







ValueLinks Introductory Training Seminar


Bogota, January-February, 2025

	Monday			Comments
Morning	 Market development & poverty: Introducing ValueLinks			<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 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 (75')	
	-	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 (60')		
	Lunch			
After-noon	 Mapping and analysing value chains			<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>Discussion of group work results</p>
	14:00	Group Work	Value chain mapping exercise (90')	
	-		Coffee Break (30')	
	17:00	Plenary	Presentation and discussion of group work results (45')	

		<i>Tuesday</i>	<i>Comments</i>
<i>Morning</i>		 Analysing value chains & Determining an upgrading strategy	The second and third parts of Module 2 explains the concept of value addition as of the economic analysis of VC's and social aspects. The fourth part of Module 2 presents tools to assess environmental aspects of VC promotion. Module 3 focuses on strategy development for the upgrading of value chains. We start with a general group work on that issue.
	8:30 - 12:30	Presentation "The toolbox of value chain analysis" - ValueLinks module 2, parts 2-3-4 (180')	
		Coffee Break (30')	
		Group Work Chit chat groups for strategic considerations (Module 3) (30')	
		Lunch	
<i>After-noon</i>		 Determining an upgrading strategy & Facilitating value chain development	In the module 3 generic strategies are discussed and a case of a value chain upgrading strategy is presented. 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. Module 4 deals with principles, roles and activities of facilitating value chain upgrading. The last part of the afternoon is devoted to the preparation of the field trip on the following day.
	14:00 - 17:00	Presentation "Strategies for chain upgrading" - ValueLinks module 3 (30')	
		Group Work Vision, strategy and fields of chain upgrading (60')	
		Coffee Break (30')	
		Presentation "Facilitating upgrading projects" - ValueLinks module 4 (45')	
	Presentation Introduction into the excursion (15')		

Wednesday		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>
Lunch		
<p>After-noon</p> <p>14:00 - 17:00</p>	<p>☐ Role-playing Game Value chain stakeholder meeting</p> <p>Role-playing Game 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 (60’)</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>

		<i>Thursday</i>	<i>Comments</i>
		 Implementing value chain upgrading	<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 (business models), 9 (standards) and 6 (business linkages) based on selected Powerpoint slides.</p>
<i>Morning</i>	Presentation “An overview of upgrading solutions” (VL Modules 5-10) (15’)		
8:30	Presentation “Promotion of innovative business models” - VL module 5 (75’)		
-	Coffee Break (30’)		
12:30	Discussion “Promotion of improved quality and standards” - VL module 9 (30’)		
		Presentation “Promotion of improved business linkages” - VL module 6 (90’)	
		Lunch	
		 Implementing value chain upgrading – selected issues	<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 will develop value chain solutions with their group work and finalize selected upgrading solutions in their VC’s.</p>
<i>After-noon</i>	Presentation “Promotion of improved services” - VL modules 7 & 8 (90’)		
14:00	Coffee Break (30’)		
- 17:00	Group work Planning VC upgrading activities and finalise an impact-oriented project design (60’)		

Friday		Comments
Morning 8:30 - 12:30	 Monitoring value chain projects	<p>An introduction into module 10 on business environment is followed by the presentation and discussion of group work results. The working group results of the whole week are presented and discussed as practical examples of VC program design.</p> <p>VL Module 11 presents methods for constructing impact models and conducting monitoring.</p> <p>The Closing Session reviews participants' expectations and will summarise the workshop conclusions. Participants receive a participation certificate.</p>
	Presentation “Promotion of improved VC policy” - VL module 10 (60’)	
	Presentation “Monitoring value chain projects” - ValueLinks module 11 (60’)	
	Coffee Break (30’)	
	Discussion Presentation and discussion of group work results (90’)	
	Closing session	
	Plenary Review of expectations and conclusions Evaluation of the workshop Delivery of certificates and farewell	
12:30	Lunch	
14:00	End of the seminar	