





ValueLinks Introductory Training Seminar


Siem Reap, November 26-30, 2018

		<i>Day 1 (Monday, November 26, 2018)</i>	<i>Comments</i>															
<i>Morning</i>		Market development & poverty: Introducing ValueLinks																
	8:30	<table border="0" style="width: 100%;"> <tr> <td style="width: 15%;">Welcome</td> <td>Introduction into the workshop program and presentation of participants</td> <td style="text-align: right;">(60')</td> </tr> <tr> <td style="text-align: center;">-</td> <td>Presentation</td> <td>"Value chains and development" - ValueLinks module 1</td> </tr> <tr> <td style="text-align: center;">12:30</td> <td>Coffee Break</td> <td style="text-align: right;">(30')</td> </tr> <tr> <td></td> <td>Presentation</td> <td>"The toolbox of value chain analysis" - ValueLinks module 2, part 1</td> </tr> <tr> <td></td> <td></td> <td style="text-align: right;">(90')</td> </tr> </table>	Welcome	Introduction into the workshop program and presentation of participants	(60')	-	Presentation	"Value chains and development" - ValueLinks module 1	12:30	Coffee Break	(30')		Presentation	"The toolbox of value chain analysis" - ValueLinks module 2, part 1			(90')	<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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<i>After-noon</i>		Mapping and analysing value chains																
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	Group Work	Value chain mapping exercise	(120')															
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Day 2 (Tuesday, November 27, 2018)		Comments	
Morning	 Determining an upgrading strategy		<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 in Cambodia is presented.</p> <p>Participants will discuss possibilities of designing VC promotion strategies with a focus on improving nutrition of VC chain actors in a particular module after the coffee break.</p>
	8:30 - 12:30	Presentation/ Group work “Strategies for chain upgrading” - <i>ValueLinks</i> module 3 (120´)	
		Coffee Break (30´)	
		Presentation Nutrition-sensitive value chain promotion (90´)	
Lunch			
After-noon	 Facilitating value chain development		<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> <p>Module 4 deals with principles, roles and activities of facilitating value chain upgrading.</p> <p>The last part of the afternoon is devoted to the preparation of the field trip on the following day.</p>
	14:00 - 17:30	Group Work Vision, strategy and fields of chain upgrading (90´)	
		Coffee Break (30´)	
		Presentation “Facilitating upgrading projects” - <i>ValueLinks</i> module 4 (60´)	
		Presentation Introduction into the topic of the excursion (30´)	

Day 3 (Wednesday, November 28, 2018)		Comments
<p>Morning</p> <p>8:30 - 12:30</p>	<p>☐ Field Trip Value chain analysis</p> <p>Visits to selected regional stakeholders in a selected 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 Value chain stakeholder meeting</p> <p>Role-playing Game</p> <p>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 visited 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, November 29, 2018)		Comments	
 Implementing value chain upgrading			
<i>Morning</i>	Presentation	“An overview of upgrading solutions” (VL Modules 5-10) (30’)	<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 innovative business models and/or better business linkage arrangements in the selected VC’s.</p>
	Presentation	“Promotion of innovative business models” - VL module 5 (60’)	
	8:30	Coffee Break (30’)	
	-		
	12:30	Discussion “Promotion of improved business linkages” - VL module 6 (60’)	
	Group work	Planning VC upgrading activities on business models and/or business linkages (60’)	
Lunch			
 Implementing value chain upgrading – selected issues			
<i>After-noon</i>	Presentation	“Promotion of improved services” - VL modules 7 & 8 (60’)	<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>
	14:00	Coffee Break (30’)	
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	17:30	Discussion “Promotion of improved quality and standards” - VL module 9 (60’)	
		Group work	

Day 5 (Friday, November 30, 2018)		Comments
Morning 8:30 - 12:00	 Monitoring value chain projects	<p>An introduction into module 10 on business environment is followed by VL Module 11, which presents methods for constructing impact models and conducting monitoring.</p> <p>The working group results of the whole week are presented and discussed as practical examples of VC program design.</p>
	Presentation “Promotion of improved VC policy” - VL module 10 (30’)	
	Presentation “Monitoring value chain projects” - <i>ValueLinks</i> 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	<p>The Closing Session reviews participants’ expectations and will summarise the workshop conclusions.</p> <p>Participants receive a participation certificate.</p>
13:00	Lunch	
14:00	End of the seminar	