

Project title : ASMADA - Scoping process on possible sourcing in Madagascar for the company Decléor

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Madagascar	15 000 €	Project evaluation	ASMADA, Floramad, L'Oréal	September 2017 - December 2017

Project's goals and results

Main goals

To assess the sourcing potential of essential oils with ASMADA

Specific objectives

Beneficiaries

Results

R1. Evaluate the impact on communities and the environment of the actions financed by Decléor / L'Oréal and implemented by Asmada

R2. Assess Fitamasi and Floramad's production and delivery capacities of essential oils that interest Decléor / L'Oreal

R3. Identify other business opportunities (local or international) that should be further developed to increase people's incomes

R4. Check the compatibility of the proposed actions with the Nagoya Protocol and ensure their positive impact on the environment

R5. Propose a comprehensive project that integrates social actions and fosters the development of a sector based on quality components

Activities

A1. Standard evaluation of the actions carried out within the sponsorship: environmental actions (reforestation) and social actions (support for schools, care, access to water). This post-project evaluation is based on a history of several years of collaboration between the brand and its partner

A2. Technico-economic evaluation of the sourcing potential. This is a prospective evaluation that will identify the human, technical, economic, organizational and environmental potential of the partners targeted by Asmada: Fifatamasi (producers organization) and Floramad (local distiller). Although there already is a market potential driven by L'Oreal's demand of specific components, the study must also consider other local and international markets regarding agricultural products, harvesting or handicrafts.