



International
Labour
Office



International Training Centre

TRAINING ON VALUE CHAIN DEVELOPMENT

REACHING SCALE, FOSTERING SUSTAINABILITY AND PROMOTING EQUITY

AMMAN, JORDAN



BACKGROUND

The origins of making markets work for the poor and market development emerge essentially from the recognition that many development interventions have not succeeded in producing sustainable outcomes which have incorporated the poor within the economic mainstream, instead often perpetuating their exclusion, vulnerability and dependency. The goal of market development is to “make markets work for the poor”.

Through Value chain development programs, practitioners empower small businesses to sell to more stable, higher volume or higher value markets. This occurs by linking SEs with the range of businesses in the value chain and with support service providers and other stakeholders to increase the competitiveness of the industry and increase the benefits for low-income SEs.

By improving the access of the poor to markets, facilitating a better functioning of markets and by promoting the flow of knowledge and resources along value chains to small enterprises and poor producers, value chain interventions can enable the working poor to benefit more from market development and take advantage of some of the opportunities offered by domestic and global markets.

Focusing on the value chain and the linkages between the firms as well as the service markets and enabling environment questions, VC analysis allows to diagnose underlying constraints affecting the performance of the chain as a whole, mobilize stakeholders through their involvement in diagnosis and problem solving and support more effective relationships between firms in the chain.

OBJECTIVES AND EXPECTED OUTCOMES

The one week course will assist participants to better understand the concept of Value Chain Development and to explore international good practice in this area.

By the end of the course, participants will:

- 1) be able to understand the principles of Value Chain Development
- 2) be able to share knowledge and exchange experiences with partners and stakeholders about Value Chain Development principles and applications
- 3) be able to contribute to the design and implementation of market driven value chain development projects using a participatory approach, including:

Jordan

From:
1st December 2013

To:
1st December 2013

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- learn how to develop a value chain selection
 - learn how to develop a value chain analysis
 - learn how to design sustainable solutions and sustainable interventions
 - Learn how to entry and exit from the markets
- 4) Apply the learning's of the course to their local context
 - 5) Develop an action plan including next steps to follow for project implementation.

COURSE CONTENTS

The course will be delivered in five days structured as follows:

Day 1: Defining key principles, terms and concepts; Value chain development; Value chain development process; and Value chain selection.

Day 2: Market opportunities and Value chain analysis Market Assessment.

Day 3: Business models; Sustainable solutions; Market entry and pilots; and Market uptake and exit.

Day 4: Design project interventions applicable to specific value chains.

Day 5: As in day 4 participants will continue to design project interventions and also will give feedback to each other work. Finally elaborate a individual action plan and evaluate the course.

METHODOLOGY

An action-oriented, participative approach will be adopted throughout the workshop. Emphasis will be placed on sharing experiences and best practices - in the search for innovative and practical solutions to problems and challenges, and how the value chain approach can contribute to problem solving.

DATES AND VENUE

- 8-12 December 2013 (Amman, Jordan)
- The training will be conducted in Arabic

Jordan

From:
8th December 2013

To:
12th December 2013

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