










## ValueLinks Online Training Seminar Agenda

	Day 1		Comments
Morning	 <b>Market development &amp; poverty: Introducing ValueLinks</b>		
	Session 1	Introduction into the online seminar program, presentation of participants, “Value chains and development” - ValueLinks module 1 (90’)	The first session introduces value chain (VC) promotion as a development approach and provides an overview on the ValueLinks methodology and VC selection.
	Session2	“The toolbox of value chain analysis” - ValueLinks module 2, part 1 (90’)	The first part of module 2 introduces VC mapping. It presents typical VC maps and discusses best practice in presenting VC maps.
	Lunch		
After-noon	 <b>Mapping and analysing value chains</b>		
	Individual Work	Value chain mapping exercise (90’)	In the afternoon, there will be individual work on preparing a VC maps for an individually chosen value chain according to the own interest of the participant.
	Session 3	Review of individual work results (60’)	VC maps prepared by participants will be reviewed and commented online with a view on improving the VC map structure.

<b>Day 2</b>		<b>Comments</b>
<b>Morning</b>	 <b>Determining an upgrading strategy</b>	
	<b>Session 4</b> “The toolbox of value chain analysis” - ValueLinks module 2, part 2      (90´)	Session 4 presents tools for economic VC analysis and discusses the concept of value added.
	<b>Session 5</b> “The toolbox of value chain analysis” - ValueLinks module 2, part 3      (90´)	The third part of module 2 is dedicated to environmental and social aspects of VC promotion.
<b>Lunch</b>		
<b>After-noon</b>	 <b>Facilitating value chain development</b>	
	<b>Session 6</b> “Strategies for chain upgrading” - ValueLinks module 3      (90´)	Module 3 focuses on strategy development for VC upgrading. Tools and generic strategies are discussed.
	<b>Individual Work</b> Vision and strategy development      (60´)	In the individual work, participants develop a vision and upgrading strategy for their chosen value chains.

<b>Day 3</b>		<b>Comments</b>
<b>Morning</b>	 <b>Implementing value chain upgrading</b>	
	<b>Session 7</b> <b>“Facilitating upgrading projects” - ValueLinks module 4</b> <b>(90’)</b>	Module 4 deals with principles, roles and activities of facilitating value chain upgrading.
	<b>Session 8</b> <b>Review of individual work results of the second day</b> <b>(90’)</b>	VC visions and strategies prepared by participants will be reviewed and commented online.
<b>Lunch</b>		
<b>After-noon</b>	 <b>Implementing value chain upgrading – selected issues</b>	
	<b>Session 9</b> <b>“An overview of upgrading solutions” (VL Modules 5-10),</b> <b>“Promotion of innovative business models” - VL module 5</b> <b>(90’)</b>	Session 8 provides an overview on operational choices for VC upgrading and is followed by an introduction on innovative business models.
	<b>Individual work</b> <b>Business model canvas</b> <b>(60’)</b>	The individual work in the afternoon will be on the use of the business model canvas as a tool to promote innovative business models.

<b>Day 4</b>		<b>Comments</b>
<i>Morning</i>	 <b>Implementing value chain upgrading</b>	
	<b>Session 10</b> “Promotion of improved business linkages” - VL module 6      (90’)	Session 10 discusses ways to promote vertical and horizontal business linkages.  Session 11 covers the principles of promoting service arrangements in value chains, both for financial and non-financial services,
	<b>Session 11</b> “Promotion of improved services” - VL modules 7 & 8      (90’)	
<b>Lunch</b>		
<i>After-noon</i>	 <b>Implementing value chain upgrading – selected issues</b>	
	<b>Session 12</b> “Promotion of improved quality and standards” - VL module 9, “Promotion of improved VC policy” - VL module 10, “Monitoring value chain projects” - ValueLinks module 11      (90’)	Session 12 discusses key concepts of ValueLinks modules 9 (standards), 10 (policy) and 11 (monitoring).  Participants continue with their individual work and prepare an impact-oriented project design based on sustainable solutions and temporary facilitation activities.
<b>Individual work</b> Impact-oriented project design      (60’)		

<b>Day 5</b>		<b>Comments</b>
<i>Morning</i>	 <b>Monitoring value chain projects</b>	
	<b>Session 13</b> <b>Presentation and discussion of individual work results</b> <b>(90')</b>	The individual project designs developed by the participants are presented and discussed as practical examples of VC program design.
	<b>Session 14</b> <b>Closing session, questions and answers, seminar evaluation</b> <b>(90')</b>	The Closing Session reviews participants' expectations and will summarise the workshop conclusions.  Participants receive a participation certificate.