STRENGTHEN: Global Knowledge Sharing Workshop

TRAVERA

(TRAde and Value Chains in Employment-Rich Activities)
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

TRAVERA is built on the ILO’s VCD approach, which has 5 phases.
### Value-Added of TRAVERA

1. **Sector & value chain selection**

   - 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)

<table>
<thead>
<tr>
<th>Sector code</th>
<th>Product code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>080131</td>
<td>Fresh or dried cashew nuts, in shell</td>
</tr>
<tr>
<td>54</td>
<td>520100</td>
<td>Cotton, neither carded nor combed</td>
</tr>
<tr>
<td>45</td>
<td>4403XX</td>
<td>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 &quot;Quercus spp.&quot; and beech &quot;Fagus spp.&quot; )</td>
</tr>
<tr>
<td>23</td>
<td>1207Xa</td>
<td>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, sesame, mustard and poppy seeds)</td>
</tr>
<tr>
<td>29</td>
<td>230610</td>
<td>Oilcake and other solid residues, whether or not ground or in the form of pellets, resulting from the extraction of cotton seeds</td>
</tr>
<tr>
<td>17</td>
<td>080430</td>
<td>Fresh or dried pineapples</td>
</tr>
</tbody>
</table>
## Value-Added of TRAVERA

*Provides estimates of potential employment effects using STRENGTHEN methodology*

<table>
<thead>
<tr>
<th>Product code</th>
<th>Description</th>
<th>Unused Export potential (US$ thousand)</th>
<th>Direct Employment (Persons)</th>
<th>Total Employment (Persons)</th>
<th>Female Employment (% of Total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>080131</td>
<td>Fresh or dried cashew nuts, in shell</td>
<td>96,086</td>
<td>146,766</td>
<td>189,280</td>
<td>44%</td>
</tr>
<tr>
<td>520100</td>
<td>Cotton, neither carded nor combed</td>
<td>59,851</td>
<td>91,420</td>
<td>117,902</td>
<td>44%</td>
</tr>
<tr>
<td>4403XX</td>
<td>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 &quot;Quercus spp.&quot; and beech &quot;Fagus spp.&quot;.)</td>
<td>47,647</td>
<td>72,779</td>
<td>77,308</td>
<td>44%</td>
</tr>
<tr>
<td>1207Xa</td>
<td>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, sesameum, mustard and poppy seeds)</td>
<td>8,898</td>
<td>27,181</td>
<td>35,055</td>
<td>44%</td>
</tr>
<tr>
<td>230610</td>
<td>Oilcake and other solid residues, whether or not ground or in the form of pellets, resulting from the extraction of cotton seeds</td>
<td>1,253</td>
<td>275</td>
<td>1,269</td>
<td>45%</td>
</tr>
<tr>
<td>080430</td>
<td>Fresh or dried pineapples</td>
<td>1,027</td>
<td>3,138</td>
<td>4,047</td>
<td>44%</td>
</tr>
</tbody>
</table>
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, KII and FGDs.
Establishes a Policy Working Group to formulate strategies for employment creation and upgrading within the selected export value chain.

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

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