



ValueLinks NEWSLETTER July 2012

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Dear Reader,

This is the fifth edition of our newsletter, which gives you an overview on current VC promotion activities around *ValueLinks*.

At the annual meeting of the International ValueLinks Association (IVLA) in December 2011, our members decided to award a prize for VC promotion activities with a particular high impact and which are based on the *ValueLinks* methodology. The prize is meant for improving knowledge sharing and for making best practices known to a larger group of VC promoters working in the field.

We invite all VC promotion practitioners to send us short presentations of success stories by October 31 latest. The winner of the first award receives 750 €, the second 500 € and the third 250 €.

We look forward to receiving your short case studies at info@valuelinks.org.

Andreas Springer-Heinze and Alfons Eiligmann

You can reach the editors at info@valuelinks.org.

For information on the association and earlier editions of the newsletter, please visit:

www.valuelinks.org

1. IVLA AWARD ON VC PROMOTION

International ValueLinks Association award for the best documentation of a success story on value chain promotion

The International ValueLinks Association wants to stimulate the exchange of experience in value chain development. Many years of promoting value chains and utilizing the *ValueLinks* methodology have brought achievements that are not always visible. Often, there is not enough time to work out a story in detail and present it convincingly. Therefore, the IVLA association offers an incentive for



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people doing value chain work rewarding their success stories, best practice and innovations in VC promotion. The idea is to make good stories known in seminars and events and via online publication. The best three cases will be awarded with the first “ValueLinks Award”.

1. Objective

The objective is to generate convincing descriptions of best practice in value chain development. This includes two aspects: (i) the quality of VC upgrading that has been achieved – its economic viability and, most of all, the social inclusion and environmental sustainability, and (ii) the quality with which an experience in value chain development is presented – a well documented and illustrated case of successful value chain work.

The particular issues may vary. They can cover practical and effective instruments of VC promotion or specific upgrading solutions, e.g. in financing value chains, in contracts that include small-scale enterprises or improved regulatory arrangements. Of special interest are innovative topics such as the green economy (“greening value chains”) or the creation of training and support institutions for value chain work at the national level. There are no geographical limitations.

2. Evaluation Criteria

We will evaluate applications using the following criteria:

Form of presentation

- Use of the *ValueLinks* methodology
- Use of text, photos and graphic material
- Use of quantitative figures
- Description of success factors and lessons learned

Content

- Description of the structural change of the VC - and how it has been achieved
- Demonstration of the social and poverty alleviation impact – figures on outreach and impact
- Potential for up-scaling and repeatability.

3. Format to be used

Applicants should send an illustrated text of no more than 6 pages, including the following sections:

- a) Background
- b) Value chain analysis
- c) Strategic objective(s)
- d) Upgrading solution(s)
- e) Impact

The material can be in English, French, Spanish or Portuguese language.

4. How to apply

Anyone can apply who has own experience in value chain promotion and applies the *ValueLinks* methodology in one way or another.



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5. Conditions

The material should not yet have been published elsewhere. The award goes to the individual who has elaborated and documented the case, not to the public projects or programs having funded it. However, the program context should be made clear.

The deadline for application is 31 October, 2012. Please send your material to the address: info@valuelinks.org.

The winners will be determined until 30 November, 2012 by a jury of the International ValueLinks Association. The winner of the first award receives 750 €, the second 500 € and the third 250 €.

All interesting cases will be published on the website www.valuelinks.org.

Please feel free to contact us for any additional information at info@valuelinks.org.

2. TRAININGS AND SEMINARS

Past Seminars

More than 1,500 persons trained on ValueLinks and CAADP VC promotion approaches in Africa

The GIZ Sector Network for Rural Development Africa (SNRD Africa) recently collected information on ValueLinks and CAADP seminars conducted with SNRD participation between 2005 and 2012. Altogether, more than 1,500 persons have been trained during the last seven years in different African countries, particularly in East and West Africa (contact: Stefan.Kachelriess@giz.de).

ValueLinks Training in Phnom Penh, Cambodia

A ValueLinks Introductory Training Seminar with 19 participants from Cambodia, Thailand and Germany was organized in Phnom Penh in February by GIZ. Participants particularly came from the former GIZ-“Entwicklungsdienst” and their partner organisations. A main recommendation expressed by the participants was to include ValueLinks Introductory Training Seminars in the regular preparation programme in Bonn for all new GIZ “Entwicklungsdienst” advisors with private sector development tasks. The training was co-facilitated by Karin Traenkner-Benslimane and Alfons Eiligmann (contact: karin.traenkner-benslimane@giz.de or eiligmann@idc-aachen.de).

ValueLinks Trainings in Benin

Two ValueLinks Introductory Training Seminars with 58 participants and a further ValueLinks ToT workshop with 10 participants were organised by the ProAGRI programme in Benin in April/May (realised by AFC Consultants International GmbH/IDC as part of sub-component 1). The facilitators of the trainings were Dieu-donné Konnon, Geoffroy Gantoli and Alfons Eiligmann (contact: ProAGRI, Dr. Simon Degila, simon.degila@giz.de, Geoffroy Gantoli, gantolig@yahoo.fr or Dieu-donné Konnon, dkonnon@yahoo.fr).



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ValueLinks Trainings in Burkina Faso

5 ValueLinks trainings were organised by the PDA programme in Burkina Faso in the first half of 2012. The trainings took place in different provinces in the East (Fada N’Gourma) and South-East (Gaoua). A total number of 145 persons have been trained (contact PDA Dr. Siaka Koné, siaka.kone@giz.de).

ValueLinks Trainings in Rwanda and Kenya

ATC facilitated a *ValueLinks* Introductory Training Seminar in Kigali, Rwanda, in cooperation with GFA Consulting group and a further workshop for 4 Kenyan public universities to mainstream the VC promotion concept into their curricula using the ValueLinks methodology (contact: Ancieta Mwiti, amwiti@atc.co.ke).

6th ValueLinks Training Workshop in Oestrich-Winkel

The annual *ValueLinks* Introductory Training Seminar in Oestrich-Winkel, Germany, was fully booked and took place in June 2012. 24 participants from Germany, Ghana, Nigeria, South-Sudan, Nepal and Ecuador working on value chain promotion met and e (contact: andreas.springer-heinze@giz.de or eiligmann@idc-aachen.de).

Training in Farm Economics

Thorough understanding of farm economics and of the functioning of small scale farming systems is key for sustainable and effective agricultural and value chain support strategies. The SNRD Africa working group Agribusiness and Food Security uses the experience of its members to prepare and implement several measures to strengthen economic skills and capacities across GIZ supported programs. A knowledge assessment among members of the SNRD Working Group showed the necessity to improve knowledge and skills on agricultural economics. In response, a regional training program on agricultural economics has been developed mainly based on the contents of the training of Farmer Business School trainers. It comprises key tools such as gross margins, productivities of labour and capital, unit cost calculation, cash flow and investment analysis.

Three regional training courses have been implemented in Ghana (05/2011), Benin (11/2011) and Burkina Faso (05/2012). Participants share experience with colleagues from other GIZ-supported programs, consolidate and deepen their knowledge on agricultural economics and strengthen their abilities to advise partner institutions and extension workers in economics of agricultural production. A common approach for the economic assessment and evaluation of agricultural production is emerging from the training series. Further trainings are scheduled for South Africa (07/2012) and Ethiopia (09/2012). Contact: Stefan.Kachelriess@giz.de Mphephu, Bushy GIZ South Africa bushy.mphephu@giz.de, Tefera, Hailemariam GIZ Ethiopia, hailemariam.tefera@giz.de

Coming up

ValueLinks Introductory Training Workshop in French in Grand Bassam, Cote d’Ivoire

A regional *ValueLinks* Introductory Training Seminar in French language will take place in Grand Bassam, Cote d’Ivoire, in October 2012. The workshop is particularly addressing project staff and part-



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ners of VC promotion programmes in West Africa. The training is organized by IDC/PROMAK Africa and is open to all interested persons. Training fees are applied. More>>www.idc-aachen.de/english/2_4.html.

ValueLinks Introductory Training Workshop in Siem Reap, Cambodia

A regional 5-day *ValueLinks* Introductory Training Seminar for Southeast Asia will take place in Siem Reap, Cambodia, in November 2012. The workshop is addressing project staff and partners of VC promotion programmes in South-East Asian countries. The training is organized by IDC/COMO and is open to all interested persons. Training fees are applied. More>> www.idc-aachen.de/english/2_4.html.

ValueLinks ToT seminar in Siem Reap, Cambodia

IDC offers an additional 2-day *ValueLinks* ToT seminar in Cambodia for persons who completed a 5-day Introductory Training Seminar and who intend to build up own seminar moderation skills for *ValueLinks*. The seminar will take place in November, training fees are applied. For further information, contact eiligmann@idc-aachen.de.

Training opportunities in the Netherlands offered by HPC/MDF/TriodosFacet in October

-Value Chain Development, 1-5 October,
-Value Chain Finance, 8-12 October,
-Measuring Results in Sustainable Private Sector Development (DCED), 14-19 October
More>> www.hposthumus.nl.

Seminar on tourism value chains in Cebú, Philippines, September 10 to 14, 2012

This is an event organized by the SMEDSEP Program of GIZ to follow up on earlier trainings in the field of developing tourism in the regional economy. It covers the Philippines and the island of Cebú in particular.

More>> contact Rita.Pilarca@giz.de and Andreas.Springer-Heinze@giz.de

3. MEETINGS AND CONFERENCES

Food Security in a Changing Climate - SNRD Africa Conference 2012

Windhoek, Namibia 18 to 20 April 2012



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Food Security in a Changing Climate is becoming a hot topic for sustainable development in Africa and has been chosen as the theme of the first SNRD conference (formerly called General Assembly Meeting – in this sequence, it was the 17th event!) of the Sector Network Rural Development Africa (SNRD Africa). Most of our member programmes and projects already contribute to improve food security and the resilience of the vulnerable towards a more food secure future. The conference was the point to consolidate this experience and knowledge within the sector network and to strengthen the strategic links with the challenges posed by climate change.

The strategy meeting of programme leaders with senior management staff from head office (16 to 17 April 2012) preceded the conference that took place from 18 to 20.4.2012. 120 practitioners from 19 African partner countries, Germany and Italy attended the conference. Particularly pleasing was that all the functional groups of the company participated and contributed to the success of the conference: Leaders, national and international advisors of rural development programs, development workers, integrated experts and colleagues from Human Capacity Development. Among our distinguished guests were Mr. Andreas Fabian, BMZ Department Agriculture and Global Food Security, Dr. Christoph Beier, Member of GIZ's Board of Directors and Mr. Andreas Proksch, Head of GIZ Africa Department, and the CEO of NEPAD, Dr. Ibrahim A. Mayaki.

Dr. Mayaki analysed the challenges and opportunities of food security in times of climate change very clearly in his keynote. Central elements were: creation of employment for young people in rural areas; demographic trends of urbanization and related challenges for food security; capacity development for African professionals to tackle the challenges of climate change for/through rural development; the frequent mismatch between policy declarations and effective support to rural development. He insisted that food security can only be achieved through a multi-sector approach requiring thinking out of "departmental" boxes. Regional cooperation is another key to the achievement of development goals, Education and training of African professionals up to the development of "think tanks" are indispensable for success and German Development Cooperation / GIZ can provide valuable support.



During the preceding **strategy meeting**, GIZ-experts leading SNRD member programs identified – in sometimes heated debates – the top-five **future SNRD priorities**: Agribusiness and



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Food Security, is one of these priorities and thus a field for the application of the value chain approach.

“**Making a living: Agribusiness for Income and Food Security**” was the theme of one of five mini-workshops during the conference. The shared experience showed that five programs reached 770,000 farmers in 3 years with impacts on income and food security! Thus, there is no contradiction between food security and agribusiness. Participants however concluded that value chains’ resilience to climate change need to be strengthened.

Oil palms versus
tropical
forests!?!

Biofuels in rural
development

The **open space** offered the opportunity for further exchange on concepts and experience. The conference theme was tackled from different perspectives in 18 contributions.

Predicting CC
impact of
cashew VC

Index-based
weather
insurance

Business-
relevant
extension tools

Farmer
Business
Schools

Reduce food
losses in value
chains

Value chain
development in
post conflict
context

The VC specific themes of the open space to the left and below reflect new accents of value chain promotion.



SNRD is a knowledge and capacity development hub for national and international GIZ professionals in rural development in Africa. The objective is to keep our staff up to date and internationally ahead as sector matter specialists that seize challenges and opportunities of rural development and to establish a solid link between them and colleagues working at GIZ head-quarter and other continents.



Between the conferences of SNRD, its heart beats in the **Working groups**. The added value for the company and BMZ is created through peer learning among members, joint studies on priority issues (thus saving cost), training courses and workshops.



The group members share innovative methods developed in the programs, thus avoiding double (or triple ...) investment in concept and methodological development. By doing so, these groups have enhanced scaling-up, facilitated the development of several GIZ-products, company-wide initiatives (e.g. learning from evaluations), contributed to the preparation of new commissions and programs and even to BMZ strategies (e.g. Profile-Element Agribusiness).

Based on the conference inputs, lessons and strategic guidance provided the working groups reviewed their profile and will translate the new priorities into concrete actions in the coming 18 months.



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Policy Processes for Agriculture and Rural Development

Speaker: Mrs. Sonja Palm

Agribusiness and Food Security

Speaker: Dr. Stefan Kachelriess-Matthess

Climate Change, Livelihoods and Natural Resource Management

Speakers: Dr. Konrad Uebelhoer and Mr. Klaus Mersmann

The former working group on „Agribusiness for pro-poor growth” has been tasked with some new topics in the light of current challenges and has now become: SNRD WG Agribusiness and Food Security. The mission is to assist farmers to make a living from agribusiness and to contribute to food and nutritional security by bringing small scale agriculture together with the private sector.

We decided to subdivide the working group into three thematic groups, each of them contributing to concepts and strategies for the following issues and producing different communication tools such as factsheets and a database.

1. Strengthen resilience, job/income creation potential, increase productivity (of labour, capital), promote sustainable production systems, small scale irrigation and reduce post-harvest losses;
2. Inclusive business models, market development and informal services, alliances, (Micro) entrepreneurs, improved business capacity;
3. Think capacity development, technical choices, advisory services, mitigation in value chain development, greening value chains, sustainability standards.

The ValueLinks methodology continues to provide a valuable tool in this context for the analysis, design and implementation of actions. In addition to the topics mentioned, we will liaise closely with the Network for Economic Development in Africa (NEDA sector network) on matters of agricultural and microenterprise finance and Green Economy. As they have already extensively worked on topics of green economy, in the field of trade policy and on regional cooperation, we consider building a task force to formally liaise with NEDA because of highly relevant overlaps on the above mentioned issues. Stefan Kachelriess-Matthess will remain the speaker of the working group, Charles Sackey and Arshfod Ngugi Njenga stay deputy speakers and Laetitia Sossou is elected as the new francophone deputy speaker. Eberhard Krain presented an interesting case of Greening value chains from Tanzania (Eberhard.Krain@giz.de). The WG will continue its efforts of capacity development with an emphasis on agricultural economics and to contribute to the module on value chain finance of the International ValueLinks Association based on the work by Dr. Springer-Heinze et al. A module of greening value chains is also in the making with contributions from the WG.

Dr. Annemarie Matthess (Ghana) was elected as the **new SNRD Speaker** and succeeds Reimund Hoffmann who exercised this function over the last three years. The new **Deputy Speakers** are Dr. Paul Schütz (Ghana) and Mr. Thorsten Huber (Cameroon). Contact: Annemarie Matthess, annemarie.matthess@giz.de.



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Conference on "Latin America's Prospects for Upgrading in Global Value Chains"

An important event on the development of global value chains (GVC) took place in Mexico City, Mexico, in March 2012 (14th–15th). GIZ and the Economic Commission for Latin America (ECLAC) organized one of the sessions on "Global Value Chains in Latin America: Promoting Trade with Inclusion or Exclusion?" At this occasion, Sonia Lehmann (GIZ Ecuador) and Peter Richter (GIZ Guatemala) presented an introduction into the ValueLinks methodology, entitled "ValueLinks Applications in Latin America - Promoting Competitiveness and Inclusion of Farmers and Small and Medium Enterprises". The presentations contain examples of GIZ work.

The results of the conference and presentations can be downloaded from the following link:

http://www.cepal.org/comercio/conference_LAC_GVC_MX_mar_2012/

More>> Sonia.Lehmann@giz.de and Peter.Richter@giz.de

German Initiative for Agribusiness and Food Security in Emerging and Developing Countries" (GIAF)

The „German Initiative for Agribusiness and Food Security in Emerging and Developing Countries" (GIAF) aims to foster the co-operation between the German private sector and public institutions such as GIZ. Its objective is to build on the long-standing co-operation between GIZ and the private sector and implement new and joint projects and programmes to promote the sustainable development in the agricultural and food sectors in emerging and developing countries. The initiative is under the patronage of BMZ and its major private partners include BASF, Bayer Crop Science, K+S, Mars, Metro, German Sugar Industry Association, and other associations like BDI, VDMA, BGA and DEG. The initiative focuses on streamlining the efforts of public and private partners in order to not only integrate the sustainability and food security issues in business models, but also to enhance the co-operation between private sector in BMZ partner countries and German public and private sector. On June 6, 2012 the initiative has been officially launched in a public event at BMZ in Berlin. Representatives of partners, BMZ, and GIZ have signed the participation conditions, and by doing so, declared their common intention of joint action towards increased food security and poverty reduction. A day before, on June 5, 2012, the partners came together to discuss strategic and organizational issues and took part in various workshops to complement the currently defined topics and identify thematic priorities.

Contact: German Initiative for Agribusiness and Food Security in Emerging and Developing Countries
Project Agricultural Trade and Private Sector Cooperation in Rural Areas, GIZ (GIAF Secretariat):

diae@giz.de, thomas.breuer@giz.de, kathrin.fochtmann@giz.de.

Upcoming: Rice value chain stakeholder workshop in Bénin

After the successful maize stakeholder in Ghana last December, another stakeholder workshop inspired by the CAADP VC methodology is on in Bénin.

More>> Carsten.Schuettel@giz.de



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! Upcoming International Conference:

“Making the Connection: Value Chains for transforming smallholder agriculture”

Addis Ababa, 6-9 November, 2012

The Technical Centre for Agricultural and Rural Cooperation (CTA) organizes a big conference on value chain development to be held in November this year in Addis. This event will bring together international experts and practitioners to discuss how best to incorporate smallholders into value chains to promote agricultural and rural development and how to transform smallholders into entrepreneurs. The conference also focuses on the knowledge base for the promotion of sustainable value chains and the training and information-sharing needs.

The conference will be held in English as well as French language.

GIZ and the International ValueLinks Association contribute with presentations and exhibits.

You can register and participate in the e-discussion as from now! Early bird registration is valid until 31st July. For further information, check:

<http://makingtheconnection.cta.int/>

More>> (as regards the contributions of GIZ and IVLA): Andreas.Springer-Heinze@giz.de

4. STUDIES, EXPERIENCE AND INFORMATION

Farmer entrepreneurs on Twitter

KIT, Amsterdam, promotes sustainable pro-poor VC4D (Value Chains for Development) approaches in agriculture & rural development in the South. Its Twitter information service Farmerentrepreneurs@vc4d is a useful source of information with daily news on new publications, job offers and events. Follow: <http://twitter.com/#!/VC4D>.

New development program addressing value chains is under study in Togo

Togo and Germany renew their cooperation – after almost 20 years. One (of three) fields of cooperation is rural development and agriculture. The new program includes VC promotion as a key development approach as Togo actively pursues an agricultural growth strategy to comply with the CAADP goal of 6% annual growth in the agric sector. The activities will start in early 2013.

More>> Andreas.Springer-Heinze@giz.de

5. INNOVATIONS AROUND VALUELINKS

New version of module 6 (PPP/DPP)

Module 6 (PPP) has been updated to reflect the changes applied for the PPP instrument. The current structure of the develoPPP.de programme, the introduction of the term Development Partnerships with the Private Sector (DPP) and the role of DPP's in bilateral cooperation projects are presented.



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The new version of Module 6 has been discussed with GIZ's PPP department and is available as a PDF format on the public part of the ValueLinks website and in form of the original Powerpoint version in the member area.

More>> <http://www.valuelinks.org/index.php/material/valuelinks-standard-material>.

New version of module 9 (standards)

The updated version of module 9 (standards) has been made available on the website. It can be found as a PDF format on the public part of the ValueLinks website and in form of the original Powerpoint version in the member area.

More>> <http://www.valuelinks.org/index.php/material/valuelinks-standard-material>.

6. VALUELINKS ASSOCIATION NEWS

Update of personal information on the ValueLinks website

There are a number of member profiles on our website, which are outdated. We invite all members to check, whether their personal profile and contact information on the website are still up-to-date or whether any changes are necessary, for instance on changed responsibilities/project assignments or new e-mail address (for any changes, please contact: info@valuelinks.org).

How to become a member of the International ValueLinks Association

IVLA is a professional association of experts in the area of market development and value chain promotion. We welcome new members who are professionally active in these fields, interested in sharing experience and in contributing to the advancement of the value chain approach to economic development, and the ValueLinks methodology in particular. The benefits of membership include privileged access to the latest methodological innovations, a platform for presenting own competences and achievements, and contacts to colleagues all over the world. These are the fees for membership:

	<i>Entry fee</i>	<i>Annual fee</i>
<i>Fee for members with an OECD passport</i>	€40	€80
<i>Reduced fee for members with a non-OECD passport</i>	€20	€40

If you are interested in becoming a member, please ask for an application format by writing an email to info@valuelinks.org.

YOUR contributions to the next newsletter!

A request and an offer to all members of the International ValueLinks Association: Please inform us about your activities so that they can be included in the next edition of this newsletter to be compiled in July/August. Don't wait to be asked. Use this media as your platform!

Editors of this edition: Alfons Eilgmann / Andreas Springer-Heinze (info@valuelinks.org)