



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



SSTIC Impact Stories

PAMPAT Tunisia - Phase II

SUMMARY

The SECO-funded project "Market access facilitation for typical agrifood products" (French acronym PAMPAT – "Projet d'Accès aux Marchés pour des Produits Agroalimentaires et du Terroir") Tunisia Phase II is currently being implemented by UNIDO and represents the follow-up phase of the PAMPAT I project (September 2013- December 2019).

The final independent evaluation mission that was conducted in December 2018 in Tunisia confirmed the positive results of the project and recommended to develop a second phase. On this basis, in March 2019 a SECO-funded preparatory mission was

undertaken to identify the scope of the follow-up project PAMPAT II. The evaluation recognized that phase I had played a major role in placing the economic sector of "typical agro-food products" on the agenda of several Tunisian institutions.



Cactus fields in Kaserine (Tunisia)

WORKING TOWARDS THE SDGs

5 GENDER EQUALITY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



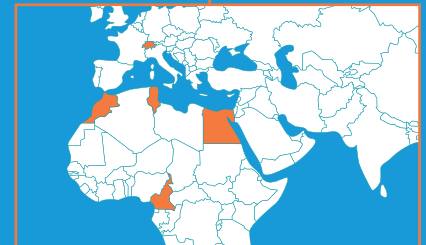
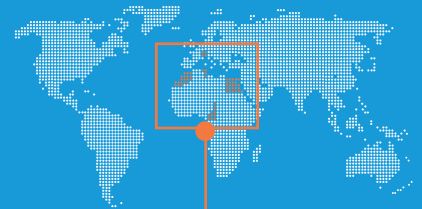
17 PARTNERSHIPS FOR THE GOALS



SOUTH SOUTH COUNTRIES:

Switzerland, Morocco, Tunisia, Egypt and Cameroon

IDENTIFIED COUNTRIES:



SOUTH SOUTH PARTNERS:



- Morocco
- Tunisia
- Egypt
- Cameroon
- Switzerland
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Organization of a study tour to the Tunisian Contest of Typical Products in 2019 to sensitize public and private actors from several countries including Egypt about the contest methodology and its socio-economic impact.



Egyptian national mapping of typical origin-based products developed with Tunisian expertise on the basis of the Tunisian typical product evaluation methodology and following the same participatory multi-actor approach.



Egyptian and Cameroonian National Contest of Local Food Products set up in 2022 and 2023 thanks to training cycles and handholding over a period of several months developed with Tunisian expertise.



The Tunisian participatory methodology that was successfully used to prepare and implement a public-private nationwide promotion program for typical food products is also being currently tested in Egypt.



Organization with the help of a Swiss partner of yearly exchange meetings between the different countries that organize biannual Competitions of Typical Food Products with UNIDO support (incl. Tunisia, Morocco, Egypt, and Cameroon) in order to ensure the transfer of best practices and to encourage the replication of the model in other additional countries.



SMEs promoting together Tunisian dried tomatoes in a shopping mall



Medal-winners of the Tunisian Contest of Typical Products at a trade fair



WHAT IS SSTIC?

South-South and Triangular Industrial Cooperation (SSTIC)

Is a process whereby two or more developing countries pursue their individual and/or shared national capacity development objectives through exchanges of knowledge, skills, resources and technical know-how, and through regional and interregional collective actions. UNIDO's SSTIC services are following the guiding principles for South-South cooperation set out in the Buenos Aires outcome document:

- 1 respect for national sovereignty
- 2 mutual benefit
- 3 national ownership and independence
- 4 equality
- 5 non-conditionality
- 6 non-interference in domestic affairs

PAMPAT 2 COMPONENTS



POMEGRANATE



PRICKLY PEAR



PROCESSED DATES



DRIED TOMATO



TRADITIONAL ORIGIN-LINKED PRODUCTS

PAMPAT 2 will maintain its support to the prickly pear value chain and will assist three new sectors, namely processed dates, dried tomatoes and pomegranates.

1

THE CHALLENGE

What the project aims to achieve.

Tunisia's economy is encountering major difficulties in various areas as a result of a notable drop in economic growth in 2020 caused by decreased demand from abroad and a decline in industrial production in addition to the impact of the COVID-19 pandemic. This is particularly evident in export-focused manufacturing sectors and the hydrocarbon industry.

To improve the coverage rate, export diversification beyond the Tunisian flagship product of olive oil is needed. The agri-food sector accounts for more than 10% of Tunisian exports and is the fourth-largest export sector after the mechanical, electrical, and textile industries. External support is needed to promote the diversification of agrifood exports, including typical Tunisian products. Tunisian authorities have taken steps to promote typical food products and set up origin-linked quality labels such as geographical indications (GIs), but the practical implementation of these labels is insufficient.

UNIDO is supporting two additional countries, namely Egypt and Cameroon, in organizing their national contests of typical products in 2022 and 2023 respectively, to enhance the valorization of the local agrifood heritage and promote the replication of this methodology.

2

THE GOAL

The PAMPAT project aims to promote and support the development of traditional, origin-based agrifood products in Tunisia, with a focus on products from disadvantaged regions. UNIDO supports the actors (farmers, new entrepreneurs, cooperatives, processing companies, export companies, etc) of the following four value chains: prickly pears (incl. cosmetic cactus seed oil), pomegranate (incl. set-up of geographical indications), dried tomatoes, products made of dates. The promotion of these types of products can have a number of positive impacts on the country, such as creating decent income for the population, particularly for women, preserving or creating jobs in rural areas, increasing investment in rural regions, standardizing product quality, preserving authentic culture and promoting alternative tourism, and halting rural migration. The project builds on the successes of a previous phase, during which the organization improved the performance, market access and socio-economic conditions of producers in three selected value chains, supported the development of the first Tunisian mapping of typical agro-food products, and organized the first and second editions of the biannual Tunisian Competition of Typical Products.

3

THE SOLUTION

The methodology used that led to successful outcomes.

The PAMPAT project, which is being implemented in Tunisia, focuses on unlocking constraints that hinder the development and market access of the agrifood sector in a holistic manner. The PAMPAT II project aims to structure and promote traditional, origin-based agrifood products in Tunisia, which are understood as a full-fledged economic sub-sector and to enhance the visibility of this sub-sector as a driver of economic growth.

UNIDO has supported several Tunisian Ministries to launch 2022 the first nationwide Tunisian strategy to add value and promote origin-based agrifood products. This strategy is currently being implemented by UNIDO in two Tunisian pilot governorates. Besides focusing on product valorization, promotion and market access, the project is also working on territorial marketing, cultural promotion and gastronomic tourism around typical products.

Moreover, the project works on the development of the value chains around prickly pears, dried tomatoes, pomegranates and products made from dates and uses a holistic approach that covers each link of the value chain from the farmer to the export markets. The methodology includes collaboration with various Tunisian institutions and agrifood promotion institutions and facilitates coordination between different national actors. Additionally, lead institutions are designated for each major project component or outcome to ease decision-making and increase ownership.

4

SOUTH-SOUTH IMPACT

How were South-South and Triangular cooperation utilized to achieve results?

A triangular cooperation model laid the basis for the organization of the first Tunisian Competition of Typical Food Products. The methodology used for the first edition in Tunisia was initially developed in the framework of the biannual Swiss Competition of Typical Food Products and had already been tested in Morocco with UNIDO assistance. Tunisia could hence draw from the experiences gained in Switzerland and Morocco to set-up its own competition.



5

SUSTAINABILITY AND REPLICABILITY

How is it sustainable and replicable?

The activities implemented by the PAMPAT Tunisia project have started being replicated in other countries. The methodology for the mapping of Tunisian typical agri-food products that was developed by the project in 2016, has allowed UNIDO to prepare similar mappings in Egypt and Georgia. Furthermore, the methodology for the Tunisian Competition of Typical Food Products that had been initially developed in Switzerland has now been transferred to Egypt and Cameroon by using specifically Tunisian know-how and expertise. The Egyptian contest took place in 2022 and the Cameroonian contest will be organized at the beginning of 2023.

With the help of Switzerland, an international platform has been set up to facilitate exchanges between the different countries that organize biannual Competitions of Typical Food Products and to encourage the transfer of the model to other additional countries. The Tunisian methodology for the public-private promotion of typical food products is also being currently tested in Egypt.



The Tunisian National Strategy:

LOCAL LEVEL

Valorization of local products in their respective regions of origin

NATIONAL LEVEL

Promotion of the agri-food sub-sector of local products (e.g. Tunisian Competition of Typical Food Products)

INTERNATIONAL LEVEL

Promotion of the country brand of Tunisia around Typical Food products.



SSTIC Executive Summary

Tunisia's economy continues to face significant challenges on several fronts, following a sharp decline in economic growth in 2020 due to weak external demand and a decline in industrial production, particularly in export-oriented manufacturing industries and hydrocarbons as well as the COVID-19 pandemic.



PAMPAT Tunisia Phase II is currently being implemented by UNIDO and represents the follow-up phase of the PAMPAT I project (September 2013- December 2019). The project aims to promote and support the development of traditional, origin-based agrifood

products in Tunisia, with a focus on products from disadvantaged regions. This project contributes to the achievement of Sustainable Development Goals (SDGs) 5,8,9,17. With the help of Switzerland, an international platform has been set up to facilitate exchanges between the different countries that organize biannual Competitions of Typical Food Products and to encourage the transfer of the model to other additional countries. The Tunisian methodology for the public-private promotion of typical food products is also being currently tested in Egypt.

CLICK THE LINKS BELOW FOR MORE INFORMATION



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 **Videos** 

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Scan the QR code to access more information about SSTIC. You will be directed to a website or a resource that provides detailed information about the concept, principles, benefits, and examples of SSTIC in action.

 www.unido.org/south-south-cooperation  SSTIC@unido.org



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