



ValueLinks NEWSLETTER July 2021

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Dear Reader,

The 24th edition of our newsletter will provide you an overview of the *ValueLinks* activities in the period May – July 2021: *ValueLinks* trainings done and planned, updated materials, new concepts and project examples.

In this issue you also will find the summary of the last *ValueLinks* Association members virtual meeting held in June 10th. Alfons and Andreas shared with about 25 participants the new developments on the website of the Association as well as on ValueLinks training material. Also, the Association introduced the **ValueLinks Lounge**, a digital communication platform based on Wonder.me as an informal space for meetings and exchanges open to all members. Activities through the *ValueLinks* Lounge are already in preparation, such as a first Meet and Greet! on August 3rd and the Webinar on *ValueLinks* and Climate Change in November 11th. More information is included in the articles below.

We hope you enjoy the reading and stay safe!

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

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. VALUELINKS TRAINING SEMINARS

ValueLinks Seminars April - July 2021

Place/Date	Seminar/Participants	Trainers
May 17-28, 2021 Online event	The 5-day ValueLinks 2.0 online training event of GIZ/AIZ in English was fully booked with 15 participants mostly from different GIZ projects. It was the first time that AIZ applied an online training format for <i>ValueLinks</i> which was spread over a duration of two weeks (2 x 2.5 days). The new format was much appreciated by the participants and will be applied in future as well.	Fernando Camargo, Alfons Eiligmann
June 6-9 and June 27-30, Algeria	Three different 4-day <i>ValueLinks</i> trainings took place in Algeria in Algier, Biskra and El Oued organised by the PASA project. The physical presence seminars with 12-15 participants were	Khaled Amrani, Ridha Messak, Ilhem Guettafi, Fatia Zoubiri, Kamel



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	conducted by teams of recently qualified new <i>ValueLinks</i> trainers in Algeria (see below).	Bensalah, Khaled Laïche
June 21-23, 2021, Online event	A 3-day <i>ValueLinks</i> online training took place with 8 participants of the two projects “Green Jobs” and “Création d’emplois dans le verdissement du secteur des transports au Maroc” in Morocco. The intensive training format with a smaller group of participants allowed for a comprehensive Introduction into <i>ValueLinks</i> .	Ahmid Idrissi, Alfons Eiligmann
July 19-30, 2021 Online event	Five-day <i>ValueLinks</i> Introductory Training seminar in French, spread over two weeks, organized by GIZ-AIZ. The seminar is fully booked and ongoing.	Moufida Houimli, Alfons Eiligmann

Upcoming *ValueLinks* seminars

Date/Place	Seminar/Participants	Contact
September 14-15, 2021 Online event	Two-day <i>ValueLinks</i> teaser seminar in English organized by GIZ-AIZ. The seminar is open for enrolment, participation fees are applied. For further information, see: learning-giz (learning-giz.de) .	kundenportal-aiz@giz.de or info@valuelinks.org
November 15-26, 2021 Online event	Five-day <i>ValueLinks</i> Introductory Training seminar in English, spread over two weeks, organized by GIZ-AIZ. The seminar is fully booked. For further information, see: learning-giz (learning-giz.de) .	kundenportal-aiz@giz.de or info@valuelinks.org
	GIZ-AIZ is currently planning an online <i>ValueLinks</i> training in Spanish. Dates and further details are expected to be available soon. In case of general interest, please contact info@valuelinks.org and we keep you posted.	info@valuelinks.org
January 3-13, 2022 Online event	<i>ValueLinks</i> online introductory training seminar targeting participants in South-East Asia. The seminar will be spread over 8 afternoon sessions and two weeks. The seminar is open for enrolment, participation fees are applied. Further information will be available in September at www.idc-aachen.de .	training@idc-aachen.de
April 25-29, 2022, Siem Reap, Cambodia	Five-day <i>ValueLinks</i> Introductory Training seminar in English organized by IDC. The seminar is planned as a physical presence seminar and targeting participants in South-East Asia. The seminar is open for enrolment, participation fees are applied. Further information will be available in September at www.idc-aachen.de .	training@idc-aachen.de

Upcoming *ValueLinks* events

Date/Place	Event	Contact
November 2021 (Date to be confirmed) Online event	2-hour virtual event on <i>ValueLinks</i> and Climate Change in the Latin American context. The event will be held in Spanish.	sonia.lehmann@giz.de or info@valuelinks.org
NEW – NEW - NEW August 3, 2021 Online event	Meet and greet! Regular, informal and online exchanges with other members of the <i>ValueLinks</i> Association here at the ValueLinks Lounge .	info@valuelinks.org



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2. EVENTS, STUDIES, EXPERIENCE AND INFORMATION

Climate-neutral food products and value chains: Burning issues!

It becomes clearer every day, that climate change is already here. VCs must adapt in two ways – minimizing their greenhouse gas (GHG) emissions on one hand, and adapting to water scarcity and extreme weather conditions on the other. Let's look at the first issue – the substantial GHG emissions of food chains. It's obvious that society and governments are going to react. Mitigating GHG is essential. Here are some of the issues, we need to take up.

The meaning of “climate neutral” VCs

An increasing number of food products carry the label “climate neutral”, pretending that they do not cause any greenhouse gas emissions. However, there are severe methodological problems casting doubt on the claim. One is the question of VC boundaries: Should we limit the analysis to the technologies used by VC actors – or include the service providers and their emissions as well? Another problem is the measurement of emissions. We know that is practically impossible to quantify the effects. In its module 2, *ValueLinks* includes a tool for environmental analysis of VCs – the “hotspot analysis”. But it is not specific enough.

Classification of VCs according to their impact on climate change

We may think of three types of value chains: First are products with a large footprint that cannot be compensated. This is obvious in the case of meat, especially ruminants, and includes dairy products. These VCs must shrink, maybe with some exceptions to be discussed. Second are essential VCs which need to stay while reducing their emissions substantially. Third are the VCs with “negative emissions”, which means that the catch more GHG from the air than they set free. Here is an interesting field of work.

VCD strategy for reducing GHG emissions

Besides the mere technical aspects, there are several topics to work on: How can production technology be improved? Who needs to invest the most, and how are costs shared among VC actors? “Carbon insetting” may be an important element in the strategy, as large companies could support farmers in their efforts to reduce emissions. This is a matter of incentives to collaborate, a task for VC round tables and fora.

VCDs for carbon sequestration

Carbon sequestration is a promising new business model for farmers. Utilizing the terminology of the business model canvas, the product is a service to capture carbon and store it long-term. To make money, the provider offers certificates to the market for GHG offsetting – mostly to companies which must compensate for any remaining emissions (after saving as much as possible themselves). Known



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technologies are reforestation and the production of “*terra preta*”. Other possibilities are yet to be identified.

VCD would accompany the evolution of entirely new VCs, with farmers producing carbon sinks, technology firms providing the equipment needed, market regulators and standard organizations. The problem is that the VC would only be consumer-driven to some extent. As policies are needed, the VC becomes political. The challenge is to devise standard systems that trace all steps safely – and in the long term. The risk of cheating is high.

The Latin-American chapter of the ValueLinks Association plans to hold an online seminar on these and other issues in November. We should find the time to organize another meeting in English language.

Andreas Springer-Heinze (andreas.springer-heinze@mailbox.org)

Informal ValueLinks association online meetings – the new ValueLinks Lounge

On June 10th, 2021, the ValueLinks Association organized a digital event for information exchange among ValueLinks members about association activities, update of the training material, ValueLinks member profiles on the website, preparation of ValueLinks videos etc.

Alfons Eiligmann demonstrated how to update ValueLinks member profiles on the website easily by logging-in in the member area with the e-mail address and the password that members got in an e-mail of April 21, 2020 (or with later on changed passwords). The participants also appreciated the new, fresh design of the Powerpoint training material available in English and French in the member area. Please note that the Portuguese version is currently under layout review as well. We hope to have the Portuguese training material available in the new layout soon.

Andreas Springer-Heinze showed a demo video how ValueLinks training material can be presented in form of videos. The video was basically a combination of a Powerpoint presentation with recorded voice and visual activity of the speaker. The idea is to have a series of similar videos presenting the different ValueLinks modules and/or zooming in on particular issues. We need specialists in video production to help us with the technical side of it. The ValueLinks Association has a budget to hire a service provider. If you can recommend someone from your country, please let us know: info@valuelinks.org.

Some 25 members attended the online meeting. What was new, was the use of an online platform called **Wonder.me** in the second part of the meeting. Wonder.me allows a virtual meeting similar to cocktail parties in the past: You go there, talk to somebody, and then move on to the next table to talk to somebody else. Similarly, at Wonder.me, you take a snapshot with your computer camera to create an avatar with whom you can move around in a virtual environment and decide yourself whom in the meeting you would like to talk to. Once the participants overcame some issues on how



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to connect with different browsers, the format worked quite well and allowed talking about particular topics in smaller groups or individually from person to person. While some participants continued discussing the *ValueLinks* videos, others shared experience about working in Indonesia or discussed in French or Spanish, and some participants moved from one group to the other.

We call this the “*ValueLinks Lounge*” and will offer similar informal meetings from time to time. The next online meeting will take place on August 3.

Meet and greet with *ValueLinks*-members

at the *ValueLinks Lounge*

August 3, 1:00 – 2:00 pm Central European Standard Time

Discuss with us about climate-neutral food value chains, living income, the future role of *ValueLinks* in GIZ programmes, production of *ValueLinks* videos, future *ValueLinks* association activities, new *ValueLinks* initiatives in Latin America, the network of French speaking *ValueLinks* experts

Click [here](#) to join!

For more information: info@valuelinks.org

CBS & PBS: Not just abbreviations but concepts that make a difference

How agripreneurs achieve more market power while contributing to structural change and economies of scale? You ask yourself how this can be achieved? The solution is agricultural producer organizations (APO) that professionally provide agripreneurs with business services. Enabling producer organizations to do so is the core of the “Cooperative Business School” (CBS) 2.0 with a focus on youth! Such business services foster horizontal business linkages, add value in terms of more profits of members and create jobs. So far, more than 7,000 managers and members from over 600 African producer organizations participated in the one-week training. CBS builds on the well-known Farmer Business School (FBS) training which is also part of the *ValueLinks* approach. And CBS is effective: trained cooperatives engage in more off-taking agreements, their members receive better inputs at lower prices from bulk purchases, they have easier access to loans from banks, and group sales have more than doubled due to higher quality produce and better prices negotiated!



Successfully empowering women in processing businesses: Processing of raw materials from



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agriculture, biomass waste and non-timber forest products provides higher-value products and can create millions of livelihoods in Africa – especially for young women! Much processing is done by female micro and small entrepreneurs and women groups in cottage industry. To tap their huge potential, PBS – short for “Processor Business School” – focuses on simple technology improvements and the business skills of these groups. PBS strengthens the processors’ entrepreneurship, technical and commercial capacities. By applying simple tools of economics and planning, PBS trainees/ graduates improve the competitiveness of their products. They work more efficiently, increase product quality, engage in new off-taking agreements, can access loans from banks, and increase their net income. You can implement PBS with exclusive focus on MSME in processing or complement support of medium and large enterprises to avoid that women are “kicked out” of business. So far, more than 59,000 African small-scale processors have undergone an PBS training and over 90% of them are women!



More than 40 GIZ projects and programs, 14 organizations and 2 companies already implemented [FBS](#), [CBS](#) & [PBS](#) approaches (please click on the links for factsheets).

For more information, please contact annemarie.matthess@giz.de and/or veronika.kling@giz.de.

Living Income and Value Chains

The relevance of the concept of [Living Income](#) results from it guaranteeing human rights as well as promoting numerous sustainable development goals such as the fight against hunger and poverty, elimination of child and forced labor and reduction of inequalities, ultimately leading to improved rural living conditions. However, achieving this goal remains a challenge around the world with a multitude of influencing factors. These include, for example, production volume and fluctuating prices, available work force and labor costs, available land and farm size, and several other aspects. At the same time natural circumstances should be considered too e.g. water availability, climate change impacts, further socio-economic conditions e.g. farmer’s skills and infrastructure as well as access to inputs and financial services. Moreover, the number of household members and availability of core services like education, healthcare or drinking water need to be included. Thus, it becomes abundantly clear, that a strategy to achieve living income is multifactorial always and must consider local circumstances and needs as well as global occurrences.

There are several global initiatives like the [Living Income Community of Practice](#) (LICOP), the [Global Living Wage Coalition](#), or the [ALIGN consortium](#) as well as a number of private companies which work towards achieving living income in global agricultural value chains. One example is the [Initiative for Sustainable Agricultural Supply Chains](#) (INA), supported by BMZ and implemented by GIZ and where retailers such as Aldi, dm-drogerie markt, Kaufland, Lidl, REWE Group, Tegut signed a voluntary



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agreement, committing to support living income and living wages in agricultural supply chains. Other actors who are working towards living income or have committed themselves to this goal are IDH, Fair Trade, Rainforest Alliance, IKEA and Cloetta, Nestlé, Lindt, Unilever and several others.



Figure 1 Living Income, Actual Income and Income Gap Concept (Source: [The Living Income Community of Practice,2020](#))

While the goal and target of living income is clear, and first pilots on implementation are ongoing, a wide operationalization of the concept still needs to be demonstrated. Approaches should consider the value chain as a whole. In this regard, a value chain perspective (and a *ValueLinks* approach) is one useful tool, that can further support identifying challenges and opportunities on the path towards achieving a living income for producers in agricultural supply chains and ultimately contribute to decent livelihoods in rural areas.

Additional available information and tools: [Living Income Concept](#), [Introduction Video](#), [Strategies to Close the Gap of Smallholder Farmers in Cocoa in Côte d'Ivoire](#), [LI Toolkit for Companies](#), [Further Resources](#). For more information, please contact Friederike.martin@giz.de

New *ValueLinks* trainer network in Algeria

The Agricultural Sector Support Programme (PASA), co-financed by the European Commission and BMZ, aims to support the development of several agricultural value chains in target areas in the North and South of Algeria. For the "South Pole", GIZ was entrusted with its implementation in partnership with the National Institute of Agronomic Research (INRAA). This involves the promotion of the dates and pepper VCs in the Wilaya of Biskra and the potato VC in the Wilaya of El Oued. In this context, GIZ contracted the consortium AFC - Agriculture and Finance Consult (AFC) and IDC



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Unternehmensberatung in July 2020 to support the VC upgrading activities with a particular focus on environmental aspects.



After a first *ValueLinks* seminar in 2019, the VC promotion activities were intensified since August 2020. This includes the preparation of three VC studies to serve as a basis for ongoing VC upgrading measures and a training of trainers on *ValueLinks 2.0* to create a group of national *ValueLinks* trainers in Algeria. At this stage, the project has a pool of 17 advisors/trainers who completed two *ValueLinks* training courses (initial training course and training of trainers course) and an additional course on workshop moderation.

Currently, a series of *ValueLinks* training workshops is going on at national level and in the two project regions. Teams of two national trainers conduct *ValueLinks* workshops, with the number of participants limited to 15 due to the corona pandemic. The first seminar took place in Alger from June 6-9 with Khaled Amrani and Ridha Messak as trainers. Two further seminars took place in Biskra and El Oued from June 27-30, conducted by the two trainer teams: Ilhem Guettafi/Kamel Ben Salah and Fatia Zoubiri/Khaled Laïche. The focus was on two aspects: on the one hand, the participants from different project partner organisations shall get a good knowledge of the application possibilities of *ValueLinks*; on the other hand, the members of the national VL network get the opportunity to conduct seminars on their own and gain experience. Coaching from an experienced *ValueLinks* trainer was offered to ensure the quality of the seminars.



The feedback on the first trainings fully done by the national trainer teams was very good. It can be concluded that a well-qualified core group of national *ValueLinks* trainers crystallized. The next step comprises a further support of the development of the Algerian *ValueLinks* trainer network and the adaptation of the *ValueLinks* training material to the Algerian context including explanations in Arabic to the PowerPoint slides for easier use in the provinces. The *ValueLinks* trainers also plan to introduce the *ValueLinks* material in university curricula. The project counterpart, the National Institute of Agronomic Research (INRAA), intends to play a lead role in VC promotion in Algeria and some of the new *ValueLinks* trainers are expected to join the *ValueLinks* association. For further information, please contact Peter Müller, Peter.Mueller@afci.de



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Culinart: Restaurant value chain vis-à-vis the increase of delivery services



Starting from the assumption that culinary and foodservice bring benefit for local and national economies across Europe, partners from a group of EU countries (France, Spain, Portugal, Italy, Bulgaria) and Turkey have launched the CULINART project, active from January 2019 to June 2021.

The CULINART overall goal is to enhance the quality and relevance of VET offer in culinary arts following the labor market needs and with view of increasing youth employability, trans-national mobility, and career advancement. Yet obstacles remain: VET is predominantly confined to secondary education; the national education systems result in different qualifications and standards in the different member states; difficulties in validating the learning outcomes acquired abroad and low number of trainees engaged in mobilities.

In June 2021, the *ValueLinks* member Dario Caccamisi has trained the Culinart participants on the evolution of the restaurant and catering value chain as an effect of the growth of the delivery services. The presentation has explored the structure of the chain and the changes in services and procurement that the restaurants are facing, looking at the evolution of the chain. Related with this, the training has focused on the expected changes in the consumers' behaviors and in their relations with space and time under more access to delivery services, which move the food consumption and even preparation from the dining-in restaurant to home. This trend determines different ways of using the space, with a new relation between places and non-places, creation of new urban landscapes and larger presence of food in public space although with less restaurant foot traffic, further time compression and, particularly important, the creation of a new sense of feeling at home: in other words, a different relation of the consumers with the *chez soi*, whenever consuming home-delivered food or ingredients for own preparation. The strategies of dark-kitchen companies and delivery networks have been analyzed and commented.

The impact of these trends on the identity of the restaurants have been analyzed and presented, focusing on the challenges of creating the restaurant's identity at the two stages of the dining-in experiences and of the web.

The expected agenda of the evolution of European restaurants has been part of the training, touching key themes such as adapting the channel strategy, optimizing the menu offerings, and adjusting the business model to the new conditions.

The *ValueLinks* members who want to elaborate more on this subject, may contact directly our member Dario (Dario.caccamisi.agronomo@hotmail.it)



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New GIZ-Sector Project Agriculture pursuing value chain approach

On April 1st of 2021, the new *Sector Project Agriculture* started with a duration of three years (04/2021-03/2024). The Sector Project supports BMZ in the strategic agenda-setting for a global sustainable agricultural and food economy. In addition to providing policy advice, the project develops concepts and approaches and promotes networking and knowledge management in the following three thematic areas:

1. Sustainable crop production and animal husbandry: promoting sustainable agricultural production: integrated, context-specific, resource-efficient and climate-smart farming systems that also promote climate-resilient and low-emission agricultural development.
2. Strengthening agricultural value chains in the agri-food sector: financing and promoting investments in agriculture, marketing, and inclusive and innovative business models, as well as cooperation with the economy.
3. Transformative agricultural policy and agricultural trade policy: fair and rule-based trade in agricultural value chains, continental and national agricultural policy reforms and trade agreements, as well as on the external impact of EU agricultural policy on developing countries.

The value chain approach is a central component of the new *Sector Project Agriculture*. The second thematic area aims at establishing and strengthening BMZ's positioning regarding all topics and activities along agricultural value chains as well as alignment with the overarching goal of food security (*SDG 2*). Key areas are value chain promotion at regional and national level including **value chain financing** and investment promotion, promotion of farmers' organisation, marketing, inclusive business models as well as innovative services and technologies including digitalisation in agriculture. Special attention is paid to cooperation with the private sector in the agricultural economy and the wider food system.

The internationally recognised approach of agricultural value chain promotion is being expanded to include agroecological, climate-resilient and low-emission strategies and approaches. The *Sector Project Agriculture* considers the promotion of nutrition-sensitive value chains and more equitable gender relations in its advisory services. Close cooperation with projects in the field of value chain promotion is an integral part of the work to provide consistent and coherent advisory services and to deliver up-to-date and well-founded technical contributions.

For more details please contact Dr. Heike Höffler (Co-Lead, heike.hoeffler@giz.de) or David Wilder (Junior-Advisor, david.wilder@giz.de).



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News from Latin American Chapter on ValueLinks: The region remains VERY active

Upcoming online Event in November 2021:

ValueLinks and Climate Change

November 11th 2021

As production patterns are being more and more influenced by changing climate conditions and the market requirements on environmental responsibility keeps growing, value chain projects are challenged with the integration of climate change related activities in their promotion strategies. Learn on the main challenges and experiences from our *ValueLinks* practitioners' community in Latin America on bringing together ValueLinks and climate change adaptation and mitigation strategies and join us at the *ValueLinks* Lounge!

For more information: sonia.lehmann@giz.de or info@valuelinks.org

Mexico: The GIZ-project “*Integración de la Biodiversidad en la Agricultura Mexicana IKI-IBA*”, in cooperation with the Agriculture and Rural Development Secretary SADER supports initiatives of integration of biodiversity in agricultural production processes. Resulting knowledge is used in the development of action plans and the promotion of solutions. A modular online training on gender-sensitive value chains (based on *ValueLinks*), biodiversity and climate change has been developed. The training will be carried out in the second half of 2021. For more information contact Valentina De Leo Velasco valentina.deleo@giz.de

Colombia: Two value chains (maize and dual purposed livestock) were selected for promotion by GIZ in Colombia. Among the selection criteria where the potential for reduction of greenhouse gas emissions, the vulnerability to climate change, as well as the relevance of the value chain for the Colombian economy. This GIZ project supports the Colombian Environmental Ministry in piloting activities on climate change adaptation as well as on the reduction of greenhouse gases in the selected value chains. For more information please contact Leonhard Schneider Leonhard.Schneider@gopa.de

Brazil: The Project “Sustainability and Value Added in Agriculture Supply Chains”, in cooperation with State Government of Maranhão supports the promotion of the soybean and babassu (*Attalea speciosa*) value chains, and train regional technicians.



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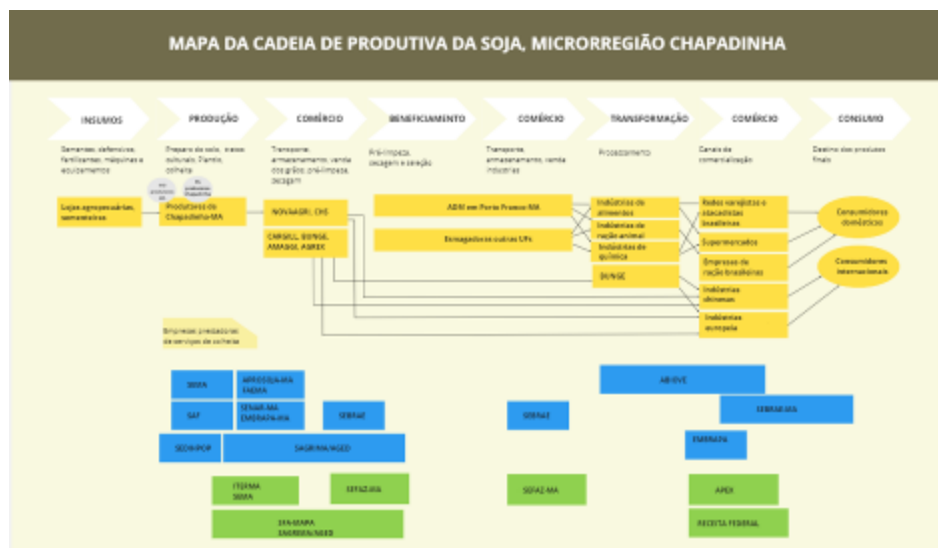


Figure: Map of the soybean supply chain in Maranhão (Microregion of Chapadinha)

The GIZ-Global Program “Sustainability and Value Added in Agriculture Supply Chains” aims to increase the sustainability of supply chains. In Brazil, the supply chains of soybean (for large producers) and babassu (*Attalea speciosa*) (for family farmers and traditional peoples) were selected. For both supply chains, the project has been using the Value Links methodology to build a collective future vision and strategy for the strengthening and sustainability of the chains, through supply chain mapping, identification of risks, opportunities and solutions to increase sustainability. Some workshops have already been carried out, and other activities, such as the training of technicians in the methodology, should take place by 2022. For more information please contact André Machado, andre.machado@giz.de

Brazil: What does it mean to "generate value" in medicinal plants and phyto-therapy value chains? According to GTZ Brazil, these and other questions can be answered by applying *ValueLinks*.



"A value chain is not only formed by those who are directly involved with production. It is a vision of a productive system that includes everyone from those who produce to those who consume, as well as governmental or non-governmental organizations that participate in this circuit, such as regulatory agencies or NGOs that work to ensure that

traditional peoples are not exploited," Tatiana Balzon from GIZ summarized.

Tatiana also showed how *ValueLinks* works when applied in a pioneering way by ArticulaFito in a partnership between the Ministry of Agriculture and Fiocruz in the context of medicinal, aromatic,



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spicy and food plants. "The method is excellent for project planning, identifying the problems and opportunities present in each scenario. With it, we can see which are the partner organizations, which are the companies, which are the communities that work in each value chain. Then it is possible to map the challenges and propose improvement strategies", he explained. Up to now, a total of 26 different products and value chains have been mapped in the framework of ArticolaFito.

Want to learn more about value chains and the methodology used by ArticolaFito to carry out the largest mapping of medicinal, aromatic, condiment and food plants ever carried out in Brazil? Click [here](#) or contact Tatiana Balzon (tatiana.balzon@giz.de)

Ecuador: Agroforestry and Living Income project in Ecuador for cocoa farmers. The DeveloPPP project "Strengthening the sustainable cultivation of high-quality cocoa within dynamic agroforestry systems" (03/2020 – 03/2023) is being implemented in several regions in Ecuador between GIZ and the Swiss companies *Coop*, *Chocolats Halba/Sunray* and involves also other partners such as the UNOCACE Cocoa Cooperative, Ecotop, South Pole and the WWF.

In order to move away from cacao monoculture, the project supports the production of cocoa within dynamic agroforestry systems stem. This cultivation method encourages farmers to grow the organic and Fairtrade certified cocoa together with different plants on the same field in a layer system. Near the ground, short-term crops such as corn, beans or cassava grow. Further up, cocoa, which requires shade, grows, followed by fruit trees. At the top, huge noble wood trees are enthroned. This layered cultivation protects the soil and makes the cocoa more resilient. In addition, this method brings the farmers additional income, as they can use or sell by-product such as corn, oranges and plantains, beans or precious woods themselves. At the same time, reforestation makes an important contribution to climate protection, as the plants absorb carbon dioxide.

To better understand the context of a living income for the cocoa producers and to identify activities to address the gap between the actual income of farmers and a living income benchmark and to integrate them in the current project implementation strategy, a pilot study is currently being conducted to understand better the current income situation of cocoa production under agroforestry systems, to derive levers for action as well as ensure monitoring and communication on learnings. More information: Bastienne Paliz bpaliz.giz.ppp@gmail.com

National initiatives on sustainable cocoa in Europe publish four case studies on cocoa traceability

Adequate and functioning cocoa traceability systems are crucial for enhancing the sustainability of cocoa farming and of the whole cocoa sector. Knowing where (and how) cocoa is being produced is a pre-requisite to develop deforestation and child labor free supply chains.



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To provide more clarity on the current state of cocoa traceability systems, IDH, The Sustainable Trade Initiative, Beyond Chocolate, the Swiss Platform for Sustainable Cocoa, the Dutch Initiative on Sustainable Cocoa together with the German Initiative on Sustainable Cocoa (GISCO) now published a series of four case studies which provide a deeper insight into the role of specific supply chain actors.



The case studies were carried out by C-lever.org in close cooperation with the mentioned organizations as well as the UK-aid-funded Partnerships for Forests (P4F) Program. Each case study focuses on a specific actor in the cocoa supply chain, including a standard setting organization (Fairtrade International), trader (Cargill), primary processor (Barry Callebaut) and a consumer brand (Mondelēz International). The studies explain their approaches to traceability and the technologies used by their traceability systems.



Back in March, the initiatives already published a technical brief, also developed by C-lever.org, with support from GISCO, IDH and the UK-aid-funded Partnerships for Forests (P4F) Program. The study focuses on definitions, concepts and technologies and presents the national traceability systems in Côte d'Ivoire, Ghana and Cameroon – countries that together produce about 70% of the world's cocoa. It also provides insights on existing challenges, as well as recommendations for a more transparent and traceable cocoa supply chain. The technical brief was

developed based on desk research and interviews with government representatives from Côte d'Ivoire, Ghana and Cameroon, cocoa and chocolate companies, standard setting organizations and technical service providers. The brief promotes harmonization and sharing of cocoa traceability and sustainability data between value chain actors, including between governments and companies. Furthermore, it emphasizes that farmers and their organizations should benefit from the system and be incentivized to provide accurate data.

Read the technical brief and the case studies [here](#) and contact for further information Beate Weiskopf, beate.weiskopf@giz.de



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New publication: Verified Living Income, white paper on living income for coffee growers

Verified Living Income (VLI) is an initiative focused on developing a transparent and inclusive method of price discovery. With the goal of setting prices based on farmers' livelihood needs, VLI utilizes a sensitivity analysis model, developed by Heifer International, to calculate the farmgate¹ and associated Free on Board (FOB) price required to meet living income standards. In its simplest terms, VLI determines minimum green coffee prices that meet farmers' livelihood needs. These prices can be set on a micro-level, such as one specific supply flow representing a single or small group of farmers, or on a macro-level that encompasses broader regional or even national production. This approach was designed to be farmer-centric, data-driven, and results-oriented. To explore this price discovery methodology, the coffee growers' association ASOPEP worked in collaboration with The Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC) over the course of a year to collect comprehensive data from 38 farmers on the costs associated with producing coffee and maintaining their farms. In support of this effort, Bellwether Coffee and Sustainable Harvest made a commitment to use Heifer's Sensitivity Model to determine a living income-based price and use it as the basis to set contracts with ASOPEP. Find out more on this interesting experience and the developed methodology in the published [white paper](#).

A total of seven commodities account for 26 % of global tree cover loss: New publication of the WRI's Global Forest Review

New analysis shows that just seven agricultural commodities — cattle, oil palm, soy, cocoa, rubber, coffee and plantation wood fiber — accounted for 26% of global tree cover loss from 2001 to 2015. These agricultural commodities replaced 71.9 million hectares of forest during that period, an area of land more than twice the size of Germany. The results, now available on WRI's [Global Forest Review](#), underscore the outsized role a handful of commodities play in global deforestation.

New PEGNet Study: Is production in global value chains sustainable?

Sustainability in global value chains hinges on the interplay between specialization, scale, and efficiency effects. This paper of the Poverty reduction, equity and growth Network (PEGNet) reviews different strands of literature which provide evidence on these channels. The evidence suggests that the sustainability impacts of global value chains (GVCs) are ambiguous. By allowing firms to specialize through the offshoring of relatively more polluting production activities, GVCs are associated to sizeable amounts of carbon leakage. Insofar as firms expand following entry in foreign markets, environmental impacts may also increase. Yet at the same time, participation in GVCs makes firms more energy and emission efficient than their domestic peers through a variety of mechanisms. Thus, GVCs also contribute to dampen emission growth. In terms of social sustainability, GVCs are associated with an income premium for workers and producers alike, although these benefits are not equally distributed. The full paper can be found [here](#).



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OECD-FAO Agricultural Outlook 2021-2030 available now

This publication is a collaborative effort of OECD and FAO, prepared with input from Member governments and international commodity organizations. It provides a consensus assessment of the ten-year prospects for agricultural commodity, fish and biofuel markets at national, regional and global levels, and serves as a reference for forward-looking policy analysis and planning. The OECD-FAO Agricultural Outlook 2021-2030 presents the trends driving food and agricultural markets over the coming decade. While progress is expected on many important fronts, in order to realize the 2030 Agenda and achieve the sustainable development goals (SDGs), concerted actions and additional improvements will be needed by the agricultural sector. More information can be found at www.agri-outlook.org.

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.

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

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