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CALIDENA briefing

HOW CAN *CALIDENA* CONTRIBUTE TO THE BUSINESS DEVELOPMENT OF THE GHANA STANDARDS AUTHORITY

BACKGROUND

The Ghana Standards Authority (GSA) has the vision to become a consumer-focused world class standard organization. Its mission is to contribute towards the growth of industries, protect consumers and facilitate trade through standardization, metrology and conformity assessment.

To achieve this vision and fulfil the mission, GSA's new leadership has built Business Development as a new area. The aim of business development is to better meet the needs of business enterprises and consumers.

In 2017 and 2018, the International Cooperation of the German Metrology Institute, PTB, has supported GSA in working directly with the stakeholders and support organizations of two value chains (mango and cashew). With the participation of key stakeholders, potentials and obstacles for export and local marketing were identified and measures of improvement for quality of products and processes were developed and jointly implemented. These pilots helped GSA to improve its services of standards, metrology and conformity assessment.

After these very positive pilot experiences, the question arises whether the CALIDENA method can also be used more systematically for business development.

THE POTENTIAL OF CALIDENA FOR BUSINESS DEVELOPMENT

CALIDENA is a participative advisory method that brings together actors from different links in the value chain, international buyers and representatives of private and public institutions involved in promotion, quality assurance and regulation. As part of the pilot applications, a small group of GSA staff and external consultants were trained to replicate the methodology further.

On the basis of its experience, GSA should consider integrating CALIDENA facilitation into its business development activities. Each year, GSA could identify one or two key products that are significant for the development of the country and where GSA services could have a particular impact. For each of these products, a CALIDENA process could be initiated in order to:

- inform stakeholders in the value chain about the services provided by GSA
- inform GSA staff about the special needs of producers and buyers
- develop joint activities to improve product and process quality and competitiveness.

The experiences and action proposals from the CALIDENA processes could be incorporated into the work plans of the different GSA departments. For example, the customer orientation of calibration services and test laboratories could be improved. CALIDENA activities could also be used as a prelude to standardization work.



In addition, GSA could offer consultation with CALIDENA to programmes such as 1D1F, PERD and PJF thereby making a further contribution to economic development and partially refinancing the service.

PTB SUPPORT

PTB would be prepared to provide GSA with selective support in the integration of the CALIDENA facilitation into the Business Development division. The PTB could, for example, coach the local consultants and provide them with information. The extent to which synergies exist between CALIDENA activities and current and future cooperation projects could also be explored. The concretisation of this cooperation could be specified in a MoU.