



### Project name

**PARC (Agribusiness Accelerator)**

### Region

**Palestine**



### Implemented by



**MENACatalyst**

### Budget

**290K USD**

### Duration

**12 months**

### Contribution to SDGs



### Financed by

**PARC**

## CHALLENGES/CONTEXT

Supported PARC in their efforts to establish the Agribusiness Accelerator, secure funding, develop their workplan and processes, and organize the first Agribusiness Hack. Parc is a national developmental organization that strives to develop the agricultural sector, strengthen the resilience of farmers, reach out to the poor and marginalized groups and their CBO's, mobilize and develop the capabilities of rural people to enable them to control their resources, through the work of a distinguished professional teams and a loyal volunteers. This has been accomplished through creative programs and transparent management and through technical practices to contribute to the establishment of a free and democratic Palestinian

## APPROACH

The approach focused on the following components:

- Agribusiness Accelerator: Strengthen the resilience of farmers, reach out to the poor and marginalized groups to set up and scale up their agribusinesses.
- Outreach Support: Provide outreach services via success stories, business plan development, and networking with regional and international business enablers and industry experts to increase exposure and business opportunities.

## MENA CATALYST EFFECT

### DEVELOPMENTAL ORG

We are reducing barriers and fostering dynamic cross-border collaborations by enhancing the technical competencies of emerging professionals, innovators, and young changemakers to create a more equitable and resilient socioeconomic future for all across the MENA region.

### MISSION & VISION

MENACatalyst (MC) is an impact-driven nonprofit with the vision of creating the conditions necessary for the marginalized to rise up and become leaders of positive social impact and effect lasting economic growth across the MENA region.

To fulfil our mission, our multifaceted integrated approach includes a range of interconnected programs that empower our communities with the tools, resources, in-demand skills, and networks of support needed to overcome structural inequalities and catalyze far-

### PRIVATE SECTOR APPROACH

All our programs incorporate the Market Systems Development (MSD) Approach which has proven to be an effective tool that fosters resilient local and regional economic ecosystem development by tapping into the resources of the private sector to generate inclusive market-based opportunities in which no one is left behind.

### EXPECTED ACHIEVEMENTS

Participants are able to scale up their agricultural enterprises.

Participants are able to improve their access to new markets.

Participants network with business enablers and industry experts for mentorship and to discuss business opportunities.

Participants develop viable business plans and access finance to achieve sustainability.



### LESSONS LEARNED

#### What worked well:

The synergy between the agribusiness accelerator and the individual professional needs of participants.

Business development, financial access, and market access opportunities.

#### To be improved:

Logistical coordination between participants from various inaccessible areas across Palestine. Virtual implementation would have helped create a more cohesive environment and bring together participants more effectively to learn, connect, and collaborate.

### LEARN MORE OR CONTACT US:

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