



# TRAVERA



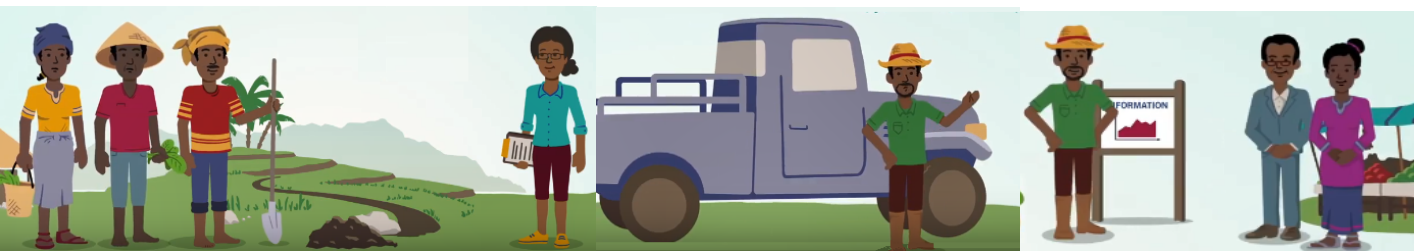
(TRAde and Value Chains in  
Employment-Rich Activities)

**STRENGTHEN:** Global Knowledge Sharing Workshop

# What is TRAVERA?



**TRAVERA** (Trade and Value Chains in Employment-Rich Activities) is an **approach to developing value chains that promotes employment creation and upgrading through trade.**



# Origins of TRAVERA



“Most **successful economies** have used smart combinations of **trade opening, export promotion, and support and protection for infant industries** as part of a wider set of policies **to stimulate structural transformation.**”

“The focus now is on **targeted interventions** that:

- ✓ relax sectoral constraints
- ✓ promote learning and skill development
- ✓ address coordination problems in sectors to stimulate more effective collective action among private and public actors
- ✓ create incentives for the exploration of new possibilities to expand the sector or cluster, including through exporting.”

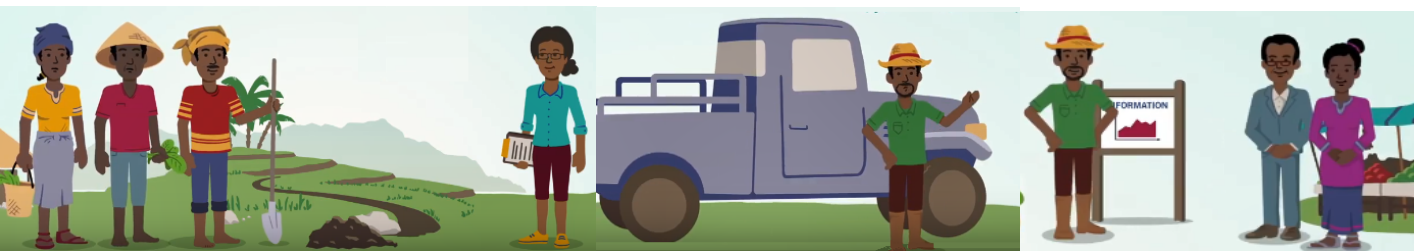


ILO-UNCTAD joint-publication (2014)

# What problems does TRAVERA address ?



- 1) Lack of knowledge about export activities with employment potential and how to realize this potential.**
- 2) Limited strategizing and coordination among all relevant public and private actors to promote employment in export value chains.**
- 3) Weak capacity to monitor and evaluate employment outcomes of export value-chain interventions.**



# TRAVERA Objectives



In each partner country, TRAVERA aims to:

- 1) Help **identify export value chains** that have **rich potential for employment**.
- 2) Support stakeholders in **elaborating strategies** to **develop value chains** that **link SMEs with international markets** and **create more and better opportunities for workers**.
- 3) Build capacity for **monitoring and evaluating employment** within **export value chains**.

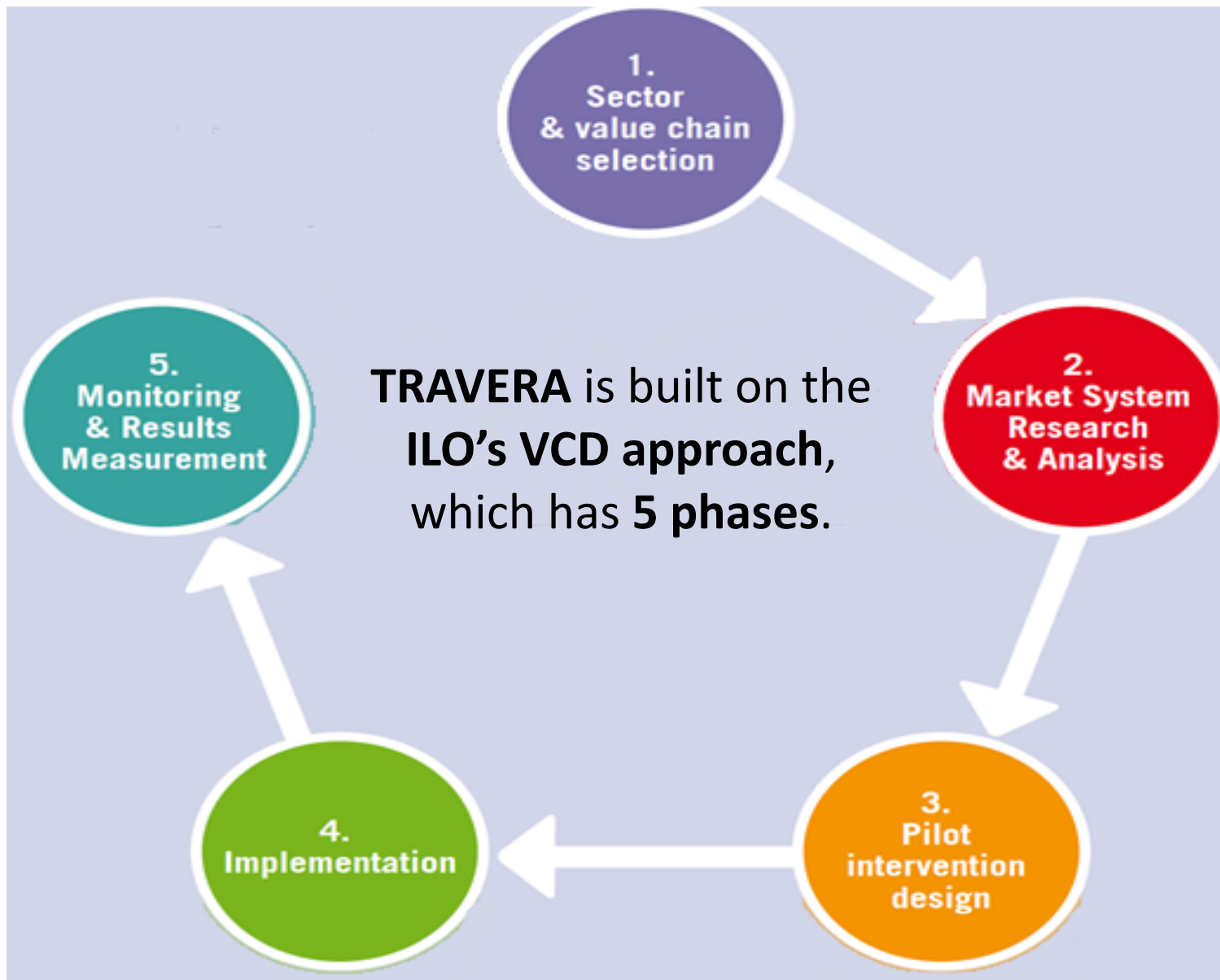


# What's different about TRAVERA?



- Focuses on **export value chains**
- Uses an **innovative method** to identify **export value chains** with **rich employment potential** (Spotting Export Potential for Employment)
- Establishes a **Policy Working Group** to **consult and coordinate all relevant stakeholders** on how to improve an export value chain's performance, especially in terms of employment
- Applies a **suite of structured quantitative and qualitative tools** for value chain research and employment monitoring and impact assessment (TRAVERA survey, key informant interviews, focus group discussions)

# TRAVERA and the ILO's Value Chain Development Approach



# Value-Added of TRAVERA



➤ **Ensures broad participation of national and sectoral actors, especially trade-related actors; Brings international expertise and data to help inform selection of an export value chain (Spotting Export Potential collaboration with ITC)**

1.  
Sector  
& value chain  
selection

Sector code	<a href="#">Product code</a>	Description	Regional Market	Export potential (US\$ thousand)	Unused Export potential (%)	Unused Export potential (US\$ thousand)
19	080131	Fresh or dried cashew nuts, in shell	World	275,688	35%	96,086
54	520100	Cotton, neither carded nor combed	World	217,044	28%	59,851
45	4403XX	Wood in the rough (excluding rough-cut wood for walking sticks, umbrellas, tool shafts and the like; wood cut into boards or beams, etc.; wood treated with paint, stains, creosote or other preservatives, coniferous wood in general, oak "Quercus spp." and beech "Fagus spp.")	World	157,899	30%	47,647
23	1207Xa	Oil seeds and oleaginous fruits, whether or not broken (excluding edible nuts, olives, soya beans, groundnuts, copra, linseed, rape or colza seeds, sunflower seeds, cotton, sesamum, mustard and poppy seeds)	World	24,494	36%	8,898
29	230610	Oilcake and other solid residues, whether or not ground or in the form of pellets, resulting from the extraction of cotton seeds	World	3,166	40%	1,253
17	080430	Fresh or dried pineapples	World	2,361	44%	1,027



# Value-Added of TRAVERA



1.  
Sector  
& value chain  
selection

➤ *Provides estimates of potential employment effects using STRENGTHEN methodology*

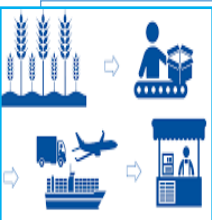
Product code	Description	Unused Export potential (US\$ thousand)	Direct Employment (Persons)	Total Employment (Persons)	Female Employment (% of Total)
080131	Fresh or dried cashew nuts, in shell	96,086	146,766	189,280	44%
520100	Cotton, neither carded nor combed	59,851	91,420	117,902	44%
4403XX	Wood in the rough (excluding rough-cut wood for walking sticks, umbrellas, tool shafts and the like; wood cut into boards or beams, etc.; wood treated with paint, stains, creosote or other preservatives, coniferous wood in general, oak "Quercus spp." and beech "Fagus spp.")	47,647	72,779	77,308	44%
1207Xa	Oil seeds and oleaginous fruits, whether or not broken (excluding edible nuts, olives, soya beans, groundnuts, copra, linseed, rape or colza seeds, sunflower seeds, cotton, sesamum, mustard and poppy seeds)	8,898	27,181	35,055	44%
230610	Oilcake and other solid residues, whether or not ground or in the form of pellets, resulting from the extraction of cotton seeds	1,253	275	1,269	45%
080430	Fresh or dried pineapples	1,027	3,138	4,047	44%

# Value-Added of TRAVERA

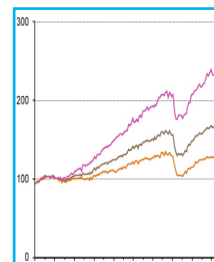


## 2. Market System Research & Analysis

➤ Uses the **TRAVERA Survey**, customized for export value chains, to **analyse the selected value chain and employment within it and to establish benchmarks.**



Structure of the export value chain, actors, pricing and production costs.



Demand trends for the products sold by the export value chain, opportunities and constraints on firms



Quantity and quality of employment (working conditions, wages, skills, etc.)



Supporting functions to develop the value chain

➤ **Triangulation with other sources of data, KIIs and FGDs.**

# Value-Added of TRAVERA



## 3. Pilot intervention design

➤ *Establishes a Policy Working Group to formulate strategies for employment creation and upgrading within the selected export value chain.*

## 4. Implementation

➤ *Through Policy Working Group, coordinates national and sectoral actors for implementation of strategies.*

## 5. Monitoring & Results Measurement

➤ *Monitors results on both economic and social outcomes of interventions within the selected export value chain, particularly on trade and employment indicators that are relevant for targets in government plans and for sectoral actors.*

# Selected Export Value Chains

