

Ministère de l'Enseignement Supérieur, de la  
Recherche Scientifique et de l'Innovation  
(MESRSI)

Centre National de la Recherche Scientifique  
et Technologique (CNRST)

Institut de Recherche en Sciences Appliquées  
et Technologies (IRSAT)

Département Technologie Alimentaire (DTA)

BURKINA FASO  
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UNITE - PROGRES - JUSTICE

**DANIDA GREEN GROWTH PROJECT REPORT:  
TRAINING OF SMEs ON BUSINESS MODEL CANVAS  
DEVELOPMENT FOR PRODUCTS AND SERVICES UNDER  
GREEN GROWTH PROJECT**

**27<sup>th</sup> October 2017**

**Reporters:**

**Mr Romaric G. BAYILI**

**Dr Clarisse DAWENDE-COMPAORE**

**Approved by:**

**Dr Hagrétou SAWADOGO-LINGANI**

**November 2017**

On October 27<sup>th</sup>, 2017, was held a training workshop in the conference room of the Department of Food Technology (DTA)/IRSAT in Ouagadougou, Burkina Faso, entitled: Training on business model canvas development for product and services under green growth project (Cf the program). The workshop was part of the Work Package 5 (WP5) activities of the Green Growth project.

The training was done by Mr Stephen NKETIA, head of commercialization division at CSIR-FRI (Ghana) and PhD student under Green Growth project, and Mr Moses MENGU, the project team leader at Danish Technological Institute (DTI)/Denmark in collaboration with researchers from DTA. The languages used were English and French, however, translation in local languages was sometimes necessary. The invited SMEs (a total of 15), were those operating in the transformation of Lait caillé and Soumbala. Two (02) participants from state agencies including Ministry of Agriculture (01) and National Agency of Standardization (01) in Burkina Faso were also invited to the workshop, including the participants from DTA/IRSAT (05).

The training started with a welcoming speech of the head of DTA, Dr Leguet Ganou, followed by an introduction of all the participants (Cf list of participants). Then, followed a description of the Green Growth project by Mr Moses MENGU. Mr MENGU made a brief presentation of DTI. Then he reminded the objectives, activities and expected results of the project with a particular focus on WP5. This presentation was followed by questions on DTI activities, opportunities for collaborations, and symbolism behind some logo/pictures.

The second session of the training was the presentation by the project leader in Burkina Faso, Dr Hagrétou SAWADOGO-LINGANI. She specified the role of IRSAT/DTA in the project. She made a brief presentation on the selected products in Burkina Faso, Lait caillé and Soumbala, including their use and the process. She also gave information on the state of the work done so far including the activities of the PhD and MSc students, the training of SMEs and the biobanks.

The third session was the presentation of Dr Clarisse COMPAORE who explained the value chain of lait caillé (from the farm to the consumer), the marketing and channels of milk distribution in Burkina Faso. She ended her presentation by presenting the different products proceed from milk in Burkina Faso.

The fourth session was Mr NKETIA presentations on business model. In his first presentation he explained the concept and process of commercialisation and the principles to approach it. Then in his second presentation he proposed a canvas for commercialisation including aspects of value chains, partnership, finances, etc. This session was followed by questions and discussions. Dr Donatien KABORE was the translator during Mr NKETIA and Mr MENGU presentations.

The fifth session was the presentation of Mr Romaric G. BAYILI, the PhD student from Burkina Faso under Green Growth project who is working on the fermenting microorganisms of Lait caillé. Mr BAYILI reported that the study conducted revealed some microbiologic defects in Lait caillé with consequently, a sanitary risk for the consumer. The causes can be found in the lack of good manufacturing and hygienic practices. Mr BAYILI further reported that the lactic fermenting bacteria predominantly isolated and which can be used as a starter culture was *Lactococcus lactis*. He explained that in the same conditions some of the strains displayed fermentation abilities similar to those of some commercial strains. He also point out the need to define standards for Lait caillé and the need for training the producers in good manufacturing and hygienic practices. This presentation was also followed by questions and discussions. Information were given on the reasons for the long fermentation time in the traditional process, the relation between the pH and the viscosity and the capacity of milk production by cows in Burkina Faso.

The following session consisted in a general discussion on opportunities for commercialization by the SMEs. The participants shared their difficulties pertaining with the quality control, the registration procedures, the recognition and protection of their products. They were advised in some simple procedures for quality control of the fresh milk, and were given information on administrative procedures for the commercialisation activity and opportunities for financial support.

In the last session, Mr MENGU made a brief summary of the different presentations, and then he asked the participants for a feedback and an evaluation of the workshop. All the participants said that they benefited from the workshop for better results in quality production and commercialization of their products. They expressed their gratitude to the training team and the Green Growth project. They also appealed for more training and for a continuation of the collaboration.

## APPENDICE

### PROGRAM FOR TRAINING ON BUSINESS MODEL CANVAS DEVELOPMENT FOR PRODUCTS AND SERVICES UNDER GREEN GROWTH PROJECT

October, 12<sup>th</sup> -13<sup>th</sup> 2017 for CSIR-FRI Accra, Ghana; October 19<sup>th</sup> -20<sup>th</sup> 2017 for UAC Benin  
October, 24<sup>th</sup> -25<sup>th</sup> 2017 for UDS, Navrongo Ghana; October 27<sup>th</sup> -28<sup>th</sup> 2017 for DTA  
Burkina Faso

VENUE:	Time	Responsibility
<b>Day 1</b>		
Registration of participants	8:30-9:00am	Facilitators
Opening Prayer	9:00am	Facilitators
Introduction of facilitators and participants	9:00-9:15am	Facilitators
Session 1: Welcome address and Introduction to Green Growth	9:15-9:30am	Project Team Leader (DTI)
Session 2: Presentation on reengineered Product /Technology and Establishment of stakeholders platform under Green Growth	9:30-11:00am	Project Team Leader (Partner)
Group Photograph		Facilitators
Snacks	11:00-11:30am	Facilitators
Session 3: Presentation on Business Model Canvas Development for Partners' Product to SMEs	11:30-12:15pm	Stephen Nketia/Partners
Break stretch out	12:15-12:25pm	Short Video Facilitators
Session 4: Discussions on Commercialization of Products developed under Green Growth for SMEs for adoption	12:15-1:00pm	Project Team Leader (Partner)
Lunch	1:00-2:00pm	Facilitators
Session 5: Discussions on Products under Green Growth for SMEs to adopt and SMEs business models	2:00-4:00pm	Facilitators
Session 6: Discussion and evaluation of SMEs	4:00pm- 4:30pm	Stephen Nketia/Partners
Closing	4:30pm	
<b>DAY 2 (Optional)</b>		
Visits to selected SMEs		

## APPENDICE

Some pictures of the participants during the training









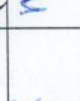

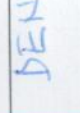

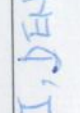
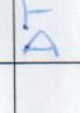
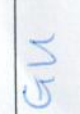

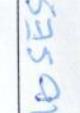




List of participants below

**LISTE DE PRESENCE DES PARTICIPANTS A LA FORMATION DES ACTEURS DE LA CHAINE DE  
VALEUR LAIT CAILLE ET SOUMBALA**

27 Octobre 2017, Ouagadougou, IRSAT/DTA

N°	Nom et Prénoms	Structure	Localité	Adresses (téléphone et mail)	Emargement
1	Moses MENGU	DTI, DENMARK	DENMARK	mom@dti.dk	
2	DAKISSAGH W Edmond	FASO solidaire	FROMAGÈRE Ifoaloit	68-73-7745	Ed 
3	DABIRE / SOME K. Julie N.	DGPER / MAAH	Ouagadougou	70 700 600 domejulie@hotmail.com	
4	KABORE Donata	IRSAT	Ouaga	70 081912 kaboredonata@irsat.gov.bf	
5	TRAORE Haoua	Laiterie de Lissin	Ouaga	70264228 traore@yaho.fr	
6	Gouem salamata	Wokakouma	Houndé	basformation	
7	Bony Haoussata	Laiterie	Bobo	73863087	B 
8	Konseiga/Nono A colette	wendmi pug songo	Ouaga	76-86-42-41	
9	Lido Adama		Ouaga	74 78 8624	
10					

11	KABORÉ T. Alineille	IPhiloit	Kembangue	72-29-77-99	
12	TASSEMBEDA Ahmed	<del>IPhiloit</del>	Kembangue	70-77-77-76	
13	SAWABO COLIN GANT Hagobon	IRSAT/DTA	Ouaga	72340096	
14	KIEMA S. Wilfrid	ABNORM	Ouaga	7116877	
15	DAWENDE/COMPARE S. Clarisse	IRSAT/DTA	Ouaga	70.04.78-96 compac@orange.ci	
16	BAYILI G. Romaric	IRSAT/DTA	Bobo-Dioulasso	76437944fr gibromar2000@gmail.com	
17	GANOU Leguet	IRSAT/DTA	Ouaga	79067451 ganou.leguet@yahoo.fr	
18	SAM Ipaëlie	Fabrication Isonumbala OUAGA	Ouaga	79586016	
19	Ouedraogo Inedete	IPhiloit	Ouaga	7249778 inedete@orange.ci	
20	Gavilho K. Leila. Faide	fronagerie GABIKHO	Ouaga	7800-5103	
21	Sampodogo	Ada	Wata	78-89-3722	
22	Zoungrana Bibata		Ouaga	88-55-89.16	
23	Dallo Fatimata		Ouaga	76-52-04.33	

24	Stephen Dikea	CSIR-FRI	GHANA	stevendikea@ gmail.com	
25					