



# ValueLinks NEWSLETTER July 2022

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Dear Reader,

We are happy to announce our 25<sup>th</sup> edition of the ValueLinks newsletter, which is covering the period January 2022 – July 2022. This issue will provide information on trainings, concept developments around value chain promotion, instruments, activities of the members of the ValueLinks Association as well as interesting publications and reports.

A special highlight of the ValueLinks Association during this period was the first virtual seminar for the francophone Africa on the potential of Intra-African commerce for the promotion of value chains. The digital meeting was held in March this year and around sixty participants attended it. A detailed article on the event has been included in this newsletter.

We hope you enjoy the reading and stay safe!

*Andreas Springer-Heinze, Sonia Lehmann, Alfons Eiligmann, Lars Düerkop, Fernando Camargo*

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 January - June 2022

Place/Date	Seminar/Participants	Trainers
January 9-13, January 16-20, Sana'a, <b>Yemen</b>	Two 5-day <i>ValueLinks</i> trainings took place in Sana'a organized by UNDP and SMEPS under the Strengthening Institutional and Economic Resilience in Yemen project SIERY funded by the EU for 47 staff of SMEPS as a capacity building for SMEPS for enhancing their skills on the value chain approach and implementing economic resilience activities for 3000 direct SMEs/smallholders.	Fekri Al-Muafa
February 8-11, April 12-15, April 19-22, <b>Morocco</b>	Three 4-day <i>ValueLinks</i> trainings took place in Morocco in Al Haouz, Azilal and Rabat organised by the PEDEL project. 52 participants, mainly from cooperatives, GIEs (Groupement d'Intérêt Economique) and INDH (Initiative Nationale pour le Développement Humain) attended the seminars.	Alfons Eiligmann, Omar Bennouna Zhar, Ahmed Bouyahiaoui, Mohamed Azzouz, Ali Merzoug, Mhamed El Antit
March 7-10, March 13-16,	Two 4-day <i>ValueLinks</i> trainings took place in Algeria in Biskra and El Oued organised by the PASA project. The physical presence	Ridha Messak, Kamel Ben Salah, Wahiba



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<b>Algeria</b>	seminars with 33 participants were conducted by new <i>ValueLinks</i> trainers in Algeria.	Boukhelouf, Khaled Laïche, Nadjah Atia
May 5, May 12, Makati City, <b>Philippines</b>	Training on the value chain approach using the <i>ValueLinks</i> methodology for 17 program managers and officers of the Development Bank of the Philippines (DBP).	Rita I. Pilarca
May 9-11, May 18-20 <b>Online event</b>	GIZ-AIZ organized a 5-day <i>ValueLinks 2.0</i> online training in Spanish. 8 participants from Colombia and Mozambique attended the training. The seminar was spread over a duration of two weeks (2 x 2.5 days), with special focus on environmental tools.	Fernando Camargo, Gunter Viteri
May 26 – 29, Sana'a, <b>Yemen</b>	5-day <i>ValueLinks</i> training conducted with 23 participants for UNDP staff and the Strengthening Institutional and Economic Resilience project SIERY in Yemen.	Fekri Al-Muafa
May 27-29, Rabat, <b>Morocco</b>	2.5 day <i>ValueLinks</i> Training-of-Trainers event in Rabat organized by the PEDEL project. 10 participants improved their skills to facilitate <i>ValueLinks</i> training seminars.	Alfons Eiligmann
June 9-10, Butuan City, <b>Philippines</b>	Training on the Value Chain Approach using the <i>ValueLinks</i> methodology with participation of 29 lending officers of the Development Bank of the Philippines (DBP), Northern Mindanao Regions.	Rita I. Pilarca
June 13-24, 2022 <b>Online event</b>	GIZ-AIZ organised a 5-day <i>ValueLinks</i> Introductory Training seminar in French, spread over two weeks with 14 participants from Benin, Burkina Faso, Cameroun, Côte d'Ivoire, Germany, Madagascar, Mauritania, Senegal and Tunisia.	Moufida Houimli, Alfons Eiligmann
June 26-29, Algier, <b>Algeria</b>	4-day <i>ValueLinks</i> training in Algier organised by the PASA project and the consortium AFCi/IDC. Physical presence seminar with 22 participants conducted by a trainer team of INRAA - Institut National de la Recherche Agronomique d'Algérie.	Haoua Amrouni, Ilhem Guettafi, Asma Allilouche, Mohamed Fahas, Rabah Fethallah
July 14- 15, 2022 Cebu City, <b>Philippines</b>	Training on the Value Chain Approach using the <i>ValueLinks</i> methodology with participation of 51 lending officers of the Development Bank of the Philippines (DBP), Visayas Regions (face to face and virtual training using MS Teams).	Rita I. Pilarca

## Upcoming *ValueLinks* seminars

Date/Place	Seminar/Participants	Contact
September 12-23, 2022 <b>Online event</b>	5-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: <a href="https://learning.giz.de/pub/Weitere-Angebote/folder/Sonstiges">https://learning.giz.de/pub/Weitere-Angebote/folder/Sonstiges</a> .	<a href="mailto:kundenportal-aiz@giz.de">kundenportal-aiz@giz.de</a> or <a href="mailto:info@valuelinks.org">info@valuelinks.org</a>
October 3-7, 2022, Jacquerville (Abidjan), <b>Côte d'Ivoire</b>	5-day <i>ValueLinks</i> Introductory Training seminar in French organized by IDC and Promak-Afric. The seminar is planned as a physical presence seminar targeting participants in Côte d'Ivoire. The seminar is open for enrolment, participation fees are applied. For further information: <a href="http://www.idc-aachen.de">www.idc-aachen.de</a> .	<a href="mailto:training@idc-aachen.de">training@idc-aachen.de</a>



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October 17-28, 2022 <b>Online event</b>	5-day <i>ValueLinks</i> Introductory Training seminar in French, spread over two weeks, organized by GIZ-AIZ. The seminar is open for enrolment, participation fees are applied. For further information: <a href="https://learning.giz.de/pub/Weitere-Angebote/folder/Sonstiges">https://learning.giz.de/pub/Weitere-Angebote/folder/Sonstiges</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 14-23, 2022 <b>Online event</b>	5-day <i>ValueLinks</i> Introductory Training seminar in English, spread over two weeks, organized by GIZ-AIZ. The seminar is open for enrolment, participation fees are applied. For further information: <a href="https://learning.giz.de/pub/Weitere-Angebote/folder/Sonstiges">https://learning.giz.de/pub/Weitere-Angebote/folder/Sonstiges</a> .	<a href="mailto:kundenportal-aiz@giz.de">kundenportal-aiz@giz.de</a> or <a href="mailto:info@valuelinks.org">info@valuelinks.org</a>
December 12-16, 2022 Yaoundé, <b>Cameroon</b>	5-day <i>ValueLinks</i> Introductory Training seminar in French organized by IDC. The seminar is planned as a physical presence seminar targeting participants in Cameroon. The seminar is open for enrolment, participation fees are applied. For further information see <a href="http://www.idc-aachen.de">www.idc-aachen.de</a> .	<a href="mailto:training@idc-aachen.de">training@idc-aachen.de</a>

## Some impressions from *ValueLinks* trainings

Our long-term *ValueLinks* Association member Fekry Al-Muafa is very active with *ValueLinks* trainings in Yemen since 2008. Here some impressions on Facebook from a recent *ValueLinks* training in January 2022 which is part of a new series of trainings going on in 2022 to promote economic development and ultimately contribute to decent livelihoods in rural areas.



**Fekry Muafa**

13 h · 🧑

I had so much fun this week training the Simpsons crew on the Values Chain curriculum in the updated and approved curriculum by the International Values Chain Organization... It was five days of interaction and creativity with participation and innovation with great ideas and application of everything you learned seriously and a beautiful competition .... Passionate and creative interns, and if we say what they have learned to reality, there will be real economic growth in the selected sectors ...

Value Link training for SMEPSers 😊

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With the GIZ project PEDEL in Morocco, we tried a hybrid format of *ValueLinks* trainings (participants and co-facilitators in the meeting room and international trainer participating online via screen/ sound system in the room) in a series of *ValueLinks* trainings with management staff of cooperatives and trading organisations from December 2021-April 2022 which worked quite well.

After several *ValueLinks* training seminars in 2020-2022, a group of 12 VC promotion experts took part in a 2.5-day *ValueLinks* training-of-trainers workshop (ToT) in Rabat end of May 2022 conducted by Alfons Eiligmann. Of the new *ValueLinks* trainers, four are from the national programme “Initiative Nationale pour le Développement Humain (INDH)”, two from the ONG Targa-AIDE and six from GIZ projects working on VC promotion. Five Moroccan *ValueLinks* trainers of the PEDEL project (Abdelaziz El-Gueroua, Omar Bennouna Zhar, Ahmed Bouyahiaoui, Mhamed El-Antit and Mohammed Azzouz) joined the *ValueLinks* Association as new members and gathered already comprehensive experience in co-facilitating a number of *ValueLinks* trainings in the last few months.







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## 2. EVENTS, STUDIES, EXPERIENCE AND INFORMATION

### ***ValueLinks* Lounge on climate change adaptation of value chains**

As part of an ongoing GIZ initiative to develop specific *ValueLinks* training material for VC analysis with a focus on climate change adaptation/mitigation and specific solutions for climate change adaptation/mitigation, we will organize an informal online exchange on these topics among *ValueLinks* experts on **Tuesday, August 16 at 2 pm German time** using our ValueLinks lounge format at the wonder.me platform.

We are very interested in hearing from our *ValueLinks* members and experts who have relevant experience and can contribute it to the planned update of training materials. Please let us know who worked on these topics recently and would like to join the discussion via: [info@valuelinks.org](mailto:info@valuelinks.org).

### **Taking the New German Act on Corporate Due Diligence in Supply Chain Management Seriously**

In July 2021 a new law on corporate due diligence in the observance of human rights in supply chains passed the German parliament. The act will get into force from 2023 on. Currently, many companies from various economic sectors are figuring out how they will be affected by the law and how they can prepare themselves. As far as the agricultural and food sector is concerned, the Deutsche Landwirtschafts-Gesellschaft (DLG, German Agricultural Society) found it therefore important to give space to discuss the act within the frame of its annual Winter Conference taking place in Münster, Germany, from 22<sup>nd</sup> to 23<sup>rd</sup> February 2022.

But a few words first to DLG and this year's Winter Conference: DLG was founded in 1885 as a non-profit organization and perceives itself as "an open network and professional voice of the agricultural and food industry". Its mission is to "promote progress in agriculture, agribusiness and the food industry worldwide by transferring knowledge, quality and technology and contribute to sustainably secure the global basis of life." During this year's two-days' Winter Conference approximately 1,400 farmers, agricultural advisors, representatives of food industry, trade, commerce, science and politics participated in person and virtually. The general theme of the Winter Conference was "Paths in the new reality: agriculture, animal husbandry, integration".

Such a new path is definitely emerging with the new German Corporate Due Diligence law and, therefore, it was pertinent to have a platform to discuss the act within the impulse forum with the



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title "Taking due diligence in agricultural supply chains seriously: What does the supply chain law mean for agriculture?"

Erik Guttelsröd, Head of Division Operations Management and Sustainability at DLG, opened the one and half hour impulse forum and welcomed warmly participants, moderator, and presenters. The forum was conducted in a hybrid format: 45 people participated in person and 111 on-line. As moderator Dr. Eberhard Krain led through the presentations and Thomas König managed the on-line chat.

**The New Law – Requirements and Practical Implementation:** Sabine Peters-Halfbrodt, working at the Helpdesk *on Business & Human Rights*, introduced the new law and its background. In 2011 the United Nations adopted the Guiding Principles on Business & Human Rights, which are a set of guidelines for states and companies to prevent, address and remedy human rights abuses committed in business operations. Basically, UN Principles consist of three pillars: the state's duty to protect human rights, business' responsibilities to respect human rights and access to remedy. Corporate human rights related frameworks started as voluntary agreements but over time they have been transformed into legal regulations. Example Germany: The Federal Government established the National Action Plan on Business and Human Rights (NAP) in 2016 as a voluntary agreement expecting the private sector to implement human rights due diligence processes as stipulated in the UN Guiding Principles. However, the NAP monitoring indicated that less than ¼ of companies with more than 500 employees implemented adequate processes on a voluntary basis. At the same time, human rights are still seriously violated globally. Consequently, the German Act on Corporate Due Diligence has passed the parliament in summer 2021. The development from voluntary agreements towards a legally binding regulation also expresses a shift of perspectives in favour of empowering affected groups. The third pillar of the UN Guiding Principles - access to remedy - supports people affected of business-related human rights violations significantly. Human rights regulations refer for instance to the prohibition of child labour, forced labour and discrimination, to ensure the right of freedom, particularly to join or to form trade unions as well as some environmental aspects - such as the prohibition of harmful soil change or the pollution of water and air – that have negative effects on people. Another important aspect in the Guiding Principles is the right that employment has to be provided with an adequate income or wage.

The new German law expects companies to implement a due diligence management system in order to ensure that business operations respect human rights at any stage along the supply chain. Starting from January 2023, German companies with a minimum of 3000 employees must comply with the law and from 2024 companies with at least 1000 employees are concerned. As part of their human rights due diligence obligations, enterprises for instance need to conduct regular risk analyses, establish preventive measures in the company's own operations and with direct suppliers, implement remedial action where necessary as well as establish a grievance mechanisms. Sabine Peters-Halfbrodt and her colleagues from the [Helpdesk](#) on Business & Human Rights provide many forms of advice free of charge on behalf of the German Federal Government.



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Question (Q): What are typical areas of human rights risks for agricultural products that are produced in Germany?

Answer (A): Typical areas are e.g., wages below minimum wage in the meat industry or in the production of vegetables (asparagus) and fruits; lack of contracts with and abject accommodation for leased labourers.

**Living Income / Living Wages – Decent Income:** The second presentation “Living Income – The Significance of a Decent Income” was held by Nina Kuppertz and Matthias Radek, both Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). They delivered their presentation against the background of GIZ projects in developing countries geared towards raising incomes of vulnerable target groups such as peasant farmers. Living wage and living income are two different aspects, but both lead to a decent income. A living wage refers to an income of a worker in a dependent employment situation, while a living income to a person in independent, entrepreneurial employment. Well known are minimum wages, wages that are set by the government and which should normally cover essential basic living needs of workers. However, these are often outdated and well below a decent income in accordance with human rights. Thus, living wage and living income are a new concept. They may not be such a serious issue in Germany as compared to many Sub-Saharan African countries. Nevertheless, the presenters stressed that low incomes also matter for small-scale farmers in Germany or other self-employed entrepreneurs in precarious income generating activities. They explained that a low income may not only just mean to earn less, but also that children are e.g., forced to work and be deprived from education. And children rights are also human rights. After defining and explaining in detail the concept of a living income, they presented an example of a public-private partnership with REWE, a German retailer, and Fairtrade, that produces the “VeryFair” chocolate in Ghana. The project intervenes in five areas so that a “living income” is reached, by: i) improving political frame conditions; ii) professionalizing and strengthening producer cooperatives; iii) diversification to create additional income sources and to adapt to climate change; iv) improving the productivity and profitability of farms and finally, v) paying higher prices, so called Fairtrade Living Income Reference Prices. The presenters continued by providing links to further information and ended with the conclusion that corporate due diligence in supply chains also includes to investigate incomes and wages of those that are involved in production of the raw material at the beginning, as well as wages of workers and incomes of entrepreneurs in processing, transportation, marketing and retail along the whole supply chain.

Q1: Does the new law look at the income in relation to the labour input German farmers get for producing agricultural goods, since about 30% of them work below a minimum wage for producing agricultural goods?

A1: Potentially due diligence mechanisms may lead to more transparency and also to questions of cost and returns of production and may indirectly help to address low farm incomes. However, while too low wages are specifically mentioned in the law, this is not the case of incomes of farm households.



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Q2/comments: First, higher prices or premiums in cocoa may be helpful to address low incomes but they may not be fair. Peasant farmers with small land would benefit less from higher prices/premiums than bigger farmers. Second, increasing prices may be helpful in the short-run, however, they may lead to more production of the same good in the long-run. Oversupply would lead to price pressure and again to too low prices.

A2: These are very valid observations and are indeed part of the current fair price discussions and other macro-economic consequences. Some ideas will later be discussed in the last presentation.

**Business Solutions – Digital Control Over One’s Supply Chain:** Mark Zeller, Chief Operation Officer (COO), of ftrace, provided insights how companies could attend their duty to take care of due diligence in their supply chains. ftrace’s approach is to increase both, transparency and traceability in supply chains. He underlined that digital technologies are “little helpers” in doing so but creating trust among various stakeholders is key. Data protection issues or competitiveness between various actors within one chain are obstacles in terms of transparency. Thus, it is so essential to narrow down the information flow to the most essential ones; Mark Zeller concluded this as a “community approach”. The community approach reflects and acknowledges various - and sometimes conflicting - interests of stakeholders along the chain. For example: the name of a certain actor is probably not that relevant, compared to the information whether or not this actor complies with standards and regulations. Validated information on enterprises’ compliance with sustainability or human right standards is a competitive advantage and should be communicated. Based on this conception, Mark Zeller summarized three major challenges which occur in supply chain risk analysis: lack of digital standards and inefficient processes are mainly technical issues, which could be solved. Lack of trust among chain actors is much more important and unfortunately more difficult to cope with. Who is willing to share which information and how detailed? This is why he stressed the community approach to create trust among supply chain actors. In summary, technology is important and supportive, but bringing stakeholders/actors together is essential – technology cannot replace true cooperation among people.

Q & A: none

**The Science Perspective:** The last presentation focused on corporate due diligence in supply chains from the “Perspective of Science” and was held by Prof. Dr. Regina Birner, professor at the University of Hohenheim, well known for agricultural science in Germany as well as for tropical and subtropical countries. Prof. Birner stressed that the supply chain law means a paradigm shift in the social market economy. It entails more state intervention and less self-regulation by market forces, however, according to the principle “as much as possible market forces – as much as necessary state regulations”. State interventions appear necessary because international agreements on Human Rights of the United Nations and on conventions of the International Labour Organization are not ratified by all states. Worldwide 80% of agricultural households farm on less than 2 ha and poverty, child labour and other violations of human rights are widespread. This unsatisfactory situation shall now be improved by introducing an obligatory corporate due diligence mechanism in supply chains.





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Apart from state interventions Prof. Birner emphasized that voluntary certification and labelling play increasingly – but not yet sufficiently – an important role in making products safer with respect to observing social and ecological concerns. She also discussed the role of fair pricing. In some countries (e.g., India) state minimum prices are guaranteed. In the European Union minimum prices were replaced in the past by direct payments to farmers. Overall, Regina Birner concluded that the supply chain act implies a further development in the set of instruments of the social market economy. Because of the complexity of supply chains implementing corporate due diligence may definitely be a challenge to many sourcing companies. (Obligatory) fair pricing appears to be an attractive concept, but it raises regulatory concerns.

Q: Does the consumer understand the multitude of different standards and labels or is this done because it is “hip”?

A: Indeed, there are many standards and labels developed by different standards giving claim to different properties of a product. This is, admittedly, often difficult for consumers. Sabine Peters-Halfbrodt added that despite the use of labels a company is still obliged and responsible for corporate due diligence.

### **Conclusions**

At the end of presentations and discussions the moderator summarized the main take-aways as follows:

- The Corporate Due Diligence Act in Supply Chains is a good set of rules to strengthen human rights compliance in the production, processing, transport and trade of (agricultural) goods and services. It will help to create a level playing field for trade and commerce and give more strength to the weakest in the chain.
- Certainly, this legislation does not fit on the famous beer mat and will create some challenges for companies to set up the necessary compliance systems in highly complex supply chains.
- The *fttrace*-example showed that service providers are already in a position to offer technical solutions to trade and commerce in order to make supply chains transparent, traceable and reliable. However, this will not be for free and mean a cost increase that will probably be passed on to the consumers.
- As pointed out by Prof. Birner the new law is a further and positive development of the social market economy. It will certainly undergo further changes, since also on European level a regulation on corporate due diligence in supply chains is under preparation. We should positively and pro-actively contribute to the further shaping so that in the end vulnerable target groups, farmers and workers at the beginning and workers as well as entrepreneurs all along the supply chain will realize a life in accordance with human rights.

On behalf of DLG Erik Guttelsröd thanked all participants, presenters, moderator and chat organizer for their lively participation and wished everybody a safe return home.



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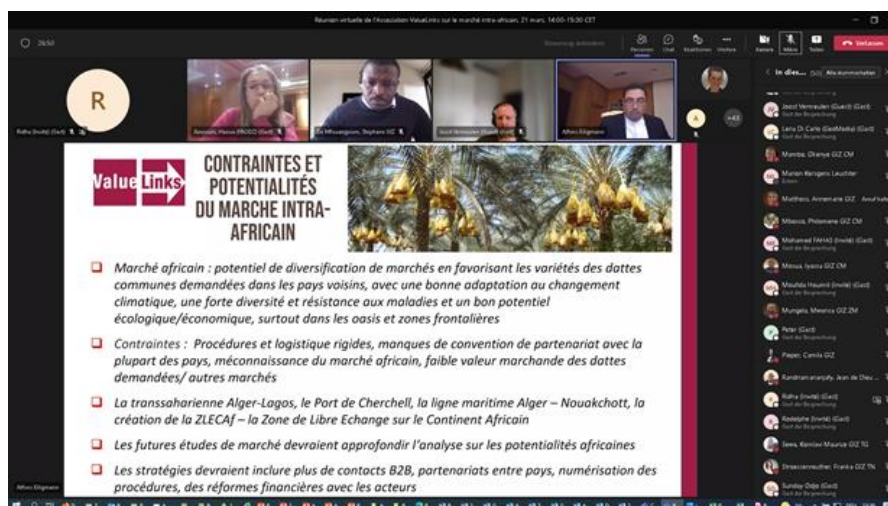
Contacts and further information: Eberhard Krain, [eberhard.krain@gmx.de](mailto:eberhard.krain@gmx.de) and Thomas König, [thomas.koenig@giz.de](mailto:thomas.koenig@giz.de)

All presentations of the Impulse Forum are available to ValueLinks members in the members' upload section in German language (04-Member Upload > 07 Living Income Resources > DLG Wintertagung Feb 2022: [DLG Wintertagung Feb 2022 - Files - Nextcloud \(valuelinks.org\)](https://www.valuelinks.org/DLG-Wintertagung-Feb-2022-Files-Nextcloud)

Link to the Impulse Forum (requires registration at DLG-Connect): [DLG Connect \(dlg-connect.com\)](https://dlg-connect.com)

## Réunion francophone virtuelle de l'Association ValueLinks, 21 mars 2022

En coopération avec le Projet Sectoriel Agriculture du siège de la GIZ en Allemagne, l'Association Internationale sur ValueLinks a organisé un atelier virtuel sur le potentiel du commerce intra-africain pour la promotion des chaînes de valeur (CdV) en Afrique. L'atelier envisageait de donner de nouvelles impulsions en termes de perspectives de promotion des chaînes de valeur agro-alimentaires, de renforcer l'échange d'expérience entre les membres francophones de l'Association et d'approfondir les contacts entre les collègues de l'association ValueLinks au-delà des frontières. Nous avons beaucoup apprécié la forte participation de 58 personnes, dont 25 participants venant par voie du réseau Sector Network Rural Development (SNRD) de la GIZ et 33 venant par voie d'invitations de l'Association ValueLinks.



Après les mots de bienvenue présentés par le Président de l'Association ValueLinks, Andreas Springer-Heinze, et le représentant du Projet Sectoriel Agriculture de la GIZ, Stéphane de Mfouangoum, deux nouveaux formateurs algériens sur ValueLinks, Mohamed Ridha Messak de l'Université de Biskra et Khaled Laïche de l'Université d'El Oued, ont donné deux exemples sur le potentiel du marché africain dans les CdV des dattes et de la pomme de terre. L'exemple de la CdV des dattes algériennes était intéressant comme 60% des volumes de l'exportation concernent le marché africain. Même si l'exportation intra-africaine se fait à une valeur beaucoup plus bas que







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participation de Dr. Odjo qui voulait montrer la dynamique croissante du commerce intra-africain avec un focus sur les produits les plus importants pour les exportations agricoles intra-zone francophone d'Afrique.

Dans la discussion suivante, différentes questions ont été ventilées, comme entre autres :

- Comment l'Association *ValueLinks* envisage le dispositif pour un système de collecte de données harmonisé au niveau de chaque pays, pour des études économiques plus qualitatives ?
- Pourquoi parler d'une normalisation africaine ? Sera-t-elle plus flexible et plus souple ? Pourquoi ne pas se mettre à la normalisation internationale ?
- Est-ce qu'on peut d'avoir plus de détails sur le TROC de denrées ?
- Pouvons-nous partager des infos sur les « *success stories* » au sein des chaînes de valeurs ?



A la fin de l'atelier, la Vice-Présidente de l'Association *ValueLinks*, Sonia Lehmann, et Stéphane de Mfouangoum ont résumé quelques conclusions de l'atelier. Sur demande des participants, Stéphane de Mfouangoum a également partagé le lien pour le document « Africa agriculture trade monitor 2020 ».

Finalement, nous avons demandé aux participants, sur quels sujets ils aimeraient écouter plus en avenir. Il nous semble intéressant, que « *ValueLinks* » appartenait au centre des attentes, probablement surtout indiqué par des participants venant du réseau SNRD. Ca nous montre qu'il sera probablement utile de parler un peu plus sur l'approche *ValueLinks* elle-même dans des futures ateliers.

## Sur lesquels sujets aimeriez-vous écouter plus ?







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En résumé, malgré les difficultés techniques, nous avons compris l'événement comme un succès et avons l'intention d'organiser d'ateliers similaires de temps en temps en coopération avec le Projet Sectoriel Agriculture de la GIZ. Il nous semble pas mal de bénéfices potentiels qu'on générer avec des telles activités, comme le renforcement des liens entre les membres de l'association et avec la GIZ et l'amélioration de notre expertise. Comme nous l'avons trouvé dommage que Dr. Odjoh n'a pas pu participer cette fois-ci, nous envisageons également de l'inclure dans un événement futur.

**Un grand merci à toutes et tous qui ont contribué au succès de cet événement !**

### **New project on value chain promotion in Brasil**

The consortium ECO-Conexus implements the project "Bioeconomy and Value Chains" in Brazil, commissioned by GIZ (09/2021 to 01/2024). The project aims to advise the Ministry of Agriculture, Livestock and Food Supply – MAPA on the expansion of the commercialization for cooperatives and associations of local communities dealing with products in value chains that are a priority for the development of the sustainable and inclusive bioeconomy in the Amazon. Our services covers four work packages: (1) Engagement of the private sector (2) Strengthening entrepreneurial and management capacities in cooperatives and associations (3) Professional education for marketing and administration of cooperatives and associations in the bioeconomy of the Amazon (vocational training) (4) Rural financing for the sustainable and inclusive bioeconomy of the Amazon.

For more information: Fernando Camargo ([fernando.camargo@eco-consult.com](mailto:fernando.camargo@eco-consult.com))

### **New: Project BioValor in Ecuador**

The consortium COMO-ECO implements the project "BioValor" in Ecuador, commissioned by GIZ (12.2021 to 05/2025). The project aims to ensure that key actors from the local and indigenous population, the private sector, local authorities, academia and central government implement economic biodiversity-conserving development strategies in selected landscapes on the coast and in the Amazon. Our services cover mainly the activities of the outputs 3 and 5: (1) capacity development of key organizations, (2) capacity for coordination and implementation of measures, (3) strengthening of value chains (VC), (4) capacity for application of sustainability criteria and (5) strengthening of applied research.

For more information: Fernando Camargo ([fernando.camargo@eco-consult.com](mailto:fernando.camargo@eco-consult.com))



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## Improving market linkages in Morocco

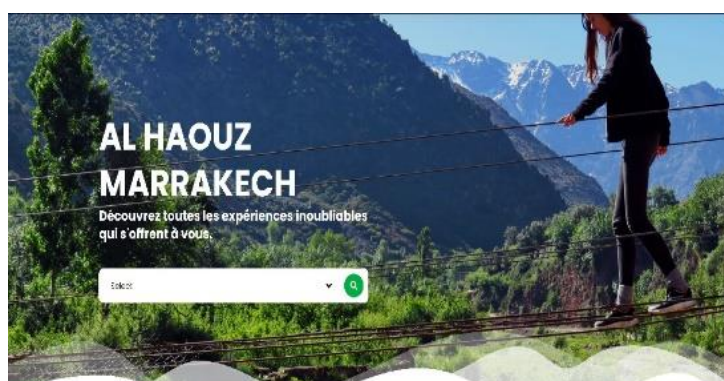
The project "Promotion de l'Economie et Développement local dans les zones excentrées du Maroc (PEDEL)" which ended in June 2022 aimed to strengthen the economic performance and employment situation of very small, small and medium-sized enterprises. Implemented by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) under the supervision and in partnership with the Ministry of the Interior of the Kingdom of Morocco, the project introduced a toolkit of approaches for local economic development including *ValueLinks 2.0* for VC promotion.

Despite difficult framework conditions due to political turbulences and the corona crisis, the project came up with some good success stories. For instance, the project created new market linkages for the commercialisation of dates by connecting two "Groupements d'Intérêt Economique (GIE), the GIEs Tamezmoute and Mezguita who take under their wings 25 cooperatives of date producers in the province Zagora, with a retail chain (Carrefour) and hotels



to enable better marketing of quality dates on a large scale. The project assisted the GIEs to improve quality management and packaging and organized several meetings with Carrefour and hotels demonstrating the supply capacity. 247 producers active in delivery for Carrefour benefit from 10-27% higher prices and the quantities sold increase by 20% each year. The success story shows that local producers can serve demanding markets and replace imports through quality management and improved organizational and distribution structures.

In the province Al Haouz, PEDEL supported the establishment of a partnership between the "Conseil Provincial du Tourisme (CPT)" of Al Haouz and the local IT company Logic Technologies which helped to develop a digital transformation strategy around an online portal based on a development partnership with the private sector. Since May 2022, the online portal is operational on the site <https://visitalhaouz.com>



and the CPT of Al Haouz and the company Logic Technologies are in the process of integrating the entire ecotourism offer of the province. 500 ecotourism SMEs can improve their visibility via the online portal. The example shows that it was possible to mobilize significant contributions from a private company with a long-term vision for the economic development of the region. Development



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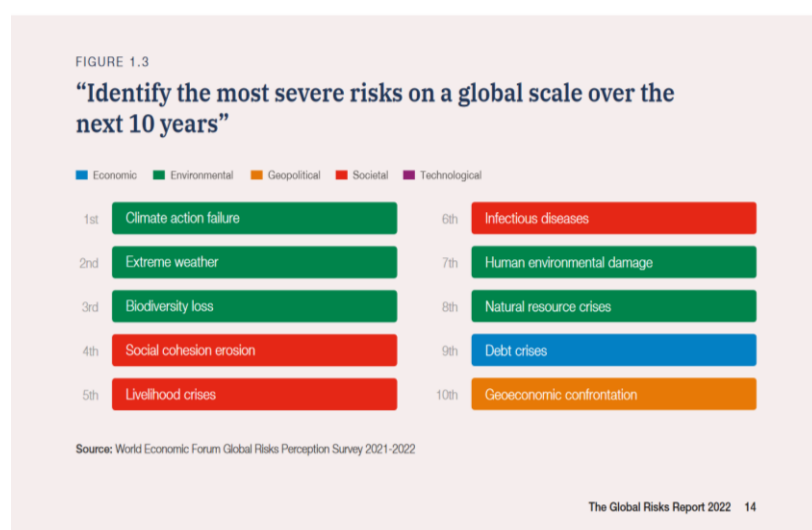
costs of the online portal are covered in the long term by contributions and payments for digital services.

Further information: [frank.von-glasenapp@giz.de](mailto:frank.von-glasenapp@giz.de).

### Publication “The potential of the rice value chain in the Mekong Delta to develop high value export markets”

The University of Bonn, Germany, published results of a value chain analysis study in Vietnam in the International Journal on Food System Dynamics. The study was undertaken by Le Canh Dung, Vo Van Tuan, Nguyen Thi Kim Thoa, Nguyen Phu Son and Alfons Eiligmann was based on the *ValueLinks* approach and aimed at analyzing the current status of the rice value chain in the Mekong Delta focusing on export channels. The study assessed primary data collected from respondents related to the chain in the year 2020. Research results show that about 35% of rice in the region is used for export, of which most of the rice exported belongs to the highquality segment. Although improvements achieved recently, the regional rice value chain still faces many limitations. The study proposes solutions to strengthen the rice value chain and increase the volume of high quality rice exported into more demanding high income markets. The study which includes value added calculations is available online at: <http://centmapress.ilb.uni-bonn.de/ojs/index.php/fsd/index>.

### The Global Risks Report 2022, 17<sup>th</sup> Edition



The Global Risks Perception Survey (GRPS), which has underpinned the report since 2006, was refreshed this year to gather new and broader insights from nearly 1,000 global experts and leaders who responded. The 2021-2022 GRPS includes the following sections: COVID-19 Hindsight invites respondents to opine on the reverberations of the crisis, allowing comparability

with the results from the previous year. Future Outlook captures respondent sentiment, informing our analysis of how individual contexts may influence global risk perceptions and affect mitigation. Horizon captures respondents' perceived trajectory and sense of urgency of global risks, informing our analysis of choices and trade-offs that decision-makers may face. Severity ranks potential



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damage while Effects asks respondents to consider cascading impacts in conjunction with the severity of the risk itself. [International Mitigation](#) asks respondents to assess international efforts in 15 global governance areas to identify achievements and areas of opportunity for global action and cooperation. [Open questions](#) on risks, trends and warning signs source expert knowledge. This year the Global Risks Report also draws on the views of over 12,000 country-level leaders who identified critical short-term risks to their 124 countries, gathered through the World Economic Forum's Executive Opinion Survey. The areas highlighted in these responses are likely to inform national decision-making and provide a perspective on how short-term risk national priorities may compare with global risks and perspectives. Download the full study [here](#).

### **State of Sustainability Initiatives Review: Standards and Poverty Reduction by the International Institute for Sustainable Development IISD**

The report of December 2021 first breaks down what poverty in agriculture means using several aspects and indicators. It then examines how VSSs can contribute to reducing poverty based on their design and reporting of evidence, and what opportunities exist to improve their effectiveness in contributing to poverty reduction. It also examines how VSSs can most effectively reach and benefit smallholder farmers based on interviews with farmers and other actors in six countries across Africa, Asia, and Latin America. For download go [here](#).

### **Publication: How do the pieces fit in the puzzle? Making sense of EU regulatory initiatives related to business and human rights by the Danish Institute for Human Rights**

This publication aims to give an overview of the various EU regulatory initiatives of relevance to business and human rights in force or under development by the EU, how they align with international frameworks, such as the UN Guiding Principles on Business and Human Rights, and how the various pieces fit in the puzzle. This publication was updated on 19 April 2022 to include: a) a summary of the proposed Corporate Sustainability Due Diligence Directive (for more detailed analysis, please see [Legislating for Impact: Analysis of the Proposed EU Corporate Sustainability Due Diligence Directive](#)); b) new information on the development of sustainability disclosure standards under the proposed Corporate Sustainability Reporting Directive; c) Updates on the Sustainable Finance Disclosure Regulation; d) updates to the development of the Social Taxonomy; and e) updates on the proposed ban on the import of goods produced using forced labour. Look it up [here](#).



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## Is your personal profile updated?

Please check whether your personal profile is still up to date. In case, please just send us an updated text to [info@valuelinks.org](mailto:info@valuelinks.org). We would also like to invite you to share some own material with the community by uploading it to the respective part of the folder "04-Member upload" in the member area (please ignore a technical mistake message that may pop up. It should work nevertheless).

For further information, please contact [info@valuelinks.org](mailto:info@valuelinks.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](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**

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