

Introduction to the Cool Move

Why?

Cold storage is virtually non-existent in rural areas in Sub Saharan Africa. Therefore smallholders generally are not storing their produce, infecting the quality and quantity of produce and causing post-harvest losses.

What?

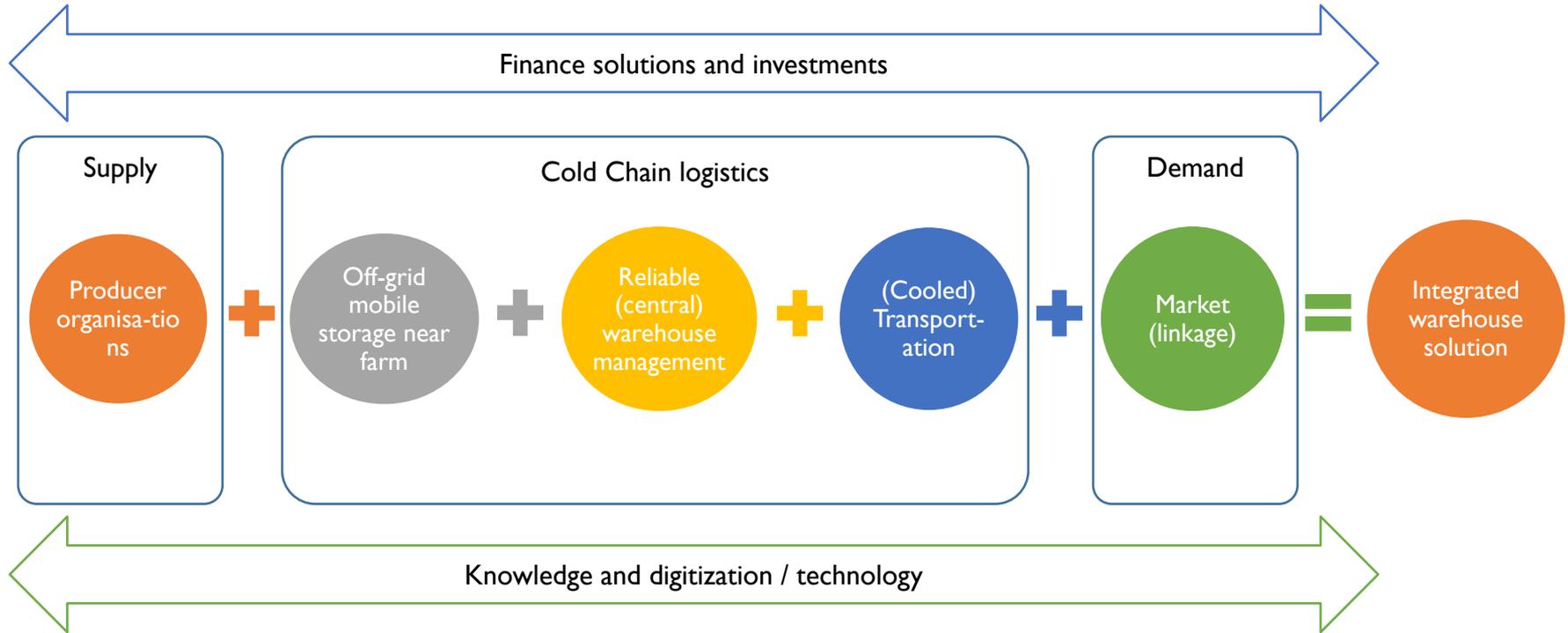
The Cool Move wants to increase high quality cold chain accessibility and utilization in rural areas in emerging markets in a economically viable way, combined with suitable finance solutions and investments.

How?

We will work together by creating and testing viable business cases, including financial solutions on the one hand (private sector led), combined with feasibility studies and assessments on the other hand (public sector led), to create a scaling strategy for cold storage in rural areas.

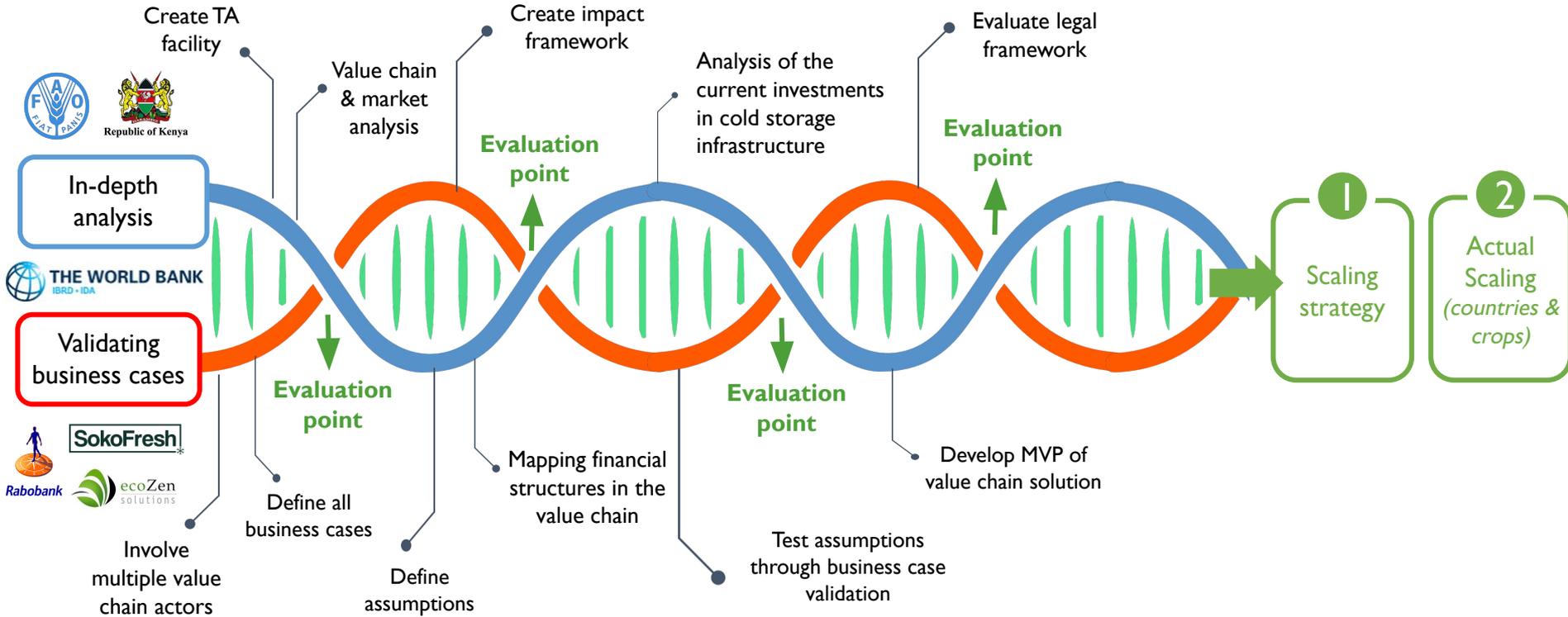
An integrated value chain approach, working with the supply side (farmer organisations and cold chain providers) as well as the demand side (aggregators and off takers) and financial sector ensures long-term quality and quantity of stock.

What do we need for the solution?



Public-Private Partnership DNA

working towards a scaling strategy for cold chain



The Cool Move Impact

The Cool Move is the Cold Chain solution for Emerging Markets. The Cool Move will:

- Secure quality and quantity of highly nutritious food in rural areas, for cities and for exports
- Reorganize value chains of perishables, in most cases produced by smallholder farmers
- Empower SMEs (storage managers, logistics providers, processors, traders and retailers)
- Increase access to off-takers and enhance market linkages
- Raise investments and implement finance solutions for cold chain
- Realize more (solar-powered) cold hubs near farm in rural areas in emerging markets
- Resolve 50% or more of post-harvest losses in affected value chains by 2023

The Cool Move and the SDGs

