
Workshop for exchange and learning on “Building organic & fairtrade value chains”

Nepal, 15 - 20 November 2010

1 Rationale

Organic farming and fair trade are increasingly recognized as an efficient way to improve incomes and livelihoods of smallholders in developing and middle income countries. The number of projects to develop organic and/or fairtrade value chains (OFTVCs) is constantly increasing. However, experience shows that successful and efficient implementation of these projects is in many cases limited by the capacities of farmer organisations and implementing agencies.

OFTVCs require specific know-how and skills for designing the production system and the supply chain, organizing extension and certification, building viable institutional structures and business plans, developing commercial partnerships, etc. All over the world, organisations involved in OFTVC projects generated valuable know-how and lessons learnt in many of these aspects. Hence a large potential for further improvement lies in mutually exchanging and consolidating this knowledge.

In order to facilitate learning and exchange on building OFTVCs, the Helvetas Organic & Fairtrade Competence Centre and ICCO jointly organized a first workshop in 2009 in Benin, West Africa. Considering the strong interest and the enthusiastic feedback to this workshop, Helvetas and ICCO decided to implement a second workshop in Asia, in collaboration with Helvetas Nepal.

2 Objectives and target group

In this one-week exchange and learning workshop, participants will deepen their know-how on concepts and steps to develop OFTVCs (“state of the art”). The focus will be on organisational aspects, business management and value chain facilitation, rather than on agricultural topics.

Theoretical concepts will be illustrated with practical examples from existing projects, and participants will have opportunities to share their own knowledge and to learn from the experience of other practitioners. A one-day excursion to stakeholders along an organic coffee value chain project in Nepal will allow deepening the understanding in a practical case study.

The workshop targets practitioners actively involved in facilitating or implementing organic farming and/or fairtrade projects in a development context. The workshop primarily addresses partners of ICCO and Helvetas. Remaining seats are open to other organisations, too. Partners include farmer organisations, companies, and service providers involved in organic or fair trade projects. Participants should already be familiar with the basic concept of organic farming and/or fair trade.

3 PRO4s MEMO - The entrepreneurship game

A new element added to the workshop, in comparison to the workshop in Benin, is the trial of the Entrepreneurship game PRO4s MEMO. On Saturday it is possible for all to participate in the PRO4s MEMO Business Game. The game is an interactive manner for starting entrepreneurs to get more insight in entrepreneurship and for existing businesses en entrepreneurs to identify the strong & weak points of the business or the businesses surroundings. In an interactive way, participants share with, and learn from, each other regarding major business processes such as innovation, product



marketing, sales, production, delivery and after-sales, how all those processes are crucially interrelated and how to manage them.

The game has been used by many businesses and (starting) entrepreneurs in Europe for some years now. We would like to take this opportunity to play the game with the participating value chain actors and value chain facilitators. This in order to see if the use of the entrepreneurship game, in an unchanged form, would be useful in the field of Value Chain Development in developing countries. A senior partner of PRO4s will be participating throughout the week and will facilitate the game on Saturday.

4 Organizers

The workshop will be organized by the Helvetas Organic & Fairtrade Competence Centre (resource person: Frank Eyhorn) and ICCO (resource persons: Lisette van Benthum, Jochem Schneemann). The Entrepreneurship Game PRO4s MEMO will be facilitated by PRO4S (resource person: Dieter Goerdt). The workshop is supported by ICCO and the Swiss State Secretariat of Economic Affairs (SECO).

5 5 Workshop programme

	Sunday 14.11.10	Monday 15.11.10	Tuesday 16.11.10	Wednesday 17.11.10	Thursday 18.11.10	Friday 19.11.10	Saturday 20.11.10
Forenoon (8.30 – 12.30h)	Arrival Preparations	Introduction to the workshop	From markets to products	Business planning • planning • finance	Excursion: • Project overview • Organic farms • Processing	Strategic marketing planning Value chain facilitation	Entrepreneurship game
Afternoon (13.30 – 17.30h)		Organic production & fair trade Presentation of 4 case studies	Competitive advantage Market aspects	Operational planning • Organizing producers • Certification & Internal Control Systems	From field to market • Quality management • Processing • Export "Open space"	• Producer organisation • Sales and marketing Recommendations to the project	
Evening	Welcome dinner	Free time / Film (optional)	"Project & Innovation Bazaar"	Nepal cultural evening	Free time / discussions	Dinner party	Dinner, free time

6 Organisational details

Language	The workshop will be held in English.
Location:	Nepal (South Asia), in a conference centre near the capital Kathmandu.
Participation fees	200 EUR per participant.
Deadline for registration	12 th September 2010
Accommodation & food	Participation fees include accommodation and food from Sunday 14 th November evening to Sunday 21 st November morning. Participants need to cover costs for accommodation and food before and after those dates themselves.
Travel	Participants need to organize their international travel and cover the respective costs (including visa fees). Local travel will be arranged and covered by the organizers. Airport: Tribhuvan International Airport, Kathmandu

7 Registration

If you are interested to participate in the workshop, kindly fill in the attached registration form and send it by e-mail to info@organicandfair.org before 12th September 2010. You will get confirmation regarding your registration by 20th September 2010 along with an invoice for participation fees, a personal invitation letter for visa application as well as further information.

In order to ensure an inspiring working environment and a balanced composition of participants from diverse backgrounds and countries, registration is limited to approximately 30 persons in total and to one person per project or organisation. Also we reserve the right to select participants from the total of applicants in order to create the right balance between value chain actors, value chain facilitators and supporters.