









## ***ValueLinks - The methodology for the promotion of value chains***


Adama, January 23 - 27, 2023

	<b>Day 1 (Monday, January 23, 2023)</b>		<b>Comments</b>	
<b>Morning</b>  <i>08:30</i> - <i>12:30</i>	 <b>Market development &amp; poverty: Introducing <i>ValueLinks</i></b>		After the seminar opening, the first presentation introduces value chain promotion as a development approach and provides an overview on the <i>ValueLinks</i> methodology.  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.	
	<b>Welcome</b>	<b>Introduction into the workshop program and presentation of participants</b>		<b>(30')</b>
	<b>Presentation</b>	<b>“Value chains and development” - <i>ValueLinks</i> module 1</b>		<b>(90')</b>
		<b>Coffee Break</b>		<b>(30')</b>
	<b>Presentation</b>	<b>“The toolbox of value chain analysis” - <i>ValueLinks</i> module 2, part 1</b>	<b>(90')</b>	
	<b>Lunch</b>			
<b>After-noon</b>  <i>14:00</i> - <i>17:30</i>	 <b>Mapping and analysing value chains</b>		In the afternoon, working groups on different VCs are formed in line with the interest of participants. Participants prepare VC maps for their chosen value chains.  The second part of module 2 explains the concept of value addition.	
	<b>Group Work</b>	<b>Value chain mapping exercise</b>		<b>(120')</b>
		<b>Coffee Break</b>		<b>(30')</b>
	<b>Presentation</b>	<b>“The toolbox of value chain analysis” - <i>ValueLinks</i> module 2, part 2</b>		<b>(60')</b>

<b>Day 2 (Tuesday, January 24, 2023)</b>		<b>Comments</b>
<b>Morning</b>  08:30 - 12:30	 <b>Determining an upgrading strategy</b>	
	<b>Presentation</b> “The toolbox of value chain analysis” - ValueLinks module 2, parts 3-4 <b>(120’)</b>	
	<b>Coffee Break</b> <b>(30’)</b>	
	<b>Presentation</b> “Strategies for chain upgrading” - ValueLinks module 3 <b>(90’)</b>	Module 3 focuses on strategy development for the upgrading of value chains. Tools and generic strategies are discussed.
<b>Lunch</b>		
<b>After-noon</b>  14:00 - 17:30	 <b>Facilitating value chain development</b>	
	<b>Group Work</b> Vision, strategy and fields of chain upgrading <b>(90’)</b>	
	<b>Coffee Break</b> <b>(30’)</b>	
	<b>Exhibition/ Discussion</b> Peer review of group work results of the first two days <b>(90’)</b>	The group work results of the first two days are presented in an exhibition of VC maps and upgrading plans and are evaluated by the seminar participants.

		<i>Day 3 (Wednesday, January 25, 2023)</i>	<i>Comments</i>
<b>Morning</b>	 <b>Implementing value chain upgrading</b>		<p>Module 4 deals with principles, roles and activities of facilitating value chain upgrading.</p> <p>The following presentation provides an overview on operational choices for VC upgrading and is followed by a presentation on innovative business models.</p>
	<b>08:30</b>	<b>Presentation “Facilitating upgrading projects” - ValueLinks module 4</b> (90')	
	<b>-</b>	<b>Coffee Break</b> (30')	
	<b>12:30</b>	<b>Presentation “An overview of upgrading solutions” (VL Modules 5-10)</b> (60')	
		<b>Presentation “Promotion of innovative business models” - VL module 5</b> (60')	
<b>Lunch</b>			
<b>After-noon</b>	 <b>Implementing value chain upgrading</b>		<p>The first group work in the afternoon will be on the use of the business model canvas as a tool to promote innovative business models.</p> <p>Module 6 will elaborate on the promotion of horizontal and vertical business linkages.</p> <p>The second group work in the afternoon will allow to reflect on better business linkage arrangements in the selected VC's.</p>
		<b>Group work Development of an innovative business model</b> (60')	
		<b>Coffee Break</b> (30')	
	<b>14:00</b>	<b>Presentation “Promotion of improved business linkages” - VL module 6</b> (60')	
<b>-</b>			
<b>17:30</b>	<b>Group work Discussion of improved business linkages</b> (60')		

		<b>Day 4 (Thursday, January 26, 2023)</b>	<b>Comments</b>	
<b>Morning</b>  08:30 - 12:30	 <b>Implementing value chain upgrading</b>		<p>The day is dedicated to further implementation issues in value chain promotion. The presentations provide an overview on the principles and practice of service arrangements in value chains, both for financial and non-financial services.</p> <p>Participants will continue in their chosen value chains to suggest realistic and sustainable solutions for VC upgrading.</p>	
	<b>Presentation</b>	<b>“Promotion of improved service delivery models” - VL module 7</b>		<b>(60’)</b>
	<b>Presentation</b>	<b>“Promotion of improved financial services” - VL module 8</b>		<b>(60’)</b>
		<b>Coffee Break</b>		<b>(30’)</b>
	<b>Group work</b>	<b>Development of sustainable solutions and facilitation activities (modules 5-8)</b>	<b>(90’)</b>	
		<b>Lunch</b>		
<b>After-noon</b>  14:00 - 17:30	 <b>Implementing value chain upgrading</b>		<p>The topics taken up in the afternoon cover 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 for their VC’s.</p>	
	<b>Presentation</b>	<b>“Promotion of improved quality and standards” - VL module 9</b>		<b>(60’)</b>
	<b>Presentation</b>	<b>“Promotion of improved VC policy” - VL module 10</b>		<b>(60’)</b>
		<b>Coffee Break</b>		<b>(30’)</b>
	<b>Group work</b>	<b>Finalising an impact-oriented project design</b>	<b>(60’)</b>	

		<b>Day 5 (Friday, January 27, 2023)</b>	<b>Comments</b>
<b>Morning</b>	 <b>Monitoring value chain projects</b>		VL module 11 presents methods for constructing impact models and conducting monitoring.
	<b>08:30</b>	<b>Presentation “Monitoring value chain projects” - ValueLinks module 11</b>	<b>(90’)</b>
	<b>- 12:00</b>	<b>Coffee Break</b>	<b>(30’)</b>
	<b>Discussion</b>	<b>Presentation and discussion of group work results</b>	<b>(90’)</b>
	<b>Closing session</b>		
<b>12:00</b>	<b>Plenary</b>	<b>Review of expectations and conclusions</b>	The closing session reviews participants’ expectations and will summarise the workshop conclusions.  Participants receive a participation certificate.
<b>- 13:00</b>		<b>Evaluation of the workshop</b>	
		<b>Delivery of certificates and farewell</b>	
<b>13:00</b>	<b>Lunch</b>		
<b>14:00</b>	<b>End of the seminar</b>		