



# ValueLinks NEWSLETTER October 2019

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Dear Reader,

The 20<sup>th</sup> edition of our ValueLinks newsletter gives you an overview of the ValueLinks activities in the period May – October 2019: ValueLinks trainings done and planned, news about the network, new concepts and project examples.

Upcoming is our general Annual Assembly of the International ValueLinks Association. **Please note that the Annual Assembly of the International ValueLinks Association will take place at GIZ in Bonn, Germany, on December 16-17, 2019.** All association members are kindly invited to participate (please see separate e-mail). The afternoon session of the first day will be dedicated to organizational matters of the association, whereas the morning session of the second day will focus on an exchange among ValueLinks members and trainers on the update 2020 of the set of ValueLinks 2.0 training material: What content, visualization and animation is needed for 2020? For the evening of the first day, a joint dinner is planned.

For our international members and those who cannot be in Germany, we offer the opportunity to participate in the annual assembly online via Skype for Business. We will have a meeting room equipped with multimedia equipment and 360 degree camera, which should provide a perfect setting for a virtual meeting. We will provide all members interested in participating online in the annual assembly with a Skype for Business link to join the assembly virtually. Members will get further instructions by e-mail.

**Please let us know by e-mail whether we can expect you to attend the Annual Assembly.**

We look forward to welcoming a large number of association members in Bonn!

*Andreas Springer-Heinze, Sonia Lehmann, Alfons Eiligmann, Ute Jacob*

You can reach the editors at [info@valuelinks.org](mailto:info@valuelinks.org). For information on the association and earlier editions of the newsletter, please visit:

[www.valuelinks.org](http://www.valuelinks.org)

## 1. VALUELINKS TRAINING SEMINARS

### ValueLinks Seminars May - October 2019

Place/Date	Seminar/Participants	Trainers
April 30 – May 2, Davao City, Philippines	Value chain training for partners of the Japan International Cooperation Agency	Rita Pilarca



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May 20-24, Bonn, Germany	5-day <i>ValueLinks 2.0</i> training seminar with 17 participants from 7 countries (mainly from different GIZ projects) organized at the GIZ headquarter in Bonn by GIZ-AIZ.	Alfons Eiligmann
May 21-23, region 9, Philippines	Value chain training for the Department of Trade and Industry	Rita Pilarca
June 16-19, Algiers, Algeria	3-day <i>ValueLinks 2.0</i> information seminar with 40 participants from 2 project intervention areas of the PASA project (potato, dates and chilli pepper value chains).	Alfons Eiligmann
June 24-28, Kindia, Guinea	4.5-day <i>ValueLinks 2.0</i> training in French with 33 participants involved in the mango value chain organized by the Belgian development organisation Enabel.	Annelien Meerts
July 1-5, Yaoundé, Cameroon	5-day <i>ValueLinks 2.0</i> training seminar with 27 participants from 7 GIZ projects organised by IDC.	Alfons Eiligmann, Constantino Nguivoum
July 8-12, Ouagadougou, Burkina Faso	5-day <i>ValueLinks 2.0</i> training seminar with 24 participants organised by the GIZ "Programme de Développement de l'Agriculture".	Nasser Bila
July 22-25, Thimphu, Bhutan	4-day <i>ValueLinks 2.0</i> training seminar with 34 participants from the agriculture and handicraft sector organised by the International Trade Centre (ITC) in the framework of the EU-Bhutan Trade Support project.	Alfons Eiligmann, Chheki Wangchuk
Aug. 6-8, Ouagadougou, Burkina Faso	3-day <i>ValueLinks 2.0</i> training seminar with 9 participants from a project of the Red Cross in Burkina Faso.	Nasser Bila
Aug. 13-15, Bonn, Germany	3-day <i>ValueLinks 2.0</i> in-house training seminar at AFC – Agriculture and Finance Consultants with 12 participants	Alfons Eiligmann
August 19-23, Kpalimé, Togo	5-day <i>ValueLinks 2.0</i> seminar with 20 participants at the demand of ProCIV Togo, organized by GIZ-AIZ	Agnes Gerold
August 26-29, Kinshasa, Congo	4-day <i>ValueLinks 2.0</i> seminar with 12 participants at the demand of the project "Développement économique du secteur minier" organized by GIZ-AIZ	Agnes Gerold
Sept. 2-6, Bonn, Germany	5-day <i>ValueLinks 2.0</i> training seminar in English with 23 GIZ staff members from 14 countries organized by GIZ-AIZ.	Alfons Eiligmann, Marion Kersgens-Leuchter
Sept. 17-20 and 23-27, Rabat and Agadir, Morocco	3-day <i>ValueLinks 2.0</i> Training-of-Trainers seminar with 9 participants and 5-day <i>ValueLinks 2.0</i> Introductory training seminar with 31 participants organized by the project SES (Services Ecosystémiques).	Alfons Eiligmann, Ghita Hamzaoui, Taha Azaroual
Sept. 30 – Oct. 4, Ouagadougou, Burkina Faso	5-day <i>ValueLinks 2.0</i> training seminar with 23 participants organized by the "Société Internationale de Facilitation et d'Ingénierie", mainly with participants of the TREE AID project in Burkina Faso.	Nasser Bila, Boureima Ouedraogo
Oct. 10-24, Tunisia	5-day <i>ValueLinks 2.0</i> training with participants from the Agricultural Extension and Training Agency, organized by GFA and the project Technical Vocational Education & Training (TVET) in the agricultural sector in Africa.	Neila Dridi

## Upcoming ValueLinks seminars

Date/Place	Seminar/Participants	Contact
March 30 – April 1, 2020, Bonn, Germany	2-day <i>ValueLinks 2.0</i> teaser seminar in English language organised by GIZ-AIZ. The seminar is open for registration, participation fees are applied. In case of interest, please contact GIZ-AIZ or <a href="mailto:info@valuelinks.org">info@valuelinks.org</a> .	<a href="mailto:kundenportal-aiz@giz.de">kundenportal-aiz@giz.de</a> or <a href="mailto:info@valuelinks.org">info@valuelinks.org</a>
April 27 – May 1, 2020, Siem Reap, Cambodia	Regional 5-day <i>ValueLinks 2.0</i> Introductory Training Seminar in English language. The seminar particularly addresses participants from Southeast Asia and is open for registration. Participation fees	<a href="mailto:training@idc-aachen.de">training@idc-aachen.de</a>



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	are applied. See <a href="#">here</a> .	
May 25-29, 2020, Bonn, Germany	5-day <i>ValueLinks 2.0</i> Introductory Training Seminar in English language organised by GIZ-AIZ. The seminar is open for registration, participation fees are applied. Please contact GIZ-AIZ or <a href="mailto:info@valuelinks.org">info@valuelinks.org</a> .	<a href="mailto:kundenportal-aiz@giz.de">kundenportal-aiz@giz.de</a> or <a href="mailto:info@valuelinks.org">info@valuelinks.org</a>
June 22-26, 2020, Yaoundé, Cameroun	Regional 5-day <i>ValueLinks 2.0</i> Introductory Training Seminar in French language organised by IDC. The seminar particularly addresses participants from Central Africa and is open for registration. Participation fees are applied. See <a href="#">here</a> .	<a href="mailto:training@idc-aachen.de">training@idc-aachen.de</a>
June 29 – July 3, 2020, San Pedro, Côte d'Ivoire	Regional 5-day <i>ValueLinks 2.0</i> Introductory Training Seminar in French language organised by IDC/Promak Afric. The seminar particularly addresses participants from West Africa and is open for registration. Participation fees are applied. See <a href="#">here</a> .	<a href="mailto:training@idc-aachen.de">training@idc-aachen.de</a>
September 21-25, 2020, Bonn, Germany	5-day <i>ValueLinks 2.0</i> Introductory Training Seminar in English language organised by GIZ-AIZ. The seminar is open for registration, participation fees are applied. Please contact GIZ-AIZ or <a href="mailto:info@valuelinks.org">info@valuelinks.org</a> .	<a href="mailto:kundenportal-aiz@giz.de">kundenportal-aiz@giz.de</a> or <a href="mailto:info@valuelinks.org">info@valuelinks.org</a>
November 24-25, 2020, Bonn, Germany	2-day <i>ValueLinks 2.0</i> teaser seminar in English language organised by GIZ-AIZ. The seminar is open for registration, participation fees are applied. In case of interest, please contact GIZ-AIZ or <a href="mailto:info@valuelinks.org">info@valuelinks.org</a> .	<a href="mailto:kundenportal-aiz@giz.de">kundenportal-aiz@giz.de</a> or <a href="mailto:info@valuelinks.org">info@valuelinks.org</a>

## 2. EVENTS, STUDIES, EXPERIENCE AND INFORMATION

### **Webinar series on ValueLinks 2.0 and agricultural value chains**

The 11<sup>th</sup> webinar on *ValueLinks 2.0* will be on how to ensure impact with multi-stakeholder partnerships in value chain promotion and will take place on December 4, 14:00-15:30 (CET). The webinar will include a presentation of our *ValueLinks* Association Vice-President Sonia Lehmann about the German Initiative on Sustainable Cocoa (GISCO) and a further contribution of Silke Peters from the Sustainable Supply Chain Initiative (INA).

The 12<sup>th</sup> *ValueLinks 2.0* webinar will be on how the Living Income concept influences value chain promotion and will take place on January 9, 14:00-15:30 (CET). The webinar will include a presentation of our *ValueLinks* Association member Eberhard Krain including his recent experience on promoting the Living Income concept in Malawi and Madagascar. All *ValueLinks* members are kindly invited to participate in the webinars. Contact: [info@valuelinks.org](mailto:info@valuelinks.org).

### **ValueLinks Trainer Network in Morocco**

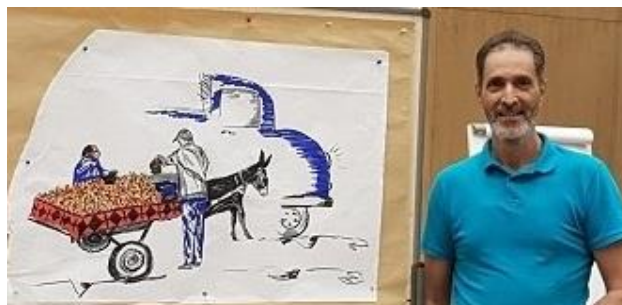
*ValueLinks* trainer networks are currently being set up in the Maghreb countries. After Tunisia, GIZ projects in Morocco invest as well in the capacity building of a pool of national *ValueLinks* trainers. A first *ValueLinks 2.0* Training-of-Trainers workshop organised by the “Cluster Environnement et Climat” and the SES project (Services Ecosystémiques) took place in Rabat in September, where nine new *ValueLinks* trainers with extensive experience on VC promotion have been qualified. Further *ValueLinks* trainings and ToT-workshops are planned in the coming months by the project PEDEL (Promotion de l’Economie et Développement Local dans les zones excentrées du Maroc). Further information: [info@valuelinks.org](mailto:info@valuelinks.org).



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The new ValueLinks trainer team in Morocco



VC promotion: From horse-drawn carts to trucks.  
Seminar participant/artist: Driss MASMOUDI

## **Fair Prices for Agricultural Commodities: Developing a Methodology to Calculate Living Income Reference Prices**

A large share of smallholder farmers in developing countries fails to achieve the human right to earn an income that enables them to live a decent life as demanded by the Universal Declaration of Human Rights, Article 23. Until now, nobody even knew how to set a price of an agricultural commodity so that the farmer would be able to lead a decent life.

Against this background, GIZ developed a methodology and a formula for a reference price for agricultural commodities that is based on the costs for a decent life ("living income"). In order to be able to undertake the calculations one needs to establish the cost of living on the one hand. This can be done through the Ankers' methodology which is already well established and described in their manual *Living Wages Around the World*". On the other hand, in order to work out the living income reference price one needs to know additionally the costs of production. This can be established through data that are contained in a gross margin analysis or crop budget. Then one would be able to calculate a living income reference price as follows:

$$\frac{\text{LIRP}}{\text{weight}} \text{ unit} = \frac{\text{Living Income Earning} / \text{WD} * \text{HH Labor WDs} + \text{Cash Cost} + \text{Hired Labor Costs}}{\frac{\text{Yield}}{\text{unit}} \text{ area}}$$

- 0) Living Income Reference Price (LIRP) per weight unit
- 1) Living Income Earning per labor unit (e.g. in workdays)
- 2) Number of household (HH) labor units
- 3) Cash costs of e.g. seed, fertilizer, pesticides
- 4) Hired labor costs
- 5) Yield per unit area.

The methodology is described in detail in *A Handbook to Determine Reference Prices for Agricultural Commodities Based on Benchmarks (Draft)* by Eberhard Krain and Linnert Steffens. The handbook describes the background of the living income concept, provides guidelines for the data collection and processing for the gross margin analysis and gives details and examples on the calculation of reference prices. In above formula the value under 1) would come from the Ankers' methodology,



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while the values from 2) to 5) would be taken from a gross margin analysis.

So far, reference prices have been calculated for tea in Malawi and vanilla and rice in Madagascar. These prices can then be compared with actual prices. The gap analysis between living income reference prices and actual prices helps to negotiate better prices and to develop strategies to attain better prices that are based on the human right to get one's labor remunerated in accordance with the cost of a decent life.

The methodology has once been introduced by Friederike Martin and Eberhard Krain in a training workshop in Madagascar in August 2019, where it was well received. Further introductory work is planned.

Contact: [Eberhard.Krain@giz.de](mailto:Eberhard.Krain@giz.de); [Linnert.Steffens@giz.de](mailto:Linnert.Steffens@giz.de)



*Living Income Training in Antananarivo, Madagascar. Photo: GIZ*

## **What do we mean by “agro-based” VC development?**

The term “value chain” (VC) has become a buzzword in international cooperation. As GIZ redefines the scope of its areas of activity, the role of VC development is also under consideration. In fact, value chains appear in many programs. They are part of a broad range of concepts from rural economic development, private sector and trade promotion to the implementation of social and environmental standards and the sustainable use of biodiversity. One of the most important applications continues to be value chain development in the context of rural development.

In an attempt to sort out the various interpretations of VC development, the term “agro-based value chain” has acquired some significance. The following paragraphs discuss this concept and summarize the debate.

### 1. Call it “agro-based VCs” – and not “agricultural VCs”

The first point concerns the understanding of the value chain concept as such. Given the key role of the markets and the fact that all agricultural products undergo transformation and go through an increasingly complex logistics, it makes no sense to speak of “agricultural VCs”. “Agro-based VCs” include primary production only at one stage. The secondary sector (production equipment, transport, food processing) and the tertiary sector (from IT solutions to insurances) contribute an ever increasing percentage of the value generated. The emphasis on agriculture thus is misleading and does not do justice to the very idea of the VC concept.

### 2. Agro-based VC development always goes beyond farming

There are good reasons for aid programs to focus on smallholder farmers because in most cases they are poor and receive only a tiny fraction of the value generated. Therefore, many projects work at farmer level primarily, market integration of smallholders often being the core idea. Therefore, certain solutions dominate in project design and in practice, such as (i) Technical farm improvements and more competitive business models, (ii) Farmer organizations and contract farming and (iii) Better access to financial services.





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The focus on these issues is justified as long as supporting projects keep the value chain context in view. VC development interventions do not necessarily have to cover the entire VC if there are active public programs and private investments at other VC stages.

However, we have to keep in mind that VC innovations always are systemic in nature. Operators simply have to collaborate with upstream and downstream markets to be successful. Mechanisation and irrigation are good examples: Introducing an irrigation system on a farm not only presupposes that farm equipment dealers are able to deliver; it also requires appropriate technical and financial service arrangements. At the same time, buyers have to be ready to pick up the additional production. Hence, even if farmers are supposed to be the main beneficiaries, there is no way round working with the commercial partners along the VC.

The *ValueLinks* methodology establishes the connection between the systemic perspective on an economic sector and the specific solutions promoted by individual projects. The promotion of a VC always starts with a VC analysis covering the entire chain up to the final markets. Solutions are derived from a strategic vision for the sustainable development of the VC at stake.

### 3. Other types of VCs that are not “agro-based”

VC development relates to any branch - from agro-based value chains to manufacturing and services such as tourism. Which characteristics distinguish the agro-based VCs from other types of VCs? Positively, we can say that agro-based VCs typically use cultivated or collected biological raw materials (as opposed to mineral natural resources obtained through mining). The original material often remains recognisable in the final product. This is most evident in fresh products – a banana is a banana. Other commodities, such as sugar, palm oil or herbs, have many uses and markets. It is a question of definition what to count under agro-based when biological resources flow into green energy, cosmetics, medical drugs and a wide variety of technical products. Should we consider wood or natural fibres as feeding into “agro-based” VCs if they are used for making handicrafts or furniture?

The ongoing debate has produced several criteria to delimit the boundary of what constitutes agro-based VCs versus others that are not considered “agro-based”. However, it is not easy to draw a clear dividing line. Criteria such as ‘knowledge intensity’, ‘complexity’ or the use of ICT are not very helpful. For example, food products require high technology to be safe and affordable for consumers and leave a minimal ecological footprint at the same time.

The best answer is probably the networking structure of a value chain as shown in the VC map. *ValueLinks 2.0* distinguishes three basic types of VC structure, viz. natural resource based VCs, manufacturing sectors and the value chains in service sectors (see section 2.2.4 in the first volume of the manual, p.82pp). The first category comprises the value chains, in which the final product has a high content of one type of a particular natural resource. Their structure is largely linear (*ValueLinks 2.0*, vol.1, p.83). Contrary to natural resource based or agro-based VCs, manufacturing VCs have the following characteristics: (i) The final product requires many suppliers of components and inputs to make a product with no particular raw material dominating and (ii) One or a few large firms occupy a central position in the system (a spider in the web) with suppliers and subcontractors organized around them.



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Service VCs place the recipient of the service at the center who has to be present during the service provision process. The structure of the VC (i) Is the sequence of different services being combined, as in tourism and (ii) Equals the upstream chain of suppliers to the service provider.

#### 4. The classification of VCs and economic sectors

The question remains what should be the right counter term to the definition of an “agro-based” VC. The most obvious term could be “industry” used by the “International Standard Industrial Classification” (ISIC). The first three categories in the ISIC are precisely “(A) agriculture, forestry and fishing”, “(B) mining and quarrying” and “(C) manufacturing”.

However, the ISIC categorization does not quite correspond to the value chain concept. Sectors are not the same as value chains, when agriculture is separated from an industry that is called “(G) wholesale and retail trade” and “(C10) Manufacture of food products”.

Nevertheless, the sector categories of ISIC can still be useful. ISIC also provides the basis for national industry statistics. This has the advantage that data on economic sectors are available, so that it becomes easier to quantify value chains if the VC analysis combines the data (Gary Gereffi). This implies that we consider the VC approach to be multi-sectoral.

#### 5. Sources

Gereffi, Gary (2014): “Global Value Chain Analysis: Data Requirements, Gaps & Improvements with New Datasets”; Presentation based on a discussion paper prepared by Stacey Frederick, Springer-Heinze, Andreas (2018): “ValueLinks 2.0 – Manual of Sustainable Value Chain Development”, 2 volumes, United Nations Department of Economic and Social Affairs, Statistics Division (2008): “International Standard Industrial Classification of All Economic Activities: Revision 4”. All sources can be obtained from the internet. Contact: Andreas Springer-Heinze, [andreas.springer-heinze@giz.de](mailto:andreas.springer-heinze@giz.de).

### **Finding ways out of desperate poverty – Experiences with the Farmer Business School**

Western and central Africa produce over 70 per cent of all the world’s cocoa. Also known as ‘brown old’, cocoa is the most important source of income for over two million smallholders. However, world market prices fluctuate considerably and have dropped from USD 5,000 per metric ton in 1980 to around USD 2,300 in early 2019. For smallholders that is barely enough to survive on. On average, they have to live off less than USD 2 per person per day.

A programme entitled Sustainable Smallholder Agri-Business in Cameroon, Côte d’Ivoire, Ghana, Nigeria and Togo has paved the way for one possible route out of poverty. GIZ has been commissioned by the German Federal ministry of Economic Cooperation and Development to implement the initiative together with over 50 international and local partners in Africa. Farmer Business Schools (FBS) are at the heart of the programme. The schools teach farmers how to produce cocoa and other basic foods more efficiently. In turn, this enables them to earn more money from their crops. The programme’s business service centres can supply seeds, fertiliser, herbicides, pesticides and expert advice, as well as putting farmers in touch with lenders and providing market information. Farmers also learn how to generate other sources of income

***“We invest the profits in our children’s future.”***

***KARIM AZEES (35) and his wife cultivate four hectares of land in south-western Nigeria.***



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As a child I spent a lot of time in my father's fields and his woodland. It was always taken for granted that I would run the farm when he was no longer with us. Until I went to a Farmer Business School in 2014, I learned everything from my father. At the school, I realised how important it is to build a strong foundation of knowledge. I learned a lot, and I started to plant new cocoa trees regularly and cut back the old ones. There are only two or three fruits on those old trees, and the yield is around 300 kilograms per hectare. I plan to replace them gradually using hybrid varieties. These are bred by crossing two high-yielding parents. The idea is that the offspring inherit their positive characteristics. The first of these new plants are already bursting with fruit, so I expect to double the crop. I have also learned how important it is to leave the correct distance between each tree and why it makes sense to grow other crops as well as cocoa. I have planted manioc, kola trees and oil palms. Step by step I am transforming the land into a modern business. My wife and I have invested our initial profits in the future of our four children, who are aged between one and 15. We want them to have a good education. We decided to send them to private schools. That costs 126,000 naira (around EUR 300) a year. Over half of that goes on my eldest daughter's school fees. Without the Farmer Business School, we would not have been able to make that important investment.



The lessons learned are put to good use in 21 other German development cooperation programmes in Africa. The take-up has been impressive, and in 2018 a pan-African master trainer programme was launched to meet the demand for FBS courses.

Extract from an article published in Akzente 1/2019, <https://akzente.giz.de/en/archiv/uebersicht>.

Contact: Annemarie Matthess, [annemarie.matthess@giz.de](mailto:annemarie.matthess@giz.de), [www.ssab-africa.net](http://www.ssab-africa.net).

### AFC's organic project supports implementation of Ukrainian organic law

Almost one year after the official adaption of the Ukrainian organic law, AFC's project Cooperation in Organic Agriculture (COA), which is funded by the German Federal Ministry of Food and Agriculture and implemented by the consortium AFC/IAK since July 2016, successfully set up a round table for state authorities and representatives from retail and the organic network.

The new organic law will come into force in August 2019, one year after the approval of the law. Thus, the aim of the event was to support the Ministry of Agrarian Policy and Food of Ukraine (MAPFE) and its implementing agency State Service of Ukraine for Food Safety and Consumer Protection (Food Safety Authority - FSA) in presenting the current state of the Organic Law as well as its bylaws and the relevance for the retail sector.



Main topics were labelling and trade of organic products on the one hand, and control and certification on the other hand.





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The law “On Main Principles and Requirements for Organic Production, Circulation and Labelling of Organic Products” (the Organic Law) defines the basic principles and requirements for organic production, trade and labelling of organic products. The document aims to harmonize the Ukrainian legislation with the norms of the EU and improve the trust in Ukrainian organic products in the domestic and foreign markets by introducing more effective regulation for the production and trade in organic products. Based on this Organic Law, Ukraine will introduce accountability for violation of legislation in the sphere of organic production and circulation of organic products, in particular, in relation to the labelling of organic products. This concerns both the labelling of organic products with the national logotype as well as the use of indications and notations related to “organic”, “bio-”, etc. Currently, the export of organic food products from Ukraine is three times higher than the domestic consumption (99 million EUR versus 29.4 million EUR). Olena Kovalyova, Deputy Minister of Agrarian Policy and Food, emphasized, that the common challenge for the sector is to provide consumers with qualitative and extensive information about organic products and so build and strengthen local consumers’ trust in certified organic products from Ukraine. Additionally, the Round Table participants explained and discussed the necessary steps for establishing mechanisms of correct labelling of organic products as well as measures supporting the development of a control system over the circulation of such products.

“The Organic Law serves the reliable professional production of organic foods. It is significant for transparent processes to ensure the quality of Ukraine’s organic sector”, stated COA team leader Elisabeth Rüegg. For Volodymyr Lapa, head of FSA, the comprehensive information on the Organic Law and its bylaws is of great importance for their correct implementation by the different market participants. The event was co-organised by the EU project “Support to Agriculture and Food Policy Implementation in Ukraine”. In addition to representatives from MAPF, FSA and COA, the national certification body Organic Standards, the sector network Green Dossier, national organic sector associations and a related EU project attended the event. In conclusion, the participants agreed on further steps for a successful implementation of the Organic Law and related by-laws starting in August 2019. Further information on the Organic Round Table is available on MAPF’s website: <https://minagro.gov.ua/ua/news/obgovoreno-vprovadzheniya-novih-norm-shchodo-obigu-ta-markuvannya-organichnoyi-produkciyi-v-interesah-spozhyvachiv>. Contact: [Stefanie.Maak@afci.de](mailto:Stefanie.Maak@afci.de).

### **Projet « Développement économique intégré du secteur minier »**

L’objectif du projet est formulé comme il suit « L’exploitation minière contribue à la transformation économique et sociale durable de la RDC ». Il est donc basé sur les effets de l’exploitation minière sur le système socio-économique de la RDC. Correspondant aux documents de planification les effets d’entraînement sur le système socio-économique du Kongo doivent être renforcés à travers la promotion du secteur minier artisanal et des entreprises locales comme fournisseurs et sous-traitantes. Les produits de l’exploitation minière (industrielle et artisanale) sont pratiquement exportés en totalité. À présent le projet n’est pas (encore) engagé dans la promotion de chaînes de valeur (CV) spécifiques. Il fallait donc identifier des telles chaînes de valeur pour pouvoir les prendre en considération dans les exercices pratiques de l’atelier.



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Dans ce contexte un atelier *ValueLinks* a eu lieu avec 12 participants à Kinshasa/ DR-Kongo du 26 au 29 août 2019 sur la demande du projet. Dans l'atelier, les différentes phases d'exploitation des entreprises minières industrielles et artisanales – de l'exploration initiale du site jusqu'à la fermeture de la mine - ont été identifiées ainsi que les intrants spécifiques utilisés pendant ces phases. De plus les effets des activités des entreprises minières sur l'économie dans son ensemble (demande en intrants spécifiques et services, flux monétaires), ainsi que les relations entre les différentes CV (le produit d'une CV est la matière première d'une autre CV) ont été analysées. Ces réflexions ont finalement mené à l'identification des CV « Transport de personnel et de biens » et « Production de combinaisons de travail » sur lesquelles les participants ont travaillé pendant l'atelier. Dans le cadre de l'exercice sur le modèle d'affaires les participants se sont occupés d'une entreprise productrice de combinaisons textiles et de l'association de textile RDC. Contact : Agnes Gerold, [amgerold@aol.com](mailto:amgerold@aol.com).

## 3. THE VALUELINKS ASSOCIATION/CONTACT

### *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 this field, 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](mailto:info@valuelinks.org).

### *YOUR contribution 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!

### *Contact/Imprint*

International *ValueLinks* Association e.V., c/o Dr. Andreas Springer-Heinze, Deutsche Gesellschaft für Internationale Zusammenarbeit mbH, Postfach 5180, 65726 Eschborn, Germany. E-Mail: [info@valuelinks.org](mailto:info@valuelinks.org). Register of associations: Amtsgericht Frankfurt, Vereinsregisternummer: VR14321.