








ValueLinks Introductory Training Seminar
Oestrich-Winkel, June 11-15, 2012

		<i>Day 1 (Monday, June 11, 2012)</i>	<i>Comments</i>
<i>Morning</i>		 Market development & poverty: Introducing <i>ValueLinks</i>	<p>After the opening of the seminar, the first presentation introduces value chain promotion as a development approach and provides an overview on the <i>ValueLinks</i> methodology.</p> <p>Working groups on different value chains are formed in line with the interest of participants. The formation of working groups is followed by a presentation on defining and applying criteria for value chain selection.</p>
		Welcome Introduction into the workshop program and presentation of participants (60')	
	8:30	Presentation "Value chains and development" - <i>ValueLinks</i> modules 0 & 1 – Part A (60')	
	-	Coffee Break (30')	
	12:30	Discussion Formation of working groups (30')	
	Presentation Value chain selection - <i>ValueLinks</i> modules 0 & 1 – Part B (60')		
	Lunch		
<i>After-noon</i>		 Mapping and analysing value chains	<p>Module 2 introduces the methodology of VC mapping and economic analysis of VC's. It presents typical VC maps, discusses best practice in presenting VC maps and explains the concept of value addition.</p> <p>Participants start working in the groups formed in the morning elaborating maps for their chosen value chains.</p>
	14:00	Presentation "The toolbox of value chain analysis" - <i>ValueLinks</i> module 2 (90')	
	-	Coffee Break (30')	
17:30	Group Work Value chain mapping exercise (90')		

Day 2 (Tuesday, June 12, 2012)		Comments	
Morning 8:30 - 12:30	 Determining an upgrading strategy		Module 3 focuses on strategy development for the upgrading of value chains. Tools and generic strategies are discussed and a case of a value chain upgrading strategy is presented. Participants work in the same groups as the day before elaborating a vision and upgrading strategy for their chosen value chains.
	Presentation	“Business strategies for chain upgrading” - <i>ValueLinks</i> module 3 (90’)	
	Case	The Cocoa value chain in Ecuador as an example of an upgrading strategy (30’)	
		Coffee Break (30’)	
	Group Work	Vision, strategy and fields of chain upgrading (90’)	
Lunch			
After-noon 14:00 - 17:30	 Facilitating value chain development		This session deals with principles, roles and activities of facilitating value chain upgrading. The later part of the afternoon is devoted to the preparation of the field trip on the following day. Groups prepare questionnaires to be used during the field trip.
	Presentation	“Facilitating upgrading projects” - <i>ValueLinks</i> module 4 (90’)	
		Coffee Break (30’)	
	Presentation	Introduction into the topic of the excursion (30’)	
	Group Work	Preparing the excursion (60’)	

Day 3 (Wednesday, June 13, 2012)		Comments
<p>Morning</p> <p>8:30 - 12:30</p>	<p>☐ Field Trip The wine value chain in Germany</p> <p>Visits to selected regional stakeholders in the wine value chain, such as producers, producer associations, traders and relevant institutions.</p>	<p>The field trip allows participants to experience a real industry and to do some concrete VC assessment work.</p> <p>The aim of the field trip is to apply theory and get a better understanding of the important roles of different value chain actors.</p>
<p>Lunch</p>		
<p>After-noon</p> <p>14:00 - 17:30</p>	<p>☐ Role-playing Game Stakeholder meeting in the wine value chain</p> <p>Role-playing Game Part I – Introduction and meetings of groups of value chain actors (30’)</p> <p> Part II – Facilitated stakeholder workshop (30’)</p> <p> Discussion on the role game (30’)</p> <p> Coffee Break (30’)</p> <p>Exhibition / Discussion Peer review of group work results of the first two days (90’)</p>	<p>Seminar facilitators introduce a role-playing game on the different points of view of VC stakeholders and the organisation of VC stakeholder meetings, based on the example of the wine value chain.</p> <p>After the role-playing game, there is time for discussion and the joint evaluation of the experience.</p> <p>The group work results of the first two days are presented in an “exhibition” of VC maps and upgrading plans.</p>

Day 4 (Thursday, June 14, 2012)		Comments
 Implementing value chain upgrading		<p>The day is dedicated to implementation issues in value chain promotion.</p> <p>The presentation provides an overview on operational choices and is followed by subsequent plenary discussion of modules 5 and 6 based on selected Powerpoint slides.</p> <p>The group work will develop possibilities to promote better business linkage arrangements and/or PPP arrangements in the selected VC's.</p>
<i>Morning</i>	<p>Presentation "An overview of upgrading solutions" (VL Modules 5-10) (30')</p> <p>Presentation "Chain promotion focusing on improving business linkages" - VL module 5 (60')</p> <p>Coffee Break (30')</p>	
8:30 - 12:30	<p>Discussion "Chain promotion focusing on Public-Private Partnerships" - VL module 6 (60')</p> <p>Group work Planning VC upgrading activities on business linkages and/or PPP (60')</p>	
Lunch		
 Implementing value chain upgrading – selected issues		
<i>After-noon</i>	<p>Presentation "Chain promotion focusing on improving services" - VL modules 7 & 8 (60')</p> <p>Coffee Break (30')</p> <p>Discussion "Chain promotion focusing on product norms and standards" - VL module 9 (60')</p> <p>Group work Finalising an impact-oriented project design (60')</p>	<p>The topics taken up in the afternoon cover the principles and practice of service arrangements in value chains, both for financial and non-financial services – as well as the institutional arrangements for regulating business activities, such as standard setting and the formulation of public policies.</p> <p>Participants continue with their group work and finalize selected upgrading solutions in their VC's.</p>

Day 5 (Friday, June 15, 2012)		Comments
Morning 8:30 - 12:00	 Monitoring value chain projects	An introduction into module 10 on business environment is followed by VL Module 11, which presents methods for constructing impact models and conducting monitoring. The working group results of the whole week are presented and discussed as practical examples of VC program design.
	Presentation “Chain promotion focusing on business environment” - VL module 10 (30’)	
	Presentation “Monitoring value chain projects” - ValueLinks module 11 (60’)	
	Coffee Break (30’)	
	Discussion Presentation and discussion of group work results (90’)	
12:00 - 13:00	Closing session Plenary Review of expectations and conclusions Evaluation of the workshop Delivery of certificates and farewell	The Closing Session reviews participants’ expectations and will summarise the workshop conclusions. Participants receive a participation certificate.
13:00	Lunch	
14:00	End of the seminar	