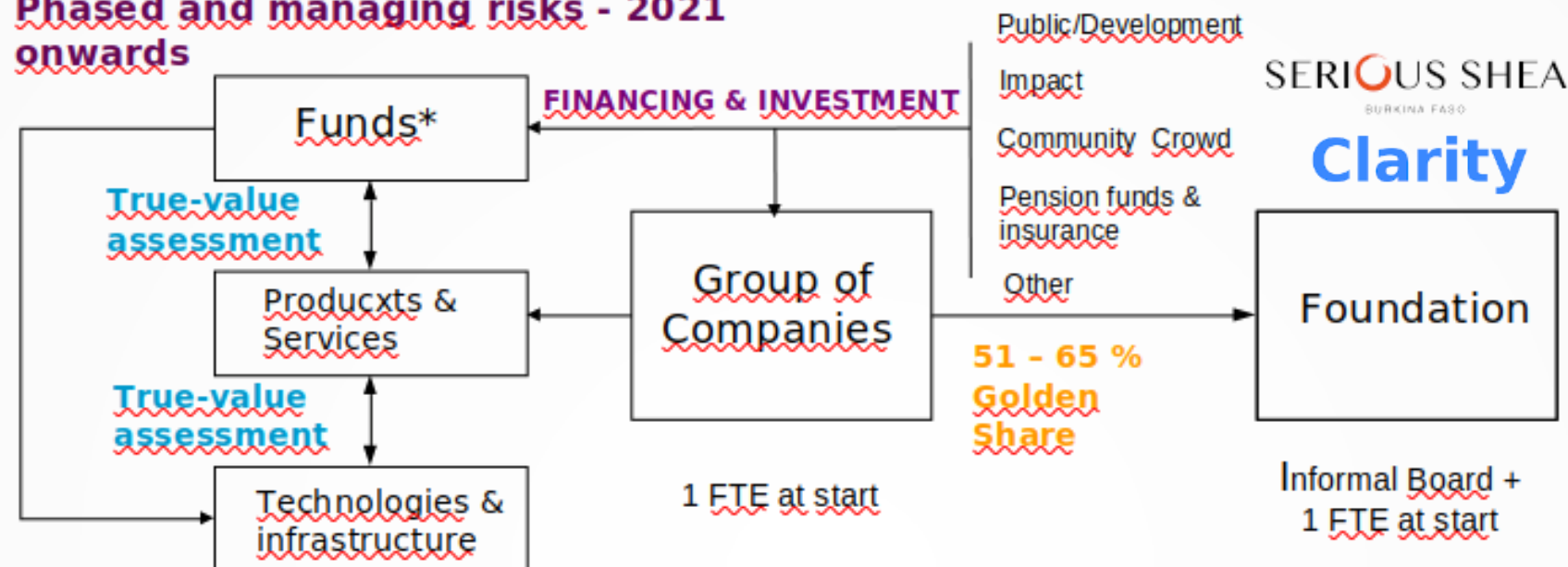
Future Business

3

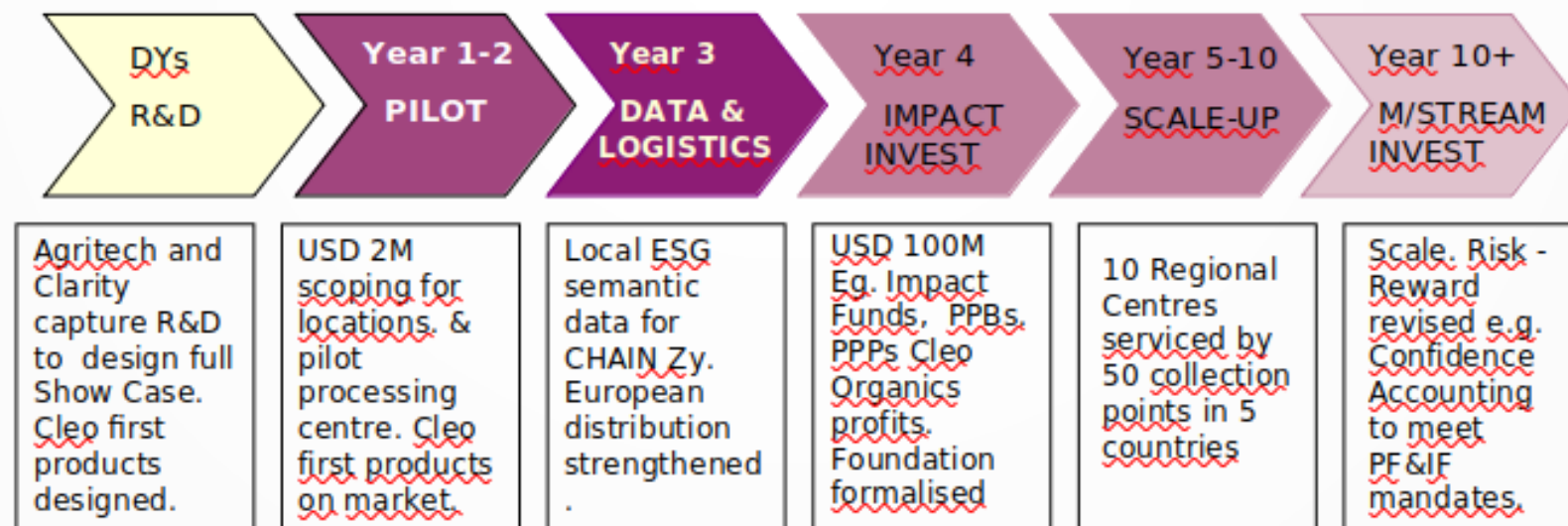
Business strategy: future-present-past; Financing stages: creating opportunities, managing risks

2/

Phased and managing risks - 2021 onwards



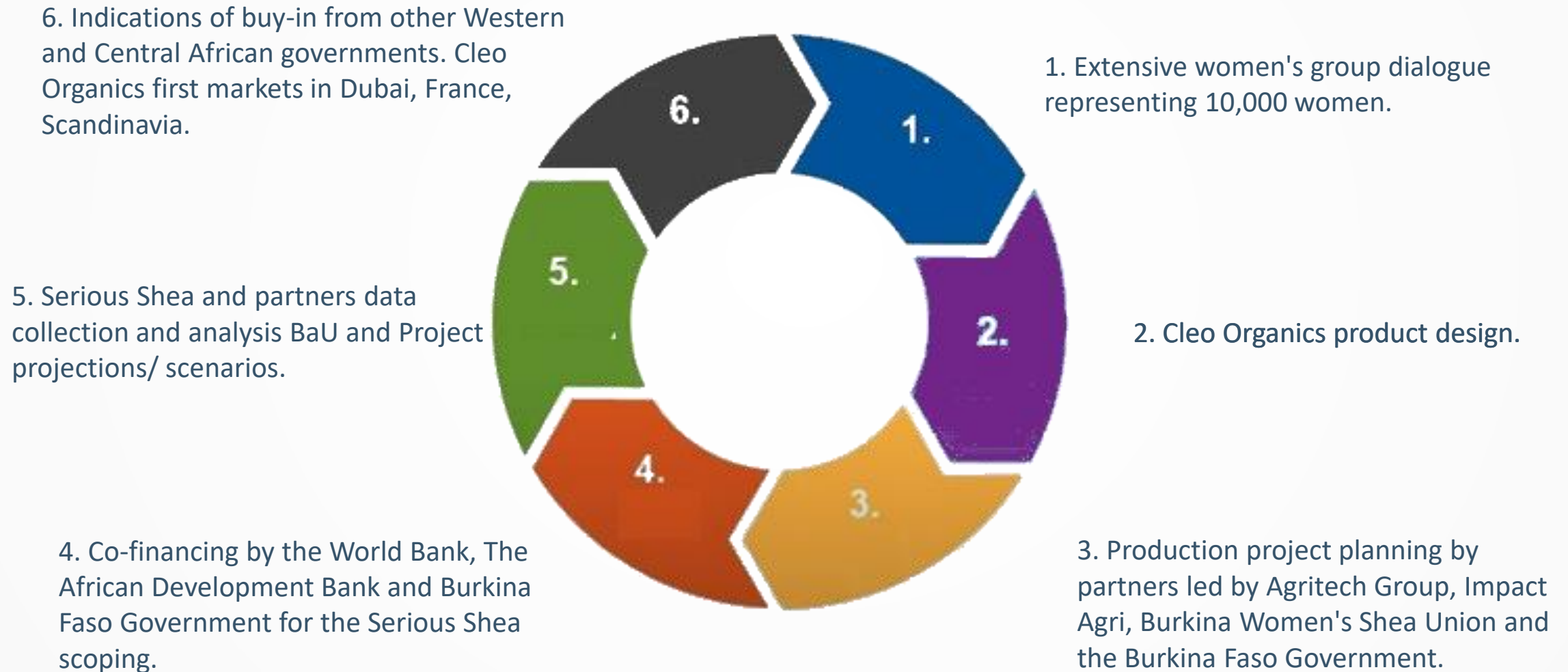
* Founder's Capital, Stakeholder's Capital, Shareholder's Capital



Communication and Marketing



Serious Shea and Cleo Organics Completed R&D



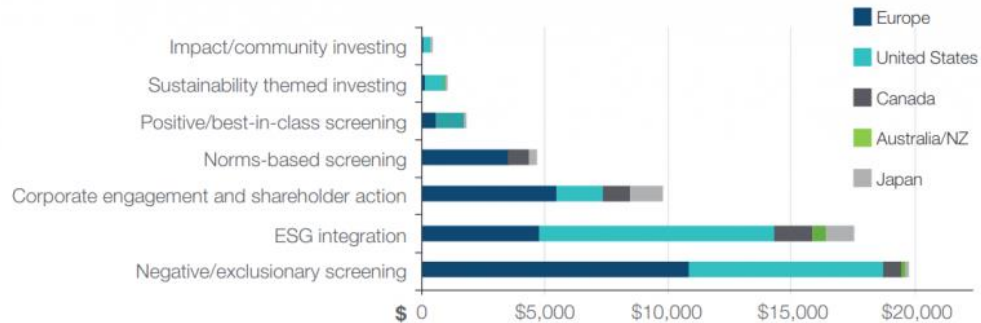
Long Finance

4

Key global investment and financing perspectives and realities: a snap shot working back from the goal

Scale and Risk Pressure Points

SUSTAINABLE INVESTING ASSETS BY STRATEGY AND REGION 2018

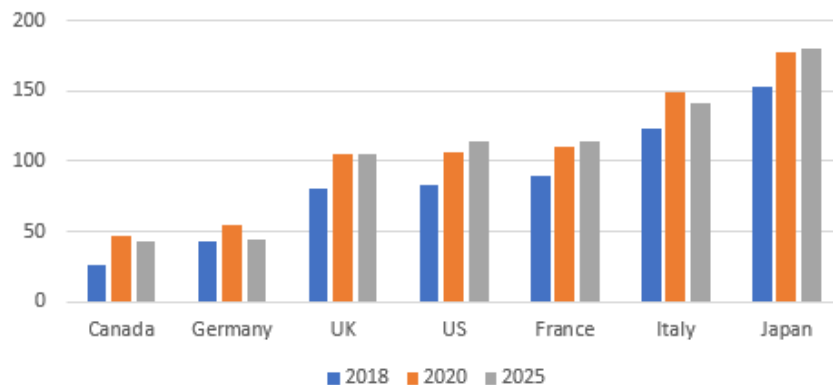


Note: Asset values are expressed in billions of US dollars.



The Pond

Public Sector Net Debt (% GDP)
(Sources: OBR for UK; IMF for rest of G7)



The Petunias

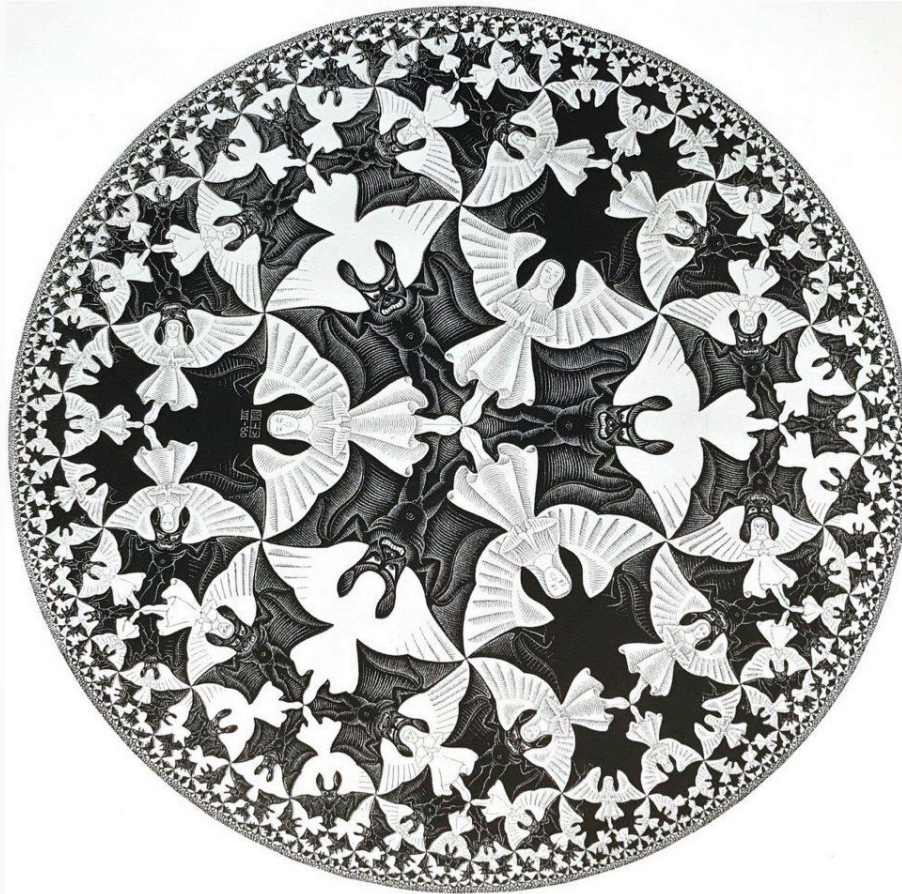
We need to work out how sustainable products and services can cost less than unsustainable products and services and make it happen.

True Value

5

**Data and Financing Frameworks,
Strategies and Tools for
Bridging the Gaps: Between
Investment and Sustainable
Global Shea Butter Production**

(i) The Emperor's New Mind



EC Escher's Angels and Devils (Keynesian 'Animal Spirits')



What would you expect to pay for 100g of a high performance body moisturiser?

1. €5
2. €12
3. €20

(ii) Carbon ownership and pricing is already here, other resource accounting aspects will follow



Note: Mitigation pledges are from the Paris Agreement or subsequent national pledges.
Source: Updated from IMF (2019b).

A. CARBON

NSW Government

HOME TOPICS RESEARCH & PUBLICATIONS FUNDING & SUPPORT LICENCES & PERMITS ABOUT US

BioBanking

Biodiversity credits

Topics > Animals and plants > Biodiversity conservation > BioBanking > Biodiversity credits

Biodiversity credits

Biodiversity credits are generated from management actions that improve biodiversity values and are used to offset the loss of biodiversity values on development sites.

The Biodiversity Offsets Scheme (BOS) is now used to create biodiversity credits and biodiversity offset obligations generated from development and clearing.

Contact us

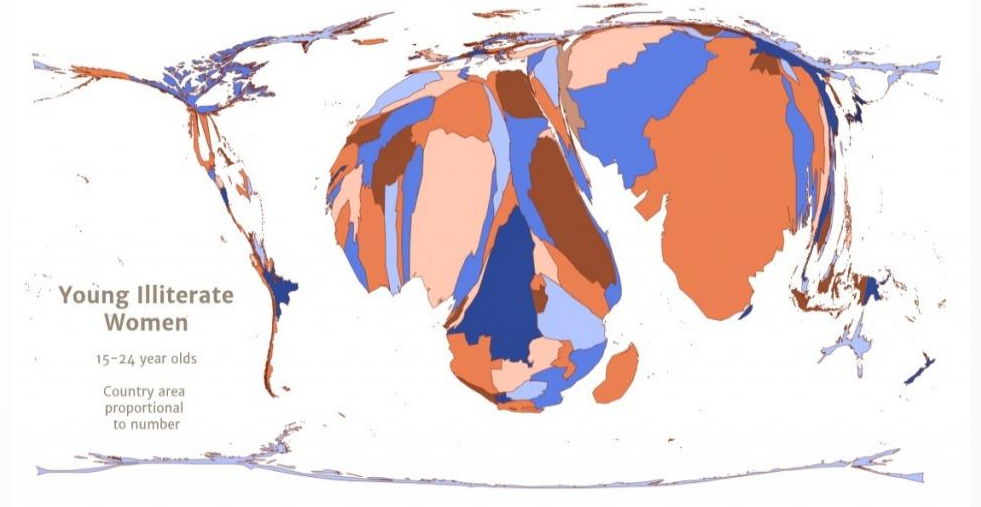
Department of Planning, Industry and Environment

1300 361 967

Email

Online

B. BIODIVERSITY



C. HUMAN CAPACITY



Development Alternatives

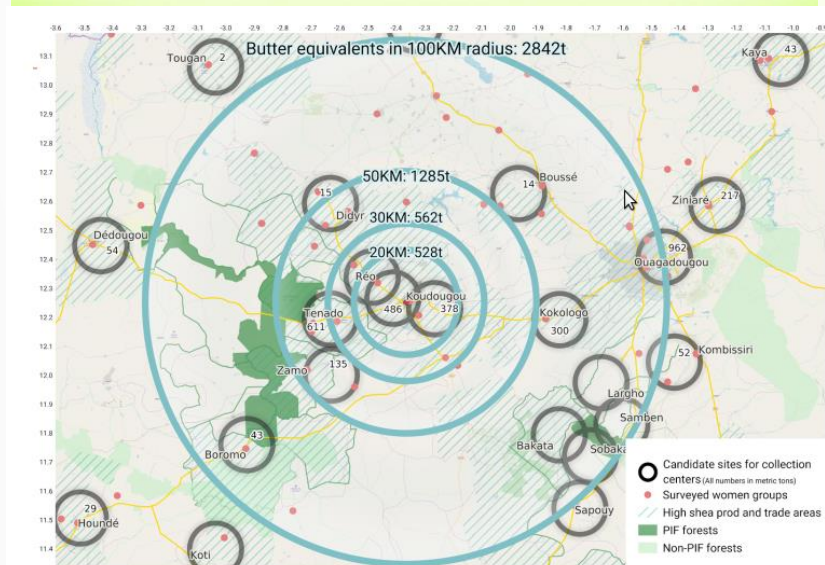
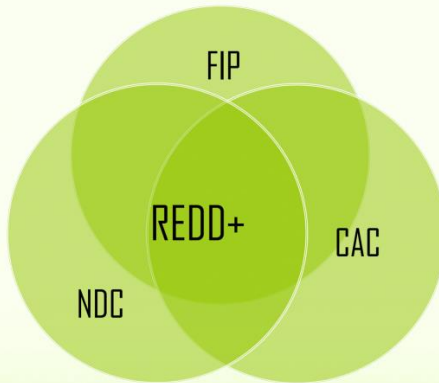
eco-solutions for people and the planet

- 40 Years of Resource Accounting data to inform the Serious Shea and Cleo Organics Project
- Offering women quality jobs with green technologies reduces population growth significantly

(iii) Alignment: local, national, global

Mutually beneficial implementation goals

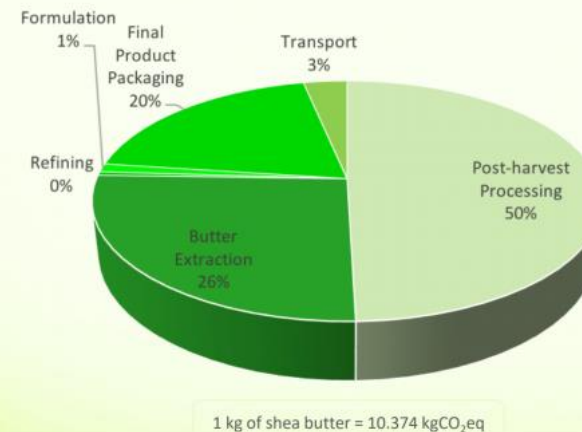
1. Sustainable development
2. Poverty reduction
3. Climate change mitigation
4. Forest conservation
5. Food security and nutrition
6. Employment opportunities
7. Improved agriculture and soil conservation



Serious Shea 2019
© Serious Shea SARL 2019

SERIOUS SHEA
BURKINA FASO

Shea Butter Processing Chain – Lifecycle GHG Footprint



- Post-harvest processing and extraction cause over 75% of the entire GHG supply chain emissions
- Emissions caused by burning wood to heat water to boil the nuts or during butter extraction are responsible for most of these emissions
- Final packaging causes almost a fifth of the emissions mostly attributed to the plastic container of the cosmetic product
- Refining and formulation are minor contributors responsible for less than 2% of all the emissions

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(iv) Linked-data

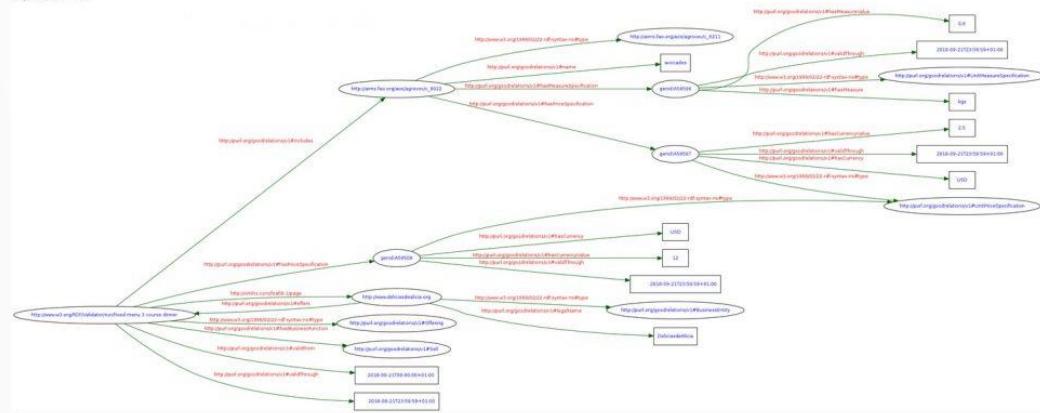
Validation Results

Your RDF document validated successfully.

Triples of the Data Model

Number	Subject	Predicate	Object
1	http://aims.fao.org/aos/agrovoc/c_9022	http://www.w3.org/1999/02/22-rdf-syntax-ns#type	http://aims.fao.org/aos/agrovoc/c_6211
2	http://aims.fao.org/aos/agrovoc/c_9022	http://purl.org/goodrelations/v1#name	"Avocado"
3	genid:A59506	http://www.w3.org/1999/02/22-rdf-syntax-ns#type	http://purl.org/goodrelations/v1#UnitMeasureSpecification
4	http://aims.fao.org/aos/agrovoc/c_9022	http://purl.org/goodrelations/v1#hasMeasure	genid:A59506
5	genid:A59506	http://purl.org/goodrelations/v1#hasMeasure	"kg"
6	genid:A59506	http://purl.org/goodrelations/v1#hasMeasureValue	"0.6"
7	genid:A59506	http://purl.org/goodrelations/v1#validThrough	"2018-09-21T23:59:59+01:00"
8	genid:A59507	http://www.w3.org/1999/02/22-rdf-syntax-ns#type	http://purl.org/goodrelations/v1#UnitPriceSpecification
9	http://aims.fao.org/aos/agrovoc/c_9022	http://purl.org/goodrelations/v1#hasPriceSpecification	genid:A59507
10	genid:A59507	http://purl.org/goodrelations/v1#hasCurrency	"USD"
11	genid:A59507	http://purl.org/goodrelations/v1#hasCurrencyValue	"2.5"
12	genid:A59507	http://purl.org/goodrelations/v1#validThrough	"2018-09-21T23:59:59+01:00"
13	http://www.deliciasdelicia.org	http://www.w3.org/1999/02/22-rdf-syntax-ns#type	http://purl.org/goodrelations/v1#BusinessEntity
14	http://www.deliciasdelicia.org	http://purl.org/goodrelations/v1#legalName	"Delicias de Alicia"
15	http://www.deliciasdelicia.org	http://purl.org/goodrelations/v1#offer	http://www.w3.org/RDF/Validator/run/Fixed menu 3 course dinner
16	http://www.w3.org/RDF/Validator/run/Fixed menu 3 course dinner	http://www.w3.org/1999/02/22-rdf-syntax-ns#type	http://purl.org/goodrelations/v1#Offering
17	http://www.w3.org/RDF/Validator/run/Fixed menu 3 course dinner	http://purl.org/goodrelations/v1#includes	http://aims.fao.org/aos/agrovoc/c_9022
18	http://www.w3.org/RDF/Validator/run/Fixed menu 3 course dinner	http://xmlns.com/foaf/0.1/page	http://www.deliciasdelicia.org
19	http://www.w3.org/RDF/Validator/run/Fixed menu 3 course dinner	http://purl.org/goodrelations/v1#hasBusinessFunction	http://purl.org/goodrelations/v1#sell
20	http://www.w3.org/RDF/Validator/run/Fixed menu 3 course dinner	http://purl.org/goodrelations/v1#validFrom	"2018-09-21T00:00:00+01:00"
21	http://www.w3.org/RDF/Validator/run/Fixed menu 3 course dinner	http://purl.org/goodrelations/v1#validThrough	"2018-09-21T23:59:59+01:00"
22	genid:A59508	http://www.w3.org/1999/02/22-rdf-syntax-ns#type	http://purl.org/goodrelations/v1#UnitPriceSpecification
23	http://www.w3.org/RDF/Validator/run/Fixed menu 3 course dinner	http://purl.org/goodrelations/v1#hasPriceSpecification	genid:A59508
24	genid:A59508	http://purl.org/goodrelations/v1#hasCurrency	"USD"
25	genid:A59508	http://purl.org/goodrelations/v1#hasCurrencyValue	"12"
26	genid:A59508	http://purl.org/goodrelations/v1#validThrough	"2018-09-21T23:59:59+01:00"

Graph of the data model



Demonstration from the supply chain cost and pricing of three avocados used in the guacamole of a Clarity supported project Delicias de Alicia restaurant and catering. Buenos Aires (2018).

- A semantic triplet is a subject-predicate-object formation such as Burkina Faso (subject) has (predicate) Shea trees (object) or 1 Tonne of Carbon (subject) costs (predicate) US\$75 (object).
- For example the UN Food and Agriculture Organisation's AGROVOC URI code for Vitellaria paradoxa Shea tree (en), Karité (arbre) (fr) is at ULR http://aims.fao.org/aos/agrovoc/c_15235
- Semantic triplets can be coded e.g. by Resource Development Framework (RDF) and parsed as triplet sets and graphs to store linked-data and information <http://www.w3.org/RDF/Validator/>

(v) Smart Ledgers (aka Blockchain)

ROBUST, VERIFIED, REALTIME INFORMATION

- Cleo Supply Chain Smart Ledger

SERIOUS SHEA
BURKINA FASO

Transforming the
Shea industry into a
force for good



Shea luxury
,deforestation free,
carbon zero skin
care

 ChainZy

Delivering secure
data and
transactions using
Smart Ledgers

- Monitoring:
- IPFS: Distributed data storage
- Oracles: External data storage
- TE-FOOD: Supply chain blockchain
- Pi Coin: Mobile networking coins

UUID: f620b7a1-922f-4d8c-8e2c-c35ee2e1cc1d; MetroTime: 2018-09-27 15:24:35.836364; MetroID: b5f3361f-5a96-44e5-a451-e0c8e9f86b9c; Row Hash: 1860d52f89a2e078f62f84b40f884a509c77db57f3991af80c53285e41c4787d; Table Hash: 29a8cd53c3a532ec90cd2f602e463ba39cb239dbabb6c6b027960dac03b13656; Tag: 12 year old Vladimir with his Delicias de Alicia lentil burger, Villa 21-24, Buenos Aires. Taken on May 20th 2018; File Hash: 91b55459f7fb1770ad87f6c843823a6bea37a38a3f4c2b07c55de096730565d3; File Hash: 91b55459f7fb1770ad87f6c843823a6bea37a38a3f4c2b07c55de096730565d3;

Clarity
True Value Framework

For what use should Blockchain-based technologies be used?

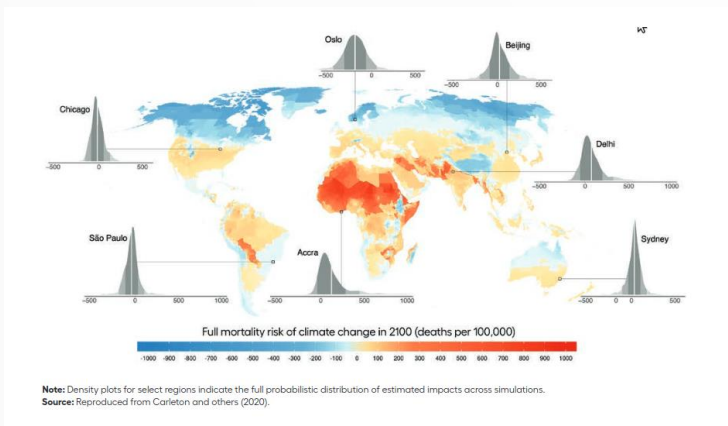
1. Distributed Ledgers only
2. Cryptocurrency only
3. Both
4. None

(vi) Confidence (Range) Accounting for Improved Risk Assessment

- RESOURCE CONFIDENCE ACCOUNTING
- FINANCIAL CONFIDENCE ACCOUNTING



Delicias de Alicia HQ [La Nacion 26 febrero 2019](#)



ACCOUNTANCY FUTURES
Confidence accounting: a proposal



A pilot experiment with the Clarity climate risk assessment framework.

- “Sustainability cannot happen without predicting the future.”
- UN Development Program HDR 2020

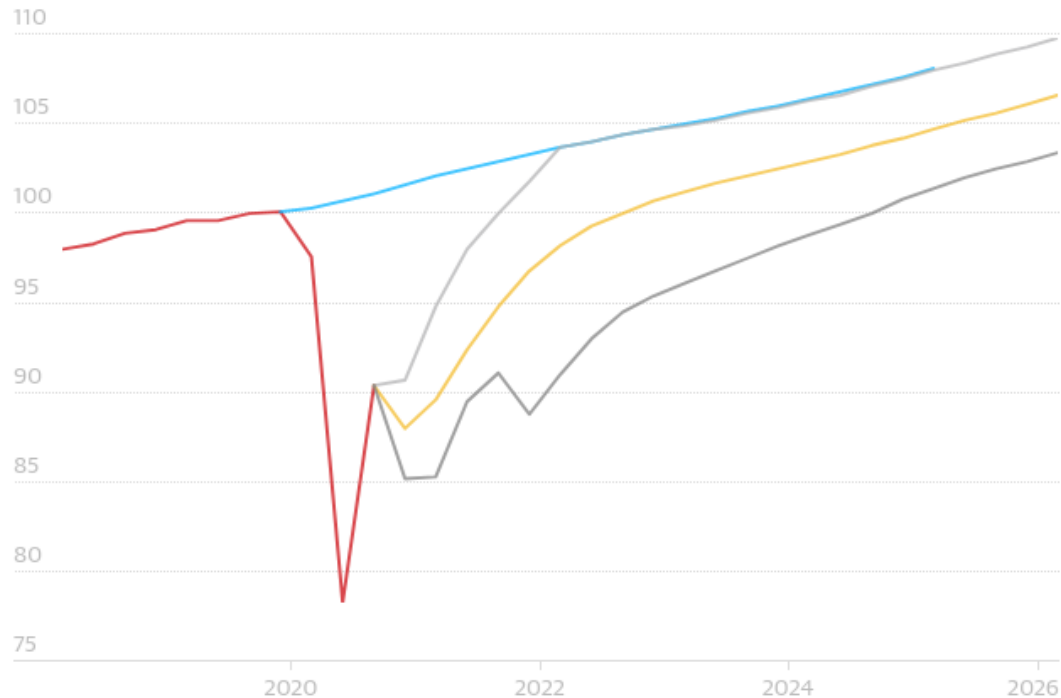
Clarity
True Value Framework

Bottom, Expected, Top (BETs)

Growth in 2021 could be lower than the OBR's November projections

Index, 2019 Q4 = 100

■ Outturn ■ November forecast ■ March forecast ■ Upside scenario ■ Downside scenario



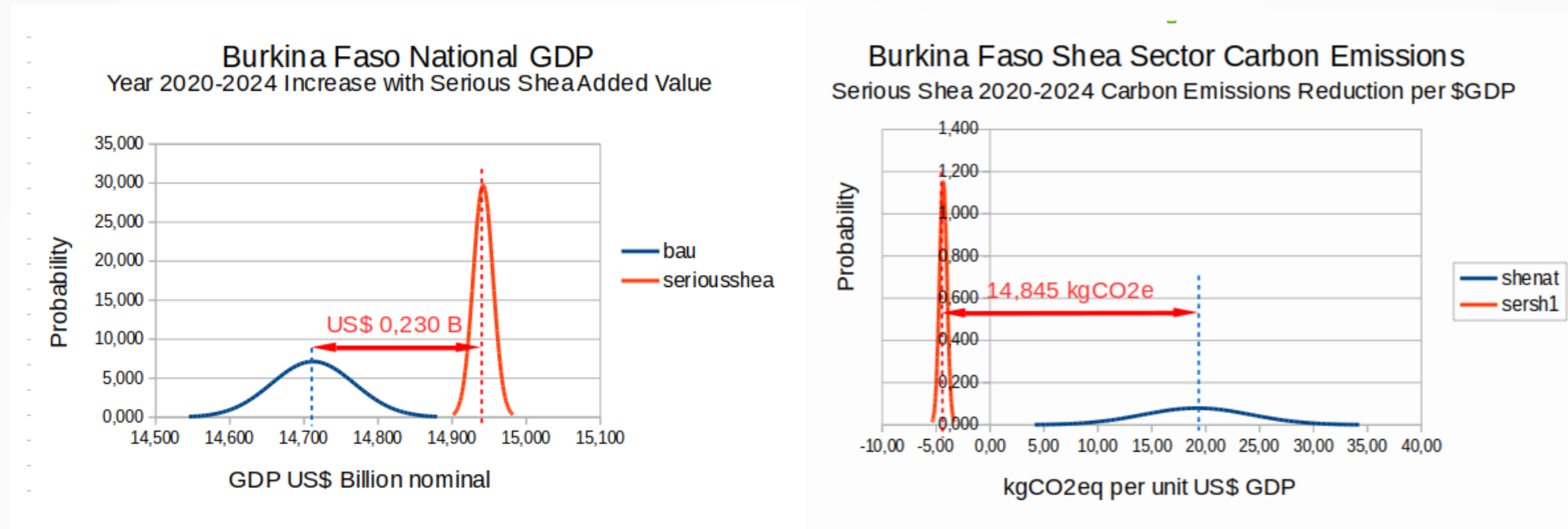
Guardian graphic | Source: ONS, OBR

Confidence accounting BETs are fundamental risk assessment values representing future scenarios and data VARIATION ranges

UK Guardian: Economic Growth Recovery from Covid- 19, February 2021

Clarity
True Value Framework

Green Growth for Burkina Faso



BLUE: Business as Usual (BaU)

RED: Scenario of national implementation of the Serious Shea & Cleo Organics Project using the projected financial and resource accounts applied to 2020 GDP estimated value at 2020 estimated prices

DATAS VARIATION: GDP UN National Accounts, IMF, World Bank; BaU shea product production quantity and value at the farm gate FAO, US Aid, Serious Shea; Serious Shea processing conversion fruit -nut-butter; Serious Shea and Cleo Organics projections for gross product value; Serious Shea and Cleo Organics projections for supply-demand quantity of certified, cosmetics and food



Clarity
True Value Framework

vi) Sustainability -linked Bonds

European Central Bank (ECB) are accepting Sustainability-linked Bonds as collateral for credit operations. Commenting on the decision in 2020, ECB President Christine Lagarde declared: “.....I want to explore every avenue available in order to combat climate change, and this is another step in the right direction.”



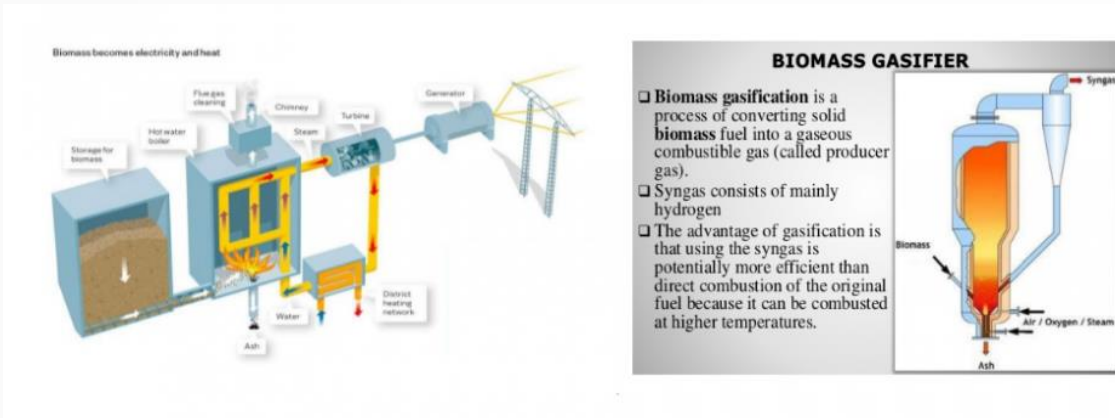
A Sustainability -linked Bond for African Clean Food Processing:

- Preparing 3, 5 and 10 year traditional financial accounts and True Value accounts;
- Identifying sustainability targets (BETs) and linked interest rates;
- Liaising with governments for additional public-private partnership motivations;
- Discussions with MIGA for underwriting political and inflation risks;
- Discussions with credit facilities for two way input.

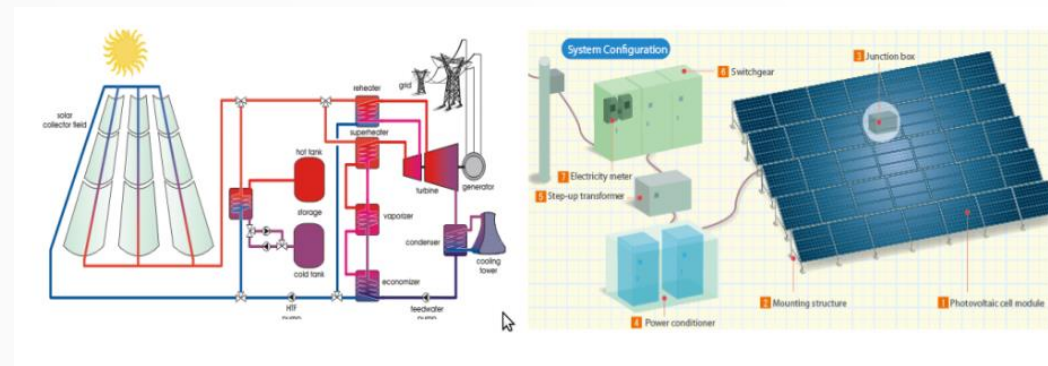


Clarity
True Value Framework

Vii) Choosing Technologies for Autonomous Rural Communities



Biopower Generation: Creates an opportunity for waste management (circular economy); Various technologies can allow processing of organics (and plastics); Biodigesters are an option for liquid and animal waste; Syngas provides an option for wastes which are difficult to combust or digest; Size can be a problem.



Photovoltaic Power: The most popular and easy to set up. Photovoltaic generation can be distributed across the grid; Individual photovoltaic installations can be combined to form a Smart Grid; Thermo solar power plants can provide power after the sun goes down.

ix a) Working Value Chains at Production



ix b) Working Value Chains at Retail

Upgrading Fair Trade to True Value



- Sustainable E-commerce
- Payment for Local Data
- Value Subtracted Tax (VST)?



DEMO
for 100g

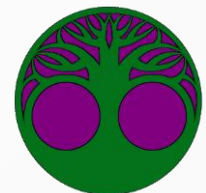
Currency € : Items 20,000: 1000 tonnes Shea Butter per Eco-centre

	Pure Body Butter	Luxury Body Butter	Exclusive Face Lotion
Basic	8	13	22
Women's Group Shares	1	2	3
Clean Energy Processing & Replanting	3	5	10
RRP	12	20	35
Carbon (60/tonne)*	0,06	0,06	0,06
1 % point (Sustainability-linked Bond)**	0,002	0,002	0,002
Amazon	N/A	N/A	N/A
Etzy	2	2	2
Transaction	1	1	1
P&P	4	4	4
Third party retail (Sweden)	8	8	8

*Carbon substitutions 100g = 0,1kg = 0,98553kgCO2e

**Capital investment €1.64 million (based on Burkina pilot & Shea revenue only)

x) Markets vs Regulation



Conclusions

The critical project design features of the Serious Shea and Cleo Organics Project are:

- clustered community financing needs for low-tech green technologies;
- robust data collection and social infrastructure at scale;
- minimising the risk profile;
- working value chains for financial inclusion.

The next set steps (12 months):

- further funding for the LE Pilot (US\$ 0,5 million in pipeline, US\$ 0,5 million more needed);
- US\$ 10 million - US\$ 100 million for impact investment and/or potential two way negotiation with credit facilities for Sustainability-linked bonds;
- creating further mutually beneficial partnerships in Europe and other markets for Cleo Organics distribution logistics and retail.

Serious Shea Management Team



William Kwende (Burkinabe) Highly experienced agribusiness developer, specialising in large-scale renewable energy in rural W. Africa



John White (British) CEO ImpactAgri, more than 25 years experience in managing agribusiness in Africa, Europe and USA



Felicite Yameogo (Burkinabe) Key sustainable production representative at the European Commission and a key figure in agribusiness processing in W. Africa



Alistair Woods (South African) Experienced partner at ImpactAgri, with strong consulting experience working with multi-national project developers



Sam Moreau (British) Experienced marketer specialising in accounts management for bringing quality products from Africa to various markets



David Lyon (British) 20 years international business consulting experience focusing on natural resource management, social development and clean technologies

Institutional Support



Burkina Faso Government
Ministry of the Environment



African Development Bank
Grant funding of preparation activities



The World Bank
Grant funding and helping to drive implementation

Partners (Third Party expertise)

sonsonomic

Mapping, tree and forestry assessment

Jean-Marc Boffa

Site selection and forestry assessment



EcoCentre design and construction



Site feasibility and operations



Baseline data collection

Clarity

Financial and ESG data consolidation for improved financial risk-reward



Français



Svenska



Suomi



Español



Italiano



Português



Contact:
secretariat@claritycoalition.net

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The solution to the world food and energy crisis is to build farmers' capacities

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Bridging the gaps: Between investment and global resource trends



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Originals First

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Shea luxury ,deforestation free, carbon zero skin care

ChainZy

Delivering secure data and transactions using Smart Ledgers

Questions And Answers



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Forthcoming Events

- Wed, 10 Mar (12:00 - 12:45) Positive Income, Positive Purpose - Listed Fixed Income Opportunities With Positive Social Impact
- Wed, 17 Mar (08:00-09:15) Launch Of Global Financial Centres Index 29, Hong Kong
- Wed, 17 Mar (15:00-15:45) Making A Modern Central Bank
- Thu, 18 Mar (16:00-16:45) The Challenge To Insurance And Pensions From Sustainability Risks

Visit <https://fsclub.zyen.com/events/forthcoming-events/>