ACRA-CCS aims to enhance the valorization of local natural resources (such as Neem and Moringa oleifera) while increasing the income of local producers in the Logone Valley Region (North Cameroon and West Chad), one of the poorest and least developed areas in the world.

The business idea is to create a multi-portfolio of products with a high traditional knowledge content, which will be produced locally and commercialised both nationally and internationally.

ACRA-CCS is working with Groupement d’Intérêt Economique HUILEX (GIE HUILEX) to implement an inclusive business model that will profit local citizens financially while at the same time increase the social welfare of the local BoP citizens. The most important element of this business model is the cross-subsidized revenue model. The high added value products sold in Europe will enable local investments in R&D actions that will progressively create greater social, environmental and economic impact throughout the commercialization of products. Thus, this project aims to tackle some of the most critical problems in the area such as malnutrition, crops protection, diffusion of diseases, etc.

At the moment, GIE HUILEX is relying on the income stream coming from selling Neem oil and soap on the local market which are low-margin products due to high competition and inability to access the market.

The introduction of a diversified portfolio of products which will be sold locally and internationally will hopefully greatly enhance GIE HUILEX members’ income streams. New lines of products have already been identified and selected based on their high-added value and potential high margins in both markets.

The IAP funding (49% of the total investment) will allow this entity to take off in terms of financial sustainability, local impact and innovation content.