



# AFRICAN PASTORAL MARKET DEVELOPMENT (APDM) PLATFORM



AFRICA PASTORAL MARKETS  
DEVELOPMENT PLATFORM  
(APMD)

Technical Planning Workshop

Private Sector Integration in to Pastoral t Livestock Marketing

21-24<sup>th</sup> October. Naivasha, Kenya



# APDM Platform

- ▶ African Pastoral Markets Development (APMD) Platform. This pan-African initiative aims to enable market-driven, adaptive transformations in pastoralism.
- ▶ Will strategically provide, influence and promote visibility of market-focused interventions to enhance pastoral integration into livestock markets

# Platform Pillars

1. Private Sector  
Pillar

Strengthening the pastoralists (private sector) integration in livestock marketing, with support from the two following pillars

2. Data Sector  
Pillar

Strengthening functional data ecosystems and diffusion

3. Policy Sector  
Pillar

- Strengthening Enabling Policy Environment and Strategic Implementation



# PHASE 1

Platform set-up  
and stakeholder  
buy-in

Refinement of strategic  
priorities

Design of country  
lighthouses,

Stand-up of Platform  
operations within AU-  
IBAR

# PHASE 2

Platform launch  
and operations

Country lighthouses to implement  
and iterate on key priority actions  
developed in Phase

# PHASE 3

Platform  
assessment and  
scale-up

**APDM PLATFORM PHASES**

# Workshop Sessions

## Session 3

• **Analysis of the Pastoral Livestock Marketing Chain in the Horn of Africa Cluster; Challenges and Opportunities for System Resilience and Sector transformation in the Pastoral Private Sector Pillar**

- 1. Livestock VC Map**
- 2. Stakeholder Mapping**
- 3. SWOT Analysis**
- 4. Group work presentation and discussion.**

## Session 4

**Assessment of the Pastoral Livestock Marketing Chain using Structured Questionnaire, within the scope of the Private Sector.**

- 1. Survey Monkey**

## Session 5

• **Reviewing and finalizing, priority areas of actions and interventions, identification of implementers**

- 1. Implementation Plan**
- 2. Activity Prioritization**
- 3. Group work presentation and discussion**

## Session 6

**Formation of the Lighthouse Technical Working Groups**

- 1. Validation of TOR**

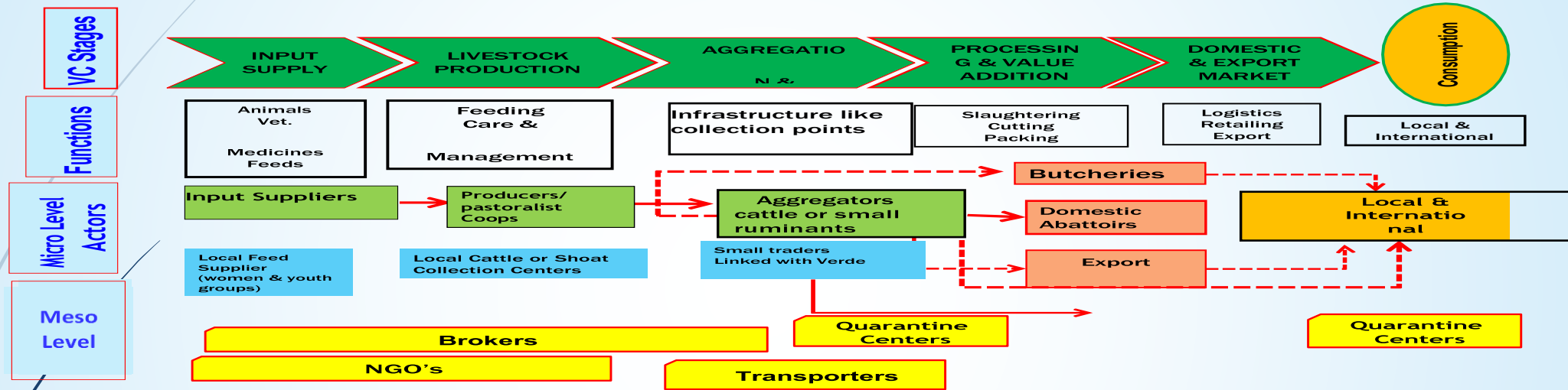
## Session 7

**Building synergies of implementers of the priority actions/ interventions, and their harmonized engagement**

- 1. Build consensus on final priorities areas.**
- 2. Analysis of priority integrated activities**
- 3. Analysis of implementers and synergized implementation**

# Livestock Value Chain Map

## LIVESTOCK (LIVE ANIMAL AND MEAT) VALUE CHAIN MAP



**MACRO LEVEL ACTORS INCLUDE:** Ministries- Livestock, environment, quality control, custom and port authorities – Policies, roads, market information...etc

# Stakeholders Mapping



Stakeholder Analysis  
and Mapping\_Final.xls

# SWOT ANALYSIS- PASTORAL LIVESTOCK MARKETING CHAIN

- + **Strength**
- + **List down Strengths on SWOT Analysis Template**



STRENGTHS

- **Weakness**
- **List down Weakness on SWOT Analysis Template**



WEAKNESSES

- + **Opportunity**
- + **List down Opportunities on SWOT Analysis Template**



OPPORTUNITIES

- **Threat**
- **List down Threat on SWOT Analysis Template**



THREATS





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Styles: Conditional Formatting, Format as Table, Cell Styles

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Editing: AutoSum, Fill, Clear, Sort & Find & Filter, Select

 <h1 style="text-align: center;">STAKEHOLDER MAPPING AND ANALYSIS TOOL</h1> 					
PLATFORM : AFRICAN PASTORAL MARKET DEVELOPMENT (APDM) PLATFORM					
CATEGORY	NAME OF STAKEHOLDER	CONTACT PERSON	MANDATE OF THE VALUE CHAIN	CONTACT ADDRESS	
Private Sector					
Livestock Feed Suppliers					