








Results Matrix

Outcomes

Outcome:		1 Increase the commitment of Central American private sector companies in the agribusiness industry to improve their regional and global markets					
Indicators	Flags*	Unit of Measure	Baseline	Baseline Year	Means of verification	EOP	
1.1 Agricultural companies and PYMES in the Processed Food and Beverage Industry of Central America registered in CA		Number	509.00	2018	CA database	P	1,000.00
						P(a)	
						A	
1.2 Agricultural companies linked in MA with PYMES in the processed foods and beverages industry in Central America.		Number of related companies	0.00	2018	MA database on CA platform	P	140.00
						P(a)	
						A	
1.3 Participants trained in virtual training on issues of access to new markets and business strengthening.		Professionals (#)	0.00	2018	List of participants	P	300.00
						P(a)	
						A	
Outcome:		2 Increase the access capacity of farmers and agribusiness in Central America to regional and global markets					
Indicators	Flags*	Unit of Measure	Baseline	Baseline Year	Means of verification	EOP	
2.1 Training provided to agricultural companies and agribusinesses on issues of market access, access to financing and reduction of trade costs		Number of workshops	0.00	2018	List of participants	P	10.00
						P(a)	
						A	
2.2 Agribusiness and PYMES of agribusiness in Central America participating in the forum and business roundtables to establish business and investment connections with international buyers and		Professionals	0.00	2018	List of participants	P	
						P(a)	50,000.00
						A	
2.3 Business opportunities of international buyers of the food and beverage industry spread in ConnectAmericas.		Diffused Opportunities	530.00	2018	CA database	P	1,000.00
						P(a)	
						A	

 CRF Indicator

Outputs: Annual Physical and Financial Progress

1 Strengthening the export capacity of SMEs in the processed foods and beverages industry of Central America						Physical Progress				Financial Progress						
Outputs	Output Description	Unit of Measure	Baseline	Baseline Year	Means of verification	2018	2019	2020	EOP	2018	2019	2020	EOP	Theme	Fund	Flags
1.1 Virtual platforms improved	Design of an online Agribusiness Marketplace for PYMES in the Food and Beverage Industry at ConnectAmericas.com	Platforms (#)			Backend CA	P	1		1	P		80000	80000	Regional Integration	MAG	
						P(a)			0	P(a)			0			
						A				A						
1.2 Tools designed/strengthened	Self-diagnostic tool	Tools (#)			Backend CA	P				P		30000	30000	Regional Integration	MAG	
						P(a)			0	P(a)			0			
						A				A						
1.3 Webinars delivered	Course designed online for farmers and agribusiness on issues of business strengthening and access	Webinars (#)			list of participants	P				P		15000	15000	Regional Integration	MAG	
						P(a)			0	P(a)			0			
						A				A						
1.4 Webinars delivered	Webinars for farmers and agribusiness entrepreneurs on issues of business strengthening and market access	Webinars (#)			list of participants	P				P		10000	10000	Regional Integration	MAG	
						P(a)			0	P(a)			0			
						A				A						
1.5 Diagnostics and assessments completed	Development of a study on trends, access barriers and industry value chains	Diagnostics (#)			Study reports	P				P		30000	30000	Regional Integration	MAG	
						P(a)			0	P(a)			0			
						A				A						
1.6 Diagnostics and assessments completed	Identification of best socio-environmental practices in the industry for compliance with	Diagnostics (#)			Study reports	P				P		15000	15000	Regional Integration	MAG	
						P(a)			0	P(a)			0			
						A				A						

	standards and certifications					A					A								
1.7 Diagnostics and assessments completed	Development of route maps with innovation and marketing capabilities in strategic niches	Diagnostics (#)			Study reports	P					P		10000	10000	20000	Regional Integration	MAG		
						P(a)				0	P(a)				0				
						A					A								
1.8 Awareness raising campaigns designed/implemented	Online marketing activities to disseminate shopping opportunities	Campaigns (#)			Salesforce and Social Media	P					P		5000	5000	10000	Regional Integration	MAG		
						P(a)				0	P(a)				0				
						A					A								
2 Capacity Buidling Forum on Agribusiness Markets Access for Central American farmers and SMEs						Physical Progress					Financial Progress								
Outputs	Output Description	Unit of Measure	Baseline	Baseline Year	Means of verification	2018	2019	2020	EOP		2018	2019	2020	EOP		Theme	Fund	Flags	
2.1 Conferences organized	Forum organized in Central America with face-to-face training workshops for exporting farmers and agribusiness	Conferences (#)			Forum reports	P					P		75000		75000	Regional Integration	MAG		
						P(a)				0	P(a)				0				
						A					A								
2.2 Participants attending events	Export Promotion and Investment Agencies of the region that participated in the forum	Individuals (#)			List of participants	P					P		40000		40000	Regional Integration	MAG		
						P(a)				0	P(a)				0				
						A					A								
2.3 Participants attending events	Government officials, academics, and CEOs who participated as panelists in the forum	Individuals (#)			List of participants	P					P		20000		20000	Regional Integration	MAG		
						P(a)				0	P(a)				0				
						A					A								
3 Promotion of business and investments opportunities among Central American SMEs participating in the forum and buyers from other regions						Physical Progress					Financial Progress								
Outputs	Output Description	Unit of Measure	Baseline	Baseline Year	Means of verification	2018	2019	2020	EOP		2018	2019	2020	EOP		Theme	Fund	Flags	
3.1 Participants attending events	forum participants	Individuals (#)			List of participants	P					P		120000		120000	Regional Integration	MAG		
						P(a)				0	P(a)				0				
						A					A								
3.2 Conferences organized	Organization of Business Roundtable sessions within the Forum	Conferences (#)			Forum reports	P					P		20000		20000	Regional Integration	MAG		
						P(a)				0	P(a)				0				
						A					A								
3.3 Participants attending events	Food and beverage entrepreneurs from the region who participated in the business meetings	Individuals (#)			List of participants	P					P		10000		10000	Regional Integration	MAG		
						P(a)				0	P(a)				0				
						A					A								
3.4 Networks/communities of practice established	Pre-scheduled meetings in trade and investment in business meetings	Networks (#)			Forum reports	P					P		25000		25000	Regional Integration	MAG		
						P(a)				0	P(a)				0				
						A					A								
3.5 Presentations delivered	Success stories of Central American businessmen disseminated in ConnectAmericas	Presentations (#)			Backend CA	P					P			10000	10000	Regional Integration	MAG		
						P(a)				0	P(a)				0				
						A					A								

Other Cost
Execution, monitoring and dissemination

	2018	2019	2020	Cost
P	\$2,500.00	\$15,000.00	\$2,500.00	\$20,000.00
P(a)				\$0.00
A				

Total Cost

 CRF Indicator

 Standard Output Indicator

	2018	2019	2020	Total Cost
P	\$2,500.00	\$460,000.00	\$87,500.00	\$550,000.00
P(a)				
A				