

**ICCO** INTERNATIONAL COCOA ORGANIZATION

In Conjunction With: COCOBOD



**INTERNATIONAL SEMINAR ON THE DEVELOPMENT, IMPLEMENTATION AND  
EVALUATION OF COCOA PROJECTS**

**- ANNOUNCEMENT -**

***9- 12 June 2015, Accra, Ghana***

**Introduction**

The International Cocoa Organization (ICCO) contributes to the strengthening of the national economies of its Member countries, in particular through the preparation of appropriate projects to be submitted to relevant institutions for financing and implementation. The ICCO Secretariat works with Member countries to achieve this goal and notes the need for cocoa-producing countries to strengthen the capacity of local experts to prepare and implement projects to meet the requirements of donor institutions.

Projects and programmes are the means to bring about desired changes and development in the cocoa sector, to improve the socio-economic wellbeing of cocoa farmers and other stakeholders in the supply chain towards achieving a sustainable world cocoa economy. However, the major constraint faced by policy makers and administrators in cocoa-producing countries is developing and implementing cocoa development programmes. This problem is largely due to poor project preparation. In addition to this, problems in identifying national agricultural development objectives, selecting priority areas for investment and mobilizing the efficient use of resources have all contributed to poor project implementation. Hence projects need to be carefully prepared in substantial detail to avoid the frequent inefficient or wasteful use of scarce resources.

The main objective of the seminar is to enhance the capacity and skills of relevant officials in cocoa-producing countries to develop and implement cocoa development projects. The specific objectives of the seminar are, firstly, to identify and deliberate on the constraints faced in project preparation with a view to identifying knowledge gaps and areas for improvement; secondly, to conduct a general review of the project preparation format; and thirdly, to conduct an overview of the specific project preparation requirements of donors.

The seminar will broadly cover the following aspects of project management: Project Identification; Planning and Analysis; Project Appraisal and Review; Project Implementation and Management; Project Evaluation and Impact Analysis; and Project Management Software. The draft programme for the seminar is indicated below.

## Registration Fees

### ICCO government representatives, non-commercial participants & cocoa farmers:

- Early birds (until 20/04/15): US\$ 300
- Standard rate: US\$ 350

### Private Sector and others:

- Early birds (until 20/04/15): US\$ 450
- Standard rate: US\$ 500

## Practical arrangements

The seminar will be conducted over a four-day period. The seminar will be held at **The Holiday Inn Hotel**, Accra, Ghana. The Government of Ghana, through the Ghana Cocoa Board (Cocobod), has kindly arranged preferential rates for seminar participants at five hotels in Accra, Ghana. The list of these hotels and information on other practical arrangements to travel and visit Ghana are attached.

Please use the attached form for registration. For more information about registration and other practical arrangements, please contact Mr. Philippe Pestelle (Telephone: +44 20 8991 6019 / 00; Email: [philippe.pestelle@icco.org](mailto:philippe.pestelle@icco.org))

For more information about the programme, please contact Mr. Moisés Gómez, Project Officer (Telephone: +44 20 8991 6007 / 00; Email: [moises.gomez@icco.org](mailto:moises.gomez@icco.org))



**The INTERNATIONAL COCOA ORGANIZATION (ICCO)  
In conjunction with the Ghana Cocoa Board (COCOBOD)**

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## **International Seminar on the Development, Implementation and Evaluation of Cocoa Projects**

*9 – 12 June 2015, The Holiday Inn Hotel, Accra, Ghana*

### **DRAFT PROGRAMME**

#### **Day 1 – Tuesday, 9 June 2015**

##### **08:00 *Registration***

Registration of participants and cocoa drink

##### **09:30 *Opening Ceremony***

Opening Remarks by official representative from the Ghana Cocoa Board

Opening Address by Dr. Jean-Marc Anga, Executive Director of ICCO

Address by guest speaker

Keynote address and official opening by official representative from the Government of Ghana

##### **10:30 *Introduction***

Objectives of the seminar and expected outcomes

Overview of the seminar programme

The project concept and project cycle

##### **11:00 *Project Identification***

National agricultural policies, development plans and SWOT analysis

Identifying and developing project ideas

The project concept note

The logical framework

Management decision to develop the project proposal

##### **13:00 *Lunch Break***

**14:30 *Project Planning and Analysis***

The project analyst/manager and skill requirement  
The project feasibility study and analysis or developing a business case

**15:30 *Cocoa Break***

**16:00 *Project Planning and Analysis***

Planning the project – technical and operational analysis

**17:30 *End of session***

<b>Day 2 – Wednesday, 10 June 2015</b>
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**09:00 *Project Planning and Analysis***

Planning the project – institutional/organizational analysis  
Planning the project – social analysis  
Planning the project – commercial and financial analysis (*Business plan, Investment Rate of Return, etc.*)

**12:30 *Lunch Break***

**14:00 *Project Planning and Analysis***

Planning the project – financial analysis  
Planning the project – economic analysis  
The project proposal – a case study

**15:30 *Cocoa Break***

**16:00 *Project Appraisal and Review***

Project appraisal techniques  
Project appraisal – the perspective of project analyst  
Project funding requirements and donors' appraisal

**17:30 *End of session***

## **Day 3 – Thursday, 11 June 2015**

### **09:00 *Project Implementation and Management***

- The project implementation structure
- The project manager and the project team – roles and responsibilities
- Delivering project outputs on time and on budget
- Dealing with risks and uncertainties in project implementation

### **12:30 *Lunch Break***

### **14:00 *Project Implementation and Management***

- Monitoring project progress against the work plan – project milestones
- Regular progress reports
- Project completion and final report
- Handing over project to project beneficiaries

### **15:30 *Cocoa Break***

### **16:00 *Project Evaluation and Impact Analysis***

- Project evaluation as a managerial tool
- Mid-term project evaluation
- Final project evaluation – perspective of donors and supervisory bodies
- Post project evaluation – impact analysis

### **17:30 *End of session***

## **Day 4 – Friday, 12 June 2015**

### **09:00 *Project Management Software***

- Project management tools – using advance tools
- Microsoft Office Project – the Gant Chart
- Other available software
- Case study
- Course assessment and participant's survey

### **12:30 *Lunch Break***

### **14:00 *Closing Ceremony***

- Closing remarks by Dr. Jean-Marc Anga, Executive Director of ICCO
- Presentation of certificates to participants
- Closing remarks by representative of the Ghana Cocoa Board

# REGISTRATION FORM

## INTERNATIONAL SEMINAR ON THE DEVELOPMENT, IMPLEMENTATION AND EVALUATION OF COCOA PROJECTS

*Accra, Ghana, (9-12 June 2015)*

Title (Prof./Dr./Mr./Ms) : \_\_\_\_\_  
First name : \_\_\_\_\_  
Middle initial : \_\_\_\_\_  
Last name : \_\_\_\_\_  
Organization : \_\_\_\_\_  
Mailing address : \_\_\_\_\_  
Tel : \_\_\_\_\_ Fax : \_\_\_\_\_  
E-mail : \_\_\_\_\_

### PRICING DETAILS

For ICCO government representatives, civil society & cocoa farmers:

- *Early bird (until 20/04/15):* \$ 300
- *Standard rate:* \$ 350

Private Sector and others:

- *Early bird (until 20/04/15):* \$ 450
- *Standard rate:* \$ 500

The registration fee covers conference materials, lunches and refreshments. No refund will be made to registered participants who fail to turn up, but the conference materials will be mailed to them.

### PAYMENT METHOD

**Bank Transfer** to Organization's account:

**(All bank charges must be charged to purchaser's account)**

**Account Name:** International Cocoa Organization Special Project Account  
**Bank name:** Bank of Scotland Plc  
**Account Number:** 12184680  
**IBAN No:** GB90BOFS12010312184680  
**SWIFT/BIC code:** BOFSGB21254  
**ACCOUNT CURRENCY:** US\$ DOLLARS

When transferring the payment, it is important to request the **bank to quote:** "Ghana" plus your name (if payment is made for you only) or the name of your institution (if payment is made for several participants) as your reference, as this will enable us to identify your payment when it is received

**Please email or scan and send your completed Registration Form to:**

Mr. Philippe Pestelle, International Cocoa Organization, Westgate House (5th Floor), Westgate Road, Ealing, London W5 1YY (U.K); Email: [philippe.pestelle@icco.org](mailto:philippe.pestelle@icco.org), telephone: +44 20 8991 6019 / 00 - Fax: + 44 (0)20 8997 4372 - <http://www.icco.org>

**For other methods of payment and further information, please contact us.**

International Cocoa Organization  
<http://www.icco.org>



**INTERNATIONAL COCOA ORGANIZATION (ICCO) IN CONJUNCTION WITH THE  
GHANA COCOA BOARD (COCOBOD)**



**SEMINAR ON THE DEVELOPMENT, IMPLEMENTATION AND  
EVALUATION OF COCOA PROJECTS,  
THE HOLIDAY INN HOTEL, ACCRA, GHANA, 9-12 JUNE 2015.**

**INFORMATION NOTE FOR PARTICIPANTS**

**Introduction**

From 9-12 June, 2015, approximately 80 participants from ICCO Member countries will gather at The Holiday Inn Hotel, Accra, Ghana, for a Seminar on the Development, Implementation and Evaluation of Cocoa Projects. This information note provides practical information to conference participants.

**Venue and Dates**

The Ghana Cocoa Board is hosting this seminar, which will be held at The Holiday Inn Hotel from 9 to 12 June, 2015. The hotel is located at the Airport City of Accra.

The Holiday Inn Hotel

Plot 19 & 20

Airport City

Accra

Ghana

Website: [www.holidayinn.com/accraairport](http://www.holidayinn.com/accraairport)

**Opening**

The official opening will take place on Tuesday, 9 June 2015, at 9.30 hrs. at Volta Hall inside The Holiday Inn Hotel.

**Registration and Identification Badges**

Registration of participants will take place at The Holiday Inn Hotel on:  
Tuesday, 9 June, 2015: from 08:00-09:20 hrs.

Name badges will be given to participants at the registration desk. Participants are requested to wear name badges visibly in order to gain admittance to the seminar. Participants are kindly requested to indicate how they want their names to be printed on the badge, their designation and company.

**Hotel Accommodation for Delegates**

Participants are reminded that they are responsible for making their own hotel accommodation arrangements. It is highly recommended that you make a hotel reservation as soon as possible.

Ghana Cocoa Board has made block bookings with five hotels, Airport View, Mensvic Grand, GS Plaza, Angie Hill and Tulip Inn Hotel. Please make your reservations through the email addresses provided. It is important to indicate in emails that you are a participant of the ICCO seminar. See Annex 1 (*All hotel reservations should be done by 15 May 2015*)

### **Interpretation**

Simultaneous interpretation will be provided in French and English during the Seminar.

### **Internet and Communications**

The Holiday Inn Hotel (Venue for Seminar) has free wireless internet. Most major hotels also have business centres which provide secretarial and courier services. Ghana has six telecommunication companies which provide voice and data services. With a valid Identity card/passport, one can acquire a sim card from any of the telecomm vendors as well as at the Arrival Hall of the Kotoka International Airport, Accra.

### **Side Events**

Wednesday, 10 June:	Dinner for all participants
Venue:	Fiesta Royale Hotel
Time:	6pm

Tickets for the dinner will be given out during registration. Participants will be driven by bus from their various hotels to the venue at 17.00 hrs.

### **Banking Facilities**

There are cash dispenser machines at the Kotoka International Airport, The Holiday Inn Hotel and other outlets nearby. They are in operation 24/7 and accept most debit/credit cards.

### **Language**

English is widely spoken in Ghana.

### **Time zone**

The time in Ghana is GMT/UTC±00:00

### **Climate**

The climate of Ghana is tropical, but temperatures vary with season. Except in the northern part of the country, two rainy seasons occur, from April to July and from September to November.

As rain is not uncommon in June, we advise participants to bring raincoat or an umbrella.

### **Electricity**

220-240 at 50 Hz.

## **Currency**

The official currency of exchange is the Ghana Cedi. Most credit and debit cards are accepted in most of the hotels and stores. Forex Bureaus are also dotted at the Arrival Hall at the Kotoka International Airport and in shopping areas in the city.

## **Transportation**

Buses will be provided daily at 8.00am to transport participants from selected hotels to the seminar venue. Public transport such as the Metro Mass, buses, trotro and taxis can be accessed close to most hotels. Guests can also request hotel front desk to call a taxi.

## **Formalities for entry into Ghana/Visas**

Participants are to note that, with the exception of ECOWAS Countries, all other participants from Non-Ecowas countries require visas to enter Ghana.

To request for visa on arrival, the bio-data pages of the applicant's passport must be attached to an application letter through Ghana Cocoa Board to the Ghana Immigration Headquarters for consideration. The fee for the visa on arrival is One Hundred and Fifty Dollars (\$150.00) to be paid in cedi equivalent.

Processing of applications for visa on arrival takes not less than three (3) weeks to complete. Applicants are therefore advised to send in their requests very early to avoid disappointment.

## **Shopping**

There are major shopping malls dotted around the seminar venue such as the Accra Mall and the Marina Mall.

## **Ghana**

Officially called the Republic of Ghana, is a sovereign multinational state and unitary presidential constitutional democracy, located along the Gulf of Guinea and Atlantic Ocean in the sub region of West Africa.

The country is boarded by the Ivory Coast in the west, Burkina Faso in the north, Togo in the east and the Gulf of Guinea and Atlantic Ocean in the south. The word Ghana means "Warrior King".

Ghana is a significant petroleum and natural gas producer, also one of the world's largest gold, diamond, and cocoa producer in the world.

Ghana is home to Lake Volta, the largest artificial lake in the world by surface area. Ghana is a regional power in West Africa and on continental Africa, a founding member of the Non-Aligned Movement, and a member of both the Economic Community of West African States (ECOWAS) and the Group of 24 (G24)

## **Information and Questions**

Any further requests for information should be directed to the Public Affairs Department of Ghana Cocoa Board by mail: [cocobod@gmail.com](mailto:cocobod@gmail.com). Tel: +233 (0)302683300 ext: 2430/2425 or to the ICCO Secretariat at [philippe.pestelle@icco.org](mailto:philippe.pestelle@icco.org)

**ANNEX 1****Hotels negotiated for participants**

<b>Hotel</b>	<b>Distance</b>	<b>Rack Rate</b>	<b>Conference Rate</b>	<b>Contact / Website</b>
Tulip Inn Hotel	2.7km from venue	Standard Room: USD \$140.00	Standard Room: USD \$110.00	(+233)0302520075 <a href="http://www.tulipinnaccra.com">www.tulipinnaccra.com</a> email: <a href="mailto:info@tulipinnaccra.com">info@tulipinnaccra.com</a> attn: Davidetta
GS Plaza Hotel	2.8km from venue	Standard Room: USD \$180.00	Standard Room: USD \$150.00	(+233)0547586127 <a href="http://www.gsplazahotel.com">www.gsplazahotel.com</a> email: <a href="mailto:reservation@gsplazahotel.com">reservation@gsplazahotel.com</a> attn: Jacob Ogbordjor Reservation Code: GSCOB
Ange Hill Hotel	3.1km from venue	Standard Room: USD \$120.00	Standard Room: USD \$80.00	(+233)0244992983 (+233)0302517514 email: <a href="mailto:angehillhotel@yahoo.com">angehillhotel@yahoo.com</a> attn: Abraham
Mensvic Grand Hotel	3.4km from venue	Standard Room: USD \$180.00	Standard Room: USD \$120.00	(+233)0244997124 (+233)0302521634 <a href="http://www.mensvichotels.com">www.mensvichotels.com</a> email: <a href="mailto:info@mensvichotels.com">info@mensvichotels.com</a> attn.: Foster Gardemor
Airport View Hotel	0.8km from venue	Standard Room: USD \$140.00	Standard Room: USD \$110.00	(+233)0540122555 (+233)0244358042 <a href="http://www.airportviewhotel.net">www.airportviewhotel.net</a> email: <a href="mailto:salesandmarketing@airportviewhotel.net">salesandmarketing@airportviewhotel.net</a> attn: Theodora

## **PLACES TO VISIT IN ACCRA**

### **Kwame Nkrumah Memorial Park and Mausoleum**

This is the last resting place of the first President of Ghana, who was a famous pan-Africanist. The Centre consists of a museum of his life and works, the mausoleum, and his statue, which stands on the spot (the Polo grounds as it used to be called) where he declared Independence for the country on 6 March 1957.



### **The Art Center**

Presents traditional handicrafts in various forms from all over Ghana and West Africa, it includes workshops and art galleries. There is an arts and crafts bazaar and a traditional textile market with souvenirs that have been crafted in clay, wood, leather and metal.



### **Independence Arch**

The Independence arch in Accra is shaped as a triumph arch. It commemorates the independence of Ghana in 1957 as the first African country south of Sahara.

The façade is inscribed with the words “Freedom and Justice, AD 1957”. The Arch is located in the middle of a traffic circle, beside the Independence Square on one side and the football stadium on the other side.



### **W.E.B Dubois Memorial Center for Pan-African Culture**

A house declared a National Monument by the Government of Ghana where the remains of the man, Du Bois and the ashes of his wife, Shirley, rest in a peace – enshrined, that their memory will live among men and women in this generation and beyond.

Du Bois was invited to live in Ghana by Ghana's first President, Nkrumah in 1961. Du Bois was invited to work on an African Encyclopedia. So at the ripe old age of 93, Du Bois and his wife traveled to Ghana to take up residence and commence work on the encyclopedia. In early 1963, the United States refused to renew his passport, so he made the symbolic gesture of becoming a citizen of Ghana. His health declined during the two years he was in Ghana, and he died on August 27, 1963.



### **National Museum of Ghana**

The National Museum is quite informative, especially about the history of the Atlantic slave-trade. The cultural exhibits are also interesting and give a good insight into the ethnographic diversity that makes up modern day Ghana. You can see how Kente cloth is woven, and learn about the all-important royal Ashanti stools. There are musical instruments on display as well as some modern paintings.



### **Oxford Street**

It is hip and happening on Oxford Street (Cantonments Road) in the up market area of Osu. Some of Accra's best restaurants, bars and shops are on this drag. Stalls selling football replica jerseys, art works, and sunglasses line the street; traffic is bumper to bumper, all adding to the general exuberant atmosphere. If you get too hot and overwhelmed, you can cool yourself down with one of the many ice cream shops on the road.



Participants can extend their stay in Ghana and see some attractions. Please visit [www.ghana.travel](http://www.ghana.travel), official website of the Ghana Tourism Authority for more interesting places to see in Ghana.