







## ValueLinks 2.0 Introductory Training Seminar

Addis Abeba, November 21 – 24, 2022

		<i>Monday, November 21, 2022</i>	<i>Comments</i>
<i>Morning</i>		<b>Market development &amp; poverty: Introducing <i>ValueLinks</i></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 <i>ValueLinks</i> methodology.</p> <p>The first part of VL module 2 introduces the methodology of VC mapping. It presents typical VC maps and discusses best practice in presenting VC maps.</p>
	8:30	Welcome Introduction into the workshop program and presentation of participants (45')	
	-	Presentation "Value chains and development" - <i>ValueLinks</i> module 1 (75')	
	12:30	Coffee Break (30')	
	Presentation "The toolbox of value chain analysis" - <i>ValueLinks</i> module 2, part 1 (90')		
<b>Lunch</b>			
<i>After-noon</i>		<b>Mapping and analysing value chains</b>	<p>In the afternoon, working groups on different value chains are formed in line with the interest of participants. Participants prepare VC maps for their chosen value chains.</p> <p>The second part of VL module 2 explains the concept of value addition as of the economic analysis of VC's.</p>
	14:00	Group Work Value chain mapping exercise (90')	
	-	Coffee Break (30')	
	17:00	Presentation "The toolbox of value chain analysis" - <i>ValueLinks</i> module 2, part 2 (60')	

<b>Tuesday, November 22, 2022</b>		<b>Comments</b>
<b>Morning</b>	 <b>Determining an upgrading strategy</b>	<p>The third part of VL module 2 presents tools to assess environmental and social aspects of VC promotion.</p> <p>VL 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>
	<b>8:30</b> Presentation “The toolbox of value chain analysis” - ValueLinks module 2, part 3 (90´)	
	- <b>12:30</b> Coffee Break (30´)	
	Presentation “Strategies for chain upgrading” - ValueLinks module 3 (120´)	
<b>Lunch</b>		
<b>After-noon</b>	 <b>Facilitating value chain development</b>	<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>The group work results of the first two days are presented in an “exhibition” of VC maps and upgrading plans.</p>
	<b>14:00</b> Group Work Vision, strategy and fields of chain upgrading (90´)	
	- <b>17:00</b> Coffee Break (30´)	
	Exhibition / Discussion Peer review of group work results of the first two days (60´)	

<b>Wednesday, November 23, 2022</b>		<b>Comments</b>		
 <b>Implementing value chain upgrading</b>				
<b>Morning</b>	<b>Presentation</b>	<b>“Facilitating VC upgrading projects” – VL module 4, “An overview of upgrading solutions” (VL Modules 5-10)</b>	<b>(90’)</b>	<p>The day is dedicated to implementation issues in value chain promotion. VL module 4 deals with principles, roles and activities of facilitating value chain promotion followed by a presentation providing an overview on operational choices for VC upgrading.</p> <p>VL module 5 introduces the concept of promoting innovative business models including an exercise using the business model canvas.</p>
		<b>Coffee Break</b>	<b>(30’)</b>	
	<b>Presentation/ Group work</b>	<b>“Promotion of innovative business models” - VL module 5</b>	<b>(120’)</b>	
	<b>Lunch</b>			
 <b>Implementing value chain upgrading – selected issues</b>				
<b>After-noon</b>	<b>Presentation</b>	<b>“Promotion of improved business linkages” - VL module 6, “Promotion of improved services and financial services” - VL modules 7 &amp; 8</b>	<b>(90’)</b>	<p>The topics taken up in the afternoon cover the principles and practice of improving business linkages and service arrangements in value chains, both for financial and non-financial services.</p> <p>The group work will focus on formulating sustainable solutions and facilitation activities for an impact-oriented project design.</p>
		<b>Coffee Break</b>	<b>(30’)</b>	
	<b>Group work</b>	<b>Impact and sustainability-oriented project design</b>	<b>(60’)</b>	

		<i>Thursday, November 24, 2022</i>		<i>Comments</i>
 <b>Implementing value chain upgrading</b>				
<i>Morning</i>	<b>Presentation</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	(120’)	<p>An introduction into VL module 9 on quality and standards in followed by VL module 10 on the business environment and VL module 11 which presents methods for constructing impact models and conducting monitoring.</p> <p>Participants continue with their group work and finalize selected upgrading solutions for their chosen VC’s.</p>
		<b>Coffee Break</b>	(30’)	
	<b>Group work</b>	<b>Finalising an impact-oriented project design</b>	(90’)	
<b>Lunch</b>				
 <b>Closing session</b>				
<i>After-noon</i>	<b>Plenary</b>	<b>Presentation and discussion of group work results</b>	(90’)	<p>The group work results of the whole week are presented and discussed in the closing session as practical examples of VC program design.</p> <p>The participants will summarise the workshop conclusions and receive a participation certificate.</p>
		<b>Coffee Break</b>	(30’)	
	<b>Group work</b>	<b>Seminar evaluation, delivery of certificates and farewell</b>	(60’)	