



W&CA Applique Bien

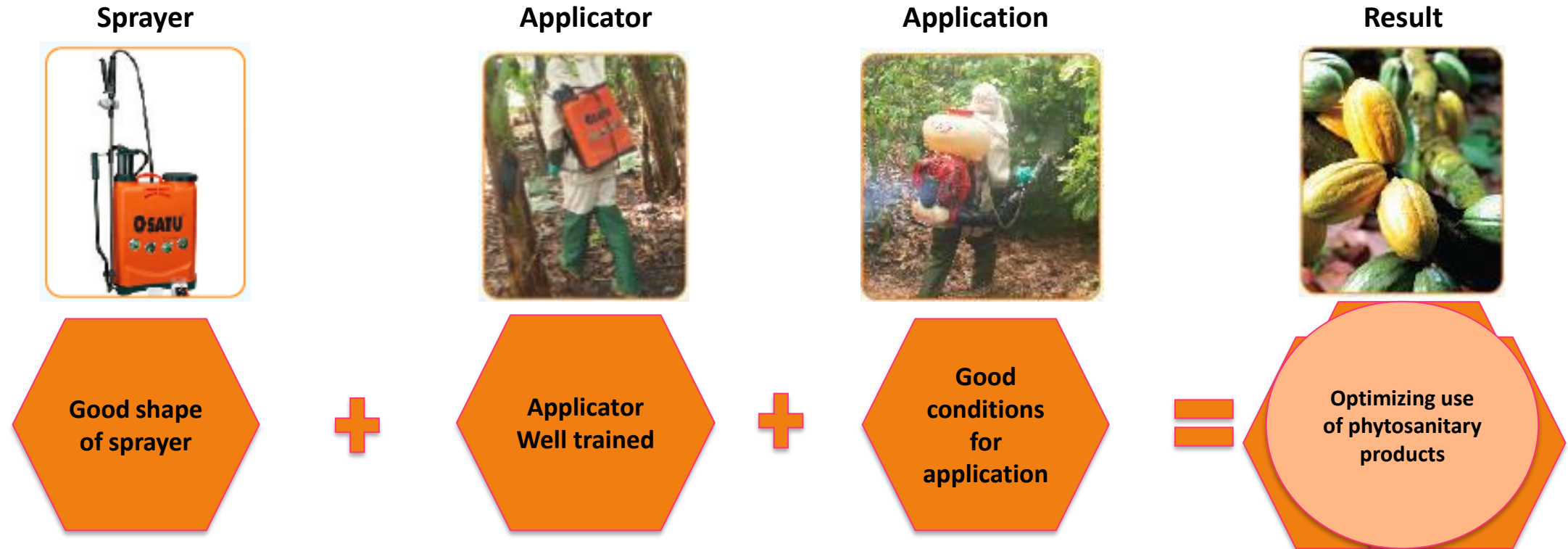
02/2020

Applique Bien

The concept

APPLIQUE BIEN - The concept

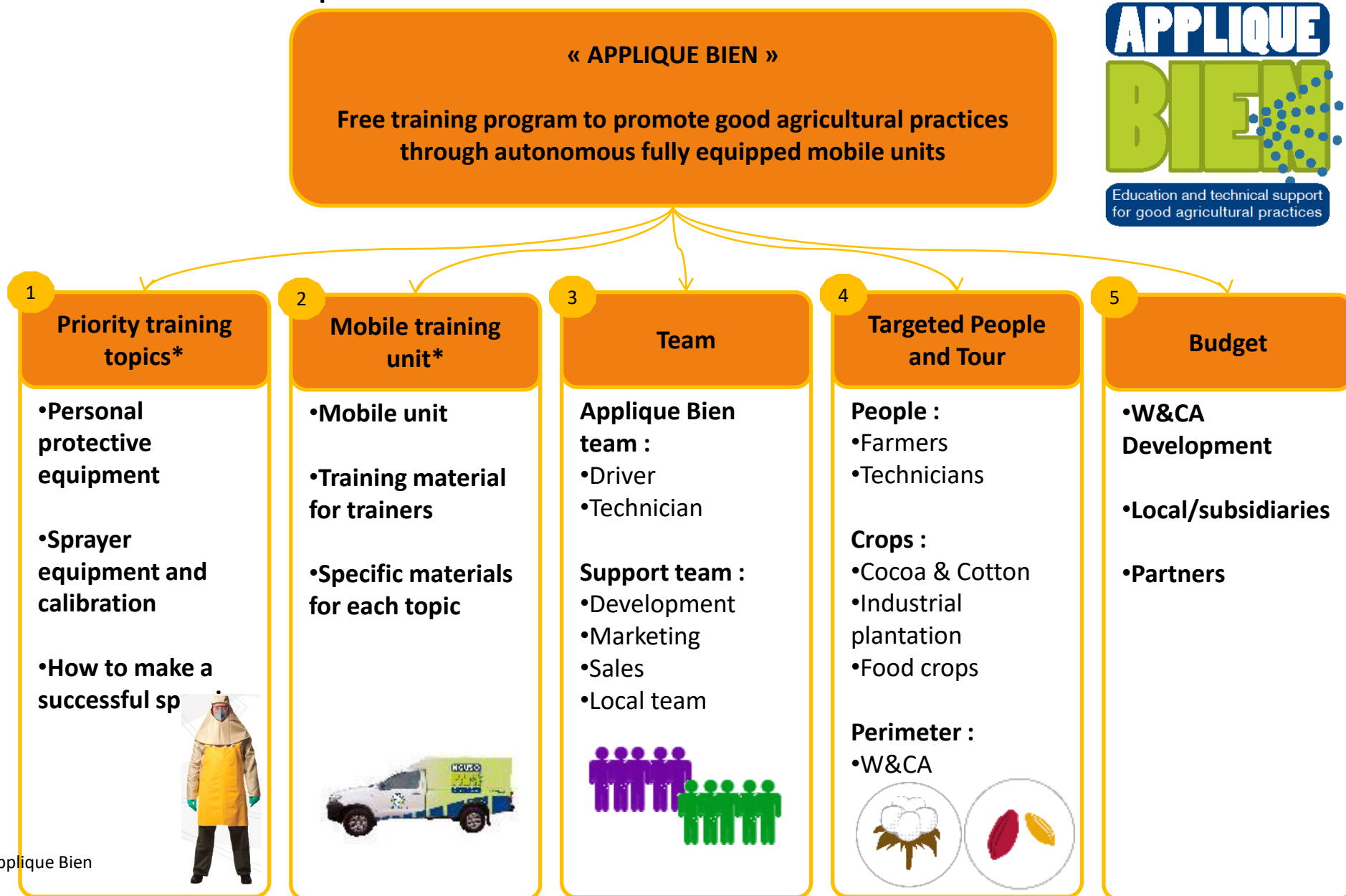
Efficiency of phytosanitary product is directly linked to conditions of application



Training is consistent with our corporate responsibility and our leading position in West & Central Africa

- ✓ Risk of contamination is much higher than in developed countries
- ✓ Strengthen the link with end users being close to farmers and their environment
- ✓ Improve farmers' productivity and guarantee farmers' incomes

APPLIQUE BIEN – The concept



APPLIQUE BIEN – Tools for training

- Mobile unit
- Training material for trainers
- Specific materials for each topic



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- **Mobile unit**
 - ☐ Pick up with truck + Exterior paint / customization + Interior trim (box, shelves...)
 - ☐ Various material (generator, tables, benches,...)
- **Training material for trainers**
 - ☐ IT material (laptop, screen, sound system, video projector ...)
 - ☐ Camera...
- **Specific materials for each topic**
 - ☐ PPE, model...
 - ☐ Sprayers, calibration equipments, water sensitive papers, ...
 - ☐ Empty bottles, sachets samples with labels...
 - ☐ Movies in local languages, leaflets, kakemono...



Objective => To make training in any locality, adapting the message to targeted people

Applique Bien Training in W&CA

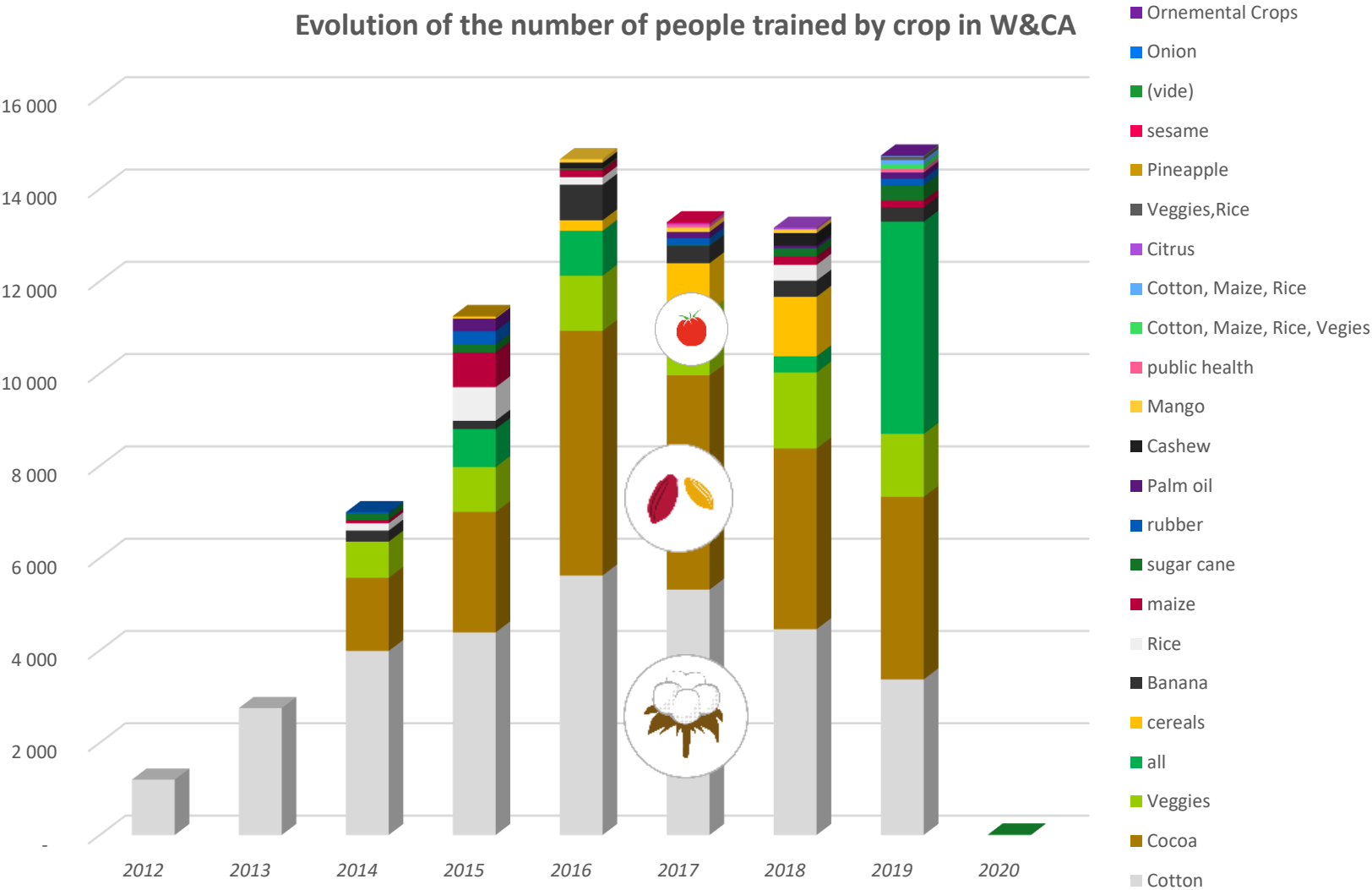
Global context : Training programs in W&CA



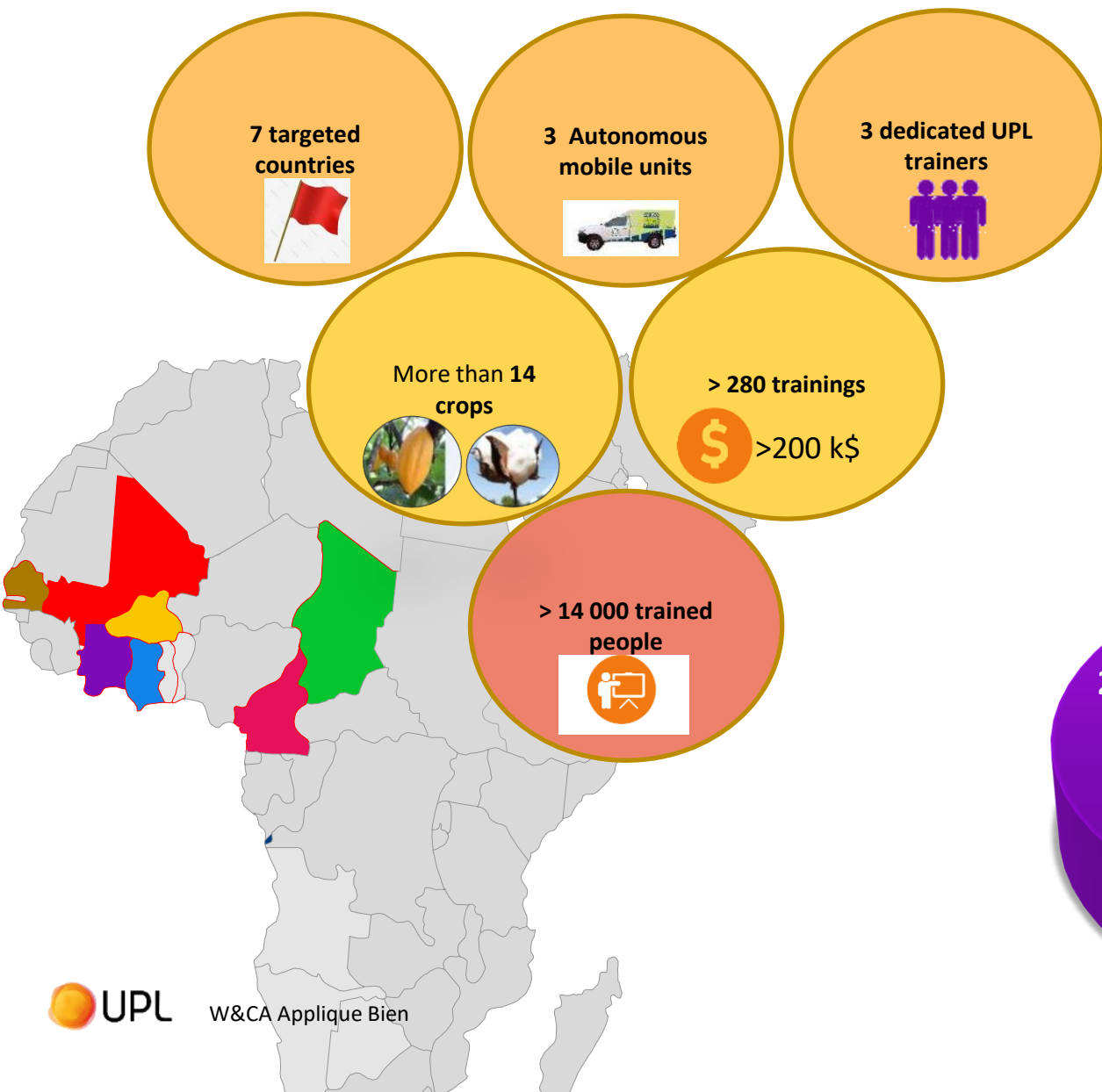
A successful year !

Quality training more than quantity

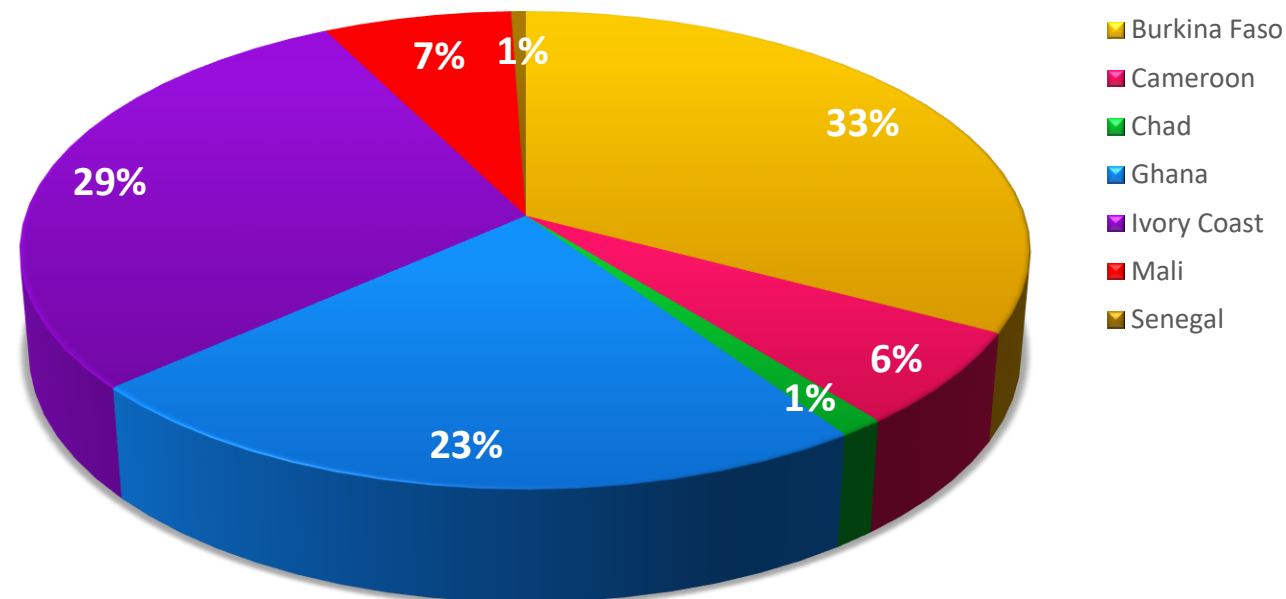
Year	Nb of people
2012	1 200
2013	2 750
2014	6 996
2015	11 246
2016	14 645
2017	13 277
2018	13 158
2019	14 723



Training programs : 2019-20 W&CA activities overview



Distribution of people trained per country in 2019-20



Applique Bien 2019 Objectives

Perspectives for 2020-2021



- ▶ Objective, maintain the number of people trained about 12 000 in 2020 on W&CA perimeter
- ▶ Reinforce the current organization :
1 new mobile unit and 1 new trainer in Mali
- ▶ Enhance the quality of our trainings and maintain the continuous training process for our teams
- ▶ Develop new tools and enhance PPE use : New movie on Biosolutions
- ▶ Reinforce our relationship with our partners
- ▶ To benefit from synergies with other countries from AMEANZ area



Applique Bien In pictures

A picture is worth a thousand words



Thank you !