





## ValueLinks Introductory Training Seminar

Aachen, October 15-17, 2018

		<i>Day 1 (Monday, October 15, 2018)</i>	<i>Comments</i>									
<i>Morning</i>		<b>Market development &amp; poverty: Introducing ValueLinks</b>										
	9:00	<table border="0" style="width: 100%;"> <tr> <td style="width: 15%;"><b>Welcome</b></td> <td>Introduction into the workshop program and presentation of participants</td> <td style="text-align: right;"><b>(30')</b></td> </tr> <tr> <td style="text-align: center;">-</td> <td></td> <td></td> </tr> <tr> <td style="text-align: center;">13:00</td> <td>Coffee Break</td> <td style="text-align: right;"><b>(30')</b></td> </tr> </table>	<b>Welcome</b>	Introduction into the workshop program and presentation of participants	<b>(30')</b>	-			13:00	Coffee Break	<b>(30')</b>	<p>After the opening of the seminar, the first presentation introduces value chain promotion as a development approach and provides an overview on the ValueLinks methodology.</p> <p>The first part of Module 2 introduces the methodology of VC mapping. It presents typical VC maps and discusses best practice in presenting VC maps.</p>
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		<b>Lunch</b>										
<i>After-noon</i>		<b>Mapping and analysing value chains</b>										
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<b>Day 2 (Tuesday, October 16, 2018)</b>		<b>Comments</b>	
<b>Morning</b>	 <b>Determining an upgrading strategy</b>		<p>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.</p> <p>In the group work, participants work in the same groups as the day before elaborating a vision and upgrading strategy for their chosen value chains.</p>
	9:00	Presentation “Strategies for chain upgrading” - <i>ValueLinks</i> module 3 (90’)	
	-	Coffee Break (30’)	
	13:00	Group Work Vision and strategy development (90’)	
		Case The cocoa value chain in Ecuador as an example of an upgrading strategy (30’)	
<b>Lunch</b>			
<b>After-noon</b>	 <b>Facilitating value chain development</b>		<p>Module 4 deals with principles, roles and activities of facilitating value chain upgrading.</p> <p>The group work results of the first two days are discussed with the participants.</p> <p>The facilitator provides an overview on operational choices for upgrading solutions and discusses the new module 5 on the promotion of innovative business models.</p>
	14:00	Presentation “Facilitating upgrading projects” - <i>ValueLinks</i> module 4 (90’)	
	-	Coffee Break (30’)	
	18:00	Review Review of group work results (30’)	
		Presentation “An overview of upgrading solutions” (VL Modules 5-10) (30’) Presentation “Promotion of innovative business models” - VL module 5 (60’)	

<b>Day 3 (Wednesday, October 17, 2018)</b>		<b>Comments</b>
<b>Morning</b>  9:00 - 13:00	 <b>Implementing value chain upgrading</b>	<p>The day is dedicated to implementation issues in value chain promotion.</p> <p>The topics taken up cover horizontal and vertical business linkages, financial and non-financial service arrangements, the importance of standards and certification, formulation of public policies, as well as principles of data analysis and monitoring.</p>
	<b>Discussion</b> “Promotion of improved business linkages and improved service provision” - VL modules 6, 7, 8      (120’) <b>Coffee Break</b> (30’)	
	<b>Discussion</b> “Promotion of quality/standards, improved business environment, data management and monitoring ” - VL modules 9,10,11      (90’)	
<b>Lunch</b>		
<b>After-noon</b>  14:00 - 17:30	 <b>Implementing value chain upgrading and closing session</b>	<p>Participants continue with their group work and develop upgrading solutions and related facilitation activities for their chosen VC’s.</p> <p>The group work results will be reviewed by the facilitator and participants.</p> <p>The closing session reviews participants’ expectations and will summarise the workshop conclusions.</p> <p>Participants receive a participation certificate.</p>
	<b>Group work</b> VC upgrading solutions for an impact-oriented project design      (90’) <b>Coffee Break</b> (30’)	
	<b>Review</b> Discussion of group work results      (60’)	
	<b>Plenary</b> Evaluation of the workshop, delivery of certificates      (30’)	