The Association

The International ValueLinks Association e.V. was founded in June 2009 as a network of development practitioners working on value chain development.

Objectives

- To exchange experience and facilitate contacts among international ValueLinks users
- To foster quality assurance in the application of the ValueLinks methodology
- To provide information on ValueLinks training and consulting services
- To ensure outreach and further development of the approach

International Networking

- National networks of process supervisors, e.g. in Benin, Kenya, Ghana, Philippines, Vietnam
- Regional competence centre in Latin America
- Cooperation with other implementing and donor organisations (DANIDA, BTC, WORLD BANK, ITC, FAO, UNIDO, WORLD VISION, etc.)
- The method is also being used in projects funded by the Bill & Melinda Gates Foundation

Our Members

Association members contribute to value chain development as staff members of economic development programs or as independent consultants, trainers and advisers. As of August 2011, the association has 78 members, working in more than 25 countries worldwide.

www.valuelinks.org
**The ValueLinks Methodology**

ValueLinks is an action-oriented approach promoting economic development with a value chain perspective. It provides essential know-how on ways to enhance employment and the income of micro, small- and medium-sized enterprises and farmers by promoting the value chains they are operating in.

ValueLinks has been developed at GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) building on the experience in rural economic development and private sector promotion.

**Principles of ValueLinks**

- To combine the business logic with the development logic
- To combine value chain development with process facilitation
- To start with opportunities, not with problems
- To link VC development with regional economic development and other approaches
- To use a standardized visual language

ValueLinks is structured into 12 modules, covering the design of projects and the selection of VCs, methods for VC analysis and strategy formulation, solutions for upgrading in different fields and tools for facilitation and monitoring.

**ValueLinks Manual**

The manual is available in English, French, Spanish, Portuguese and Vietnamese.

If you like to download the manual: [www.valuelinks.org/index.php/material](http://www.valuelinks.org/index.php/material)

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**ValueLinks in Practice**

ValueLinks is currently being used in more than 40 programs of rural economic development, private sector promotion and natural resources management in Asia, Latin America, Africa and Eastern Europe.

ValueLinks material and applications are available for agribusiness, handicrafts, textiles/leather and other subsectors.

**Know-how on Specific Markets**

ValueLinks has also been adapted to specialty products and markets, in particular:

- **Biotrade and biodiversity products**
  Collected products from tropical forests and protected habitats

- **Tourism**
  Services and products related to integrated tourism development concepts

**Specific Issues**

ValueLinks offers innovative methodologies that address specific situations, for example:

- **"Greening" the value chain**
  How to make VC development ecologically and socially sustainable

- **Inclusive business models**
  How to link small-scale farmers and microenterprises with business leaders

- **Value chains and migration**
  How to mobilize migrants to participate in economic development

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**ValueLinks Services**

Members of the International ValueLinks Association offer a broad range of value chain services to any public or private agency or partner:

**Training and Capacity Development**

- **Introductory training courses**
  Provide an interactive format for participants to learn how to apply the ValueLinks methodology

- **Training of trainers**
  Qualify VC experts to act as trainers, both internationally and in their own countries

- **Events and workshops**
  Inform and train policy decision makers, service providers or business operators based on individual project requirements, often subsector-specific

**Development Services**

- **Project planning**
  Value chain selection, economic analysis and value chain mapping, assessment of market opportunities

- **Value chain and subsector studies**
  Value chain studies and impact assessment

- **Project implementation**
  Stakeholder workshops, market linkages, project coaching and backstopping

- **Monitoring and evaluation**
  Design of monitoring and evaluation schemes, mid-term reviews and program evaluation

**Contact**

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