

Project title : BISSACAJU - Development of a service of information and economic intelligence on agriculture sector in Guinea-Bissau

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Guinea-Bissau		Cashew market information expertise	MTN Guinea-Bissau, BELAB - Bissau Economics Lab	January 2020 - December 2020

Project's goals and results

Main goals

Design and implement a Market Information System on cashew sector in Guinea-Bissau

Specific objectives

- A pilot phase, corresponding to the period between the signature of an MoU and the end of the 2020 cashew campaign season (January to the end of the cashew season, expected July-August)
- The scale-up phase, starting after the end of the 2020 cashew season

Beneficiaries

Results

R1. Design and set up a relevant, sustainable, profitable and affordable service for Guinea-Bissau cashew producers

R2. Raise a commercial contract between MTN and Nitidæ or BELAB before the end of the pilot phase, including a pricing for customers and revenue sharing between MTN and Nitidæ/BELAB

Activities

A1. Participate to the design of the dissemination and subscription system

A2. Collect and process information on cashew sector in particular in Guinea-Bissau before and during the 2020 cashew season

A3. Providing market information contents on cashew sector to be communicated to cashew producers on (at least a) weekly basis in written Portuguese to BELAB

A4. Looking for public and private funding to support the marketing of the service

A5. Participate and support the marketing of the service in Guinea-Bissau, among the users identified by BELAB

A6. Inform MTN Guinea-Bissau and BELAB about marketing actions, funding opportunities and any communication about the service in Guinea-Bissau