

## Toward Sustainable Clusters in Agribusiness through Learning in Entrepreneurship (2SCALE)

2SCALE consortium:



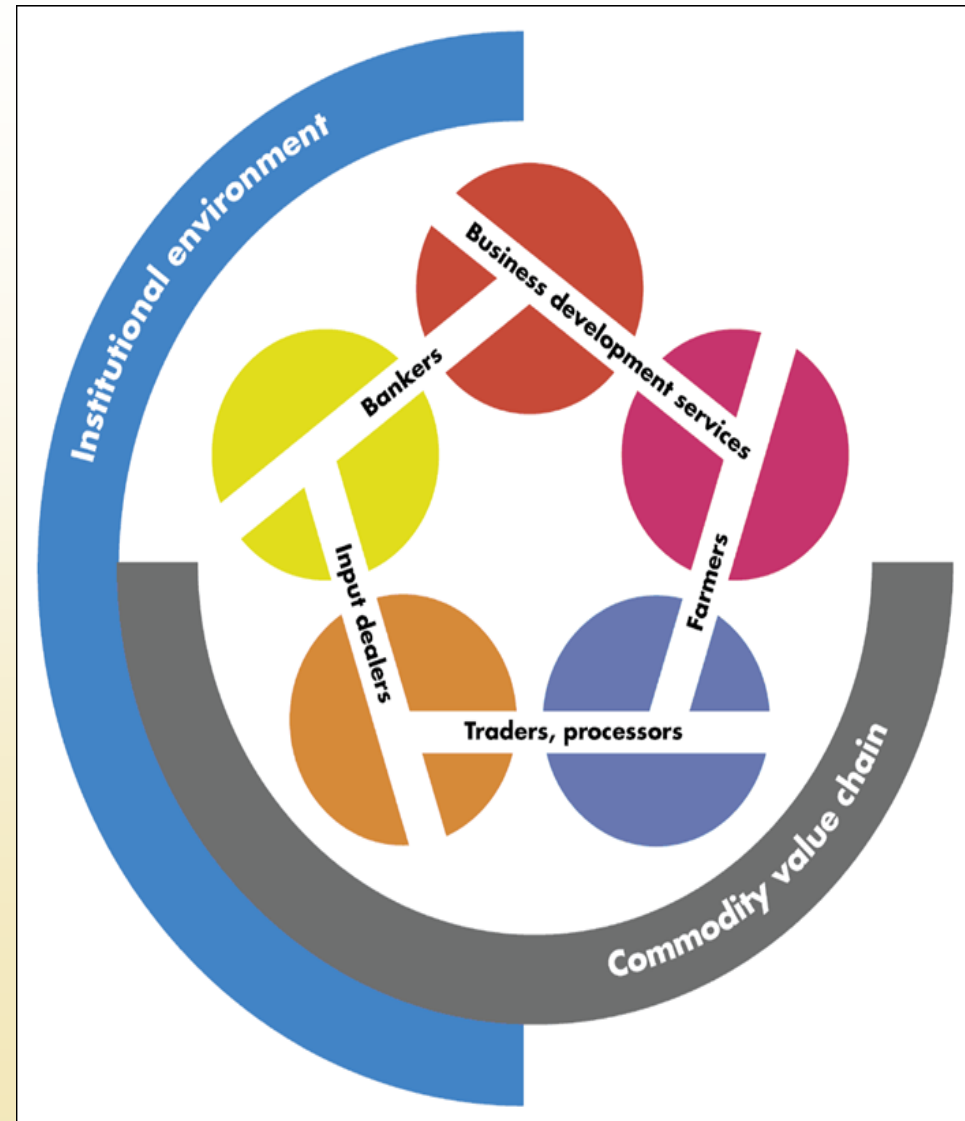
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Key principle: CASE approach

- Grassroots entrepreneurship
- Local networks (ABCs)
- Channel options / networks
- Governance (fairer competitive playing fields)
- Competitiveness



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## Key sectors

Sesame/Sorghum

Soya

Potato,

Tomato

Onion

Dairy

maize



## Approach

1. PPP that starts with a lead firm serving or sourcing from farmers  
–Focus on organizing farmers & production
2. PPP that starts with a local business champion serving one or more targeted consumer markets.  
–Focus on local networking / and route to market

- PPPs are implemented at agribusiness cluster and value chain level
- PPPs are additional to regular business operations and relations
- PPPs leverage the resources of ABC and VC actors to develop inclusive business strategies

# Thank you

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