

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.