









ValueLinks - The methodology for the promotion of value chains



Jimma, November 25 – 29, 2024

| | Day 1 (Monday, November 25, 2024) | | | Comments | |
|--|---|---|--|-----------------|---|
| Morning <i>08:30</i> - <i>12:30</i> |  | Market development & value chain promotion: Introducing ValueLinks | | | After the seminar opening, the first presentation introduces value chain promotion as a development approach and provides an overview on the ValueLinks methodology. The first part of module 2 elaborates on VC mapping as the basic structural analysis of VCs. It presents typical VC maps and discusses best practice of VC mapping. |
| | Welcome | Introduction into the program and presentation of participants | | (30') | |
| | Presentation | “Value chains and development” - ValueLinks module 1 | | (90') | |
| | | Coffee Break | | (30') | |
| | Presentation | “The toolbox of value chain analysis” - ValueLinks module 2, part I | | (90') | |
| | Lunch | | | | |
| After-noon <i>14:00</i> - <i>17:00</i> |  | Mapping and analysing value chains | | | 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 covers the economic analysis of VCs and explains the concept of value addition. |
| | Group Work | Value chain mapping exercise | | (90') | |
| | | Coffee Break | | (30') | |
| | Presentation | “The toolbox of value chain analysis” - ValueLinks module 2, part II | | (60') | |

| Day 2 (Tuesday, November 26, 2024) | | Comments | |
|---|--|--|---|
| Morning |  Determining an upgrading strategy | The third part of module 2 presents tools to assess environmental aspects with a focus on climate change adaptation/mitigation as well as key topics of social analysis. | |
| | 08:30 - 12:30 Presentation “The toolbox of value chain analysis” - ValueLinks module 2, part III Coffee Break Group work “Strategies for VC upgrading” - ValueLinks module 3 | | (120’) (30’) (90’) |
| | | | Participants will start discussing strategic considerations for VC upgrading. |
| Lunch | | | |
| After-noon |  Facilitating value chain development | Module 3 elaborates on the overall concept used for VC strategy development. | |
| | 14:00 - 17:00 Presentation “Strategies for chain upgrading” - ValueLinks module 3 Coffee Break Group Work Vision, strategy and fields of VC upgrading | | (90’) (30’) (60’) |
| | | | Participants continue working in the same groups as the day before formulating VC visions and upgrading strategies for their respective value chains. |

| | | Day 3 (Wednesday, November 27, 2024) | Comments |
|-------------------|---|---|--|
| Morning |  Implementing value chain upgrading | | Module 4 shows principles, roles and processes of facilitating value chain upgrading projects. |
| | 08:30 | Presentation “Programs and projects” - ValueLinks module 4 (90’) | VC maps and strategies developed in the group work sessions during the first two days will be reviewed, followed by an introduction to the general concept of sustainable solutions and facilitation activities. |
| | - | Coffee Break (30’) | |
| | 12:30 | Exhibition Peer review of group work results of the first two days (90’) | |
| | | Presentation “An overview of upgrading solutions” (VL Modules 5-10) (30’) | |
| | | | |
| Lunch | | | |
| After-noon |  Implementing value chain upgrading | | Module 5 discusses concepts of analyzing and innovating business models in the value chain. |
| | 14:00 | Presentation “Promotion of innovative business models” - VL module 5 (60’) | The group work will familiarize participants with the business model canvas tool and demonstrate its potential. |
| | - | Group work Development of an innovative business model (30’) | |
| | 17:00 | Coffee Break (30’) | |
| | | Discussion Group work and review of group work results (60’) | |
| | | | |

| Day 4 (Thursday, November 28, 2024) | | Comments |
|--|---|---|
| Morning 08:30 - 12:30 |  Implementing value chain upgrading | <p>The day is dedicated to presenting different VC upgrading solutions, starting with horizontal and vertical business linkages and service arrangements solutions.</p> <p>Participants will continue in their chosen value chains to suggest realistic and sustainable solutions for VC upgrading.</p> |
| | Presentation “Promotion of improved business linkages” - VL module 6 (60’) | |
| | Presentation “Promotion of improved service delivery models” - VL module 7 (60’) | |
| | Coffee Break (30’) | |
| Group work Development of sustainable solutions and facilitation activities (modules 5-7) (90’) | | |
| Lunch | | |
| After-noon 14:00 - 17:00 |  Implementing value chain upgrading | <p>The topics taken up in the afternoon cover financial services arrangements and possibilities of promoting norms and standards.</p> <p>Participants continue with their group work and finalize a set of VC upgrading solutions.</p> |
| | Presentation “Promotion of improved financial services” - VL module 8 (45’) | |
| | Presentation “Promotion of improved quality and standards” - VL module 9 (45’) | |
| | Coffee Break (30’) | |
| Group work Finalising an impact-oriented project design (60’) | | |

| Day 5 (Friday, November 29, 2024) | | Comments |
|---|--|---|
| Morning 08:30 - 12:00 |  Monitoring value chain projects | Module 10 reflects on improving VC promotion policies while module 11 presents methods for constructing impact models and conducting monitoring. The working group results of the whole week are presented and discussed as practical examples of VC program design. |
| | Presentation “Promotion of improved VC policy” - VL module 10 (45’) | |
| | Presentation “Monitoring value chain projects” - ValueLinks module 11 (45’) | |
| | 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 | The closing session reviews participants’ expectations and will summarise the workshop conclusions. Participants receive a participation certificate. |
| 13:00 | Lunch | |
| 14:00 | End of the seminar | |