



# ValueLinks NEWSLETTER April 2023

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Dear Reader,

In the past year, the topic “Transition to sustainable Agri-Food Systems” has continuously gained in importance. The ValueLinks community can make important contributions to this concept. The obvious one is that ValueLinks can easily map staple food-producing VCs, such as basic grains, healthy fruits, nuts and vegetables etc. including the identification of food losses along the chain.

However, to understand a *food* system we need to take additional steps: The first is to extend the VC analysis beyond the markets for food ingredients to include the preparation and consumption of entire meals. This means, that we need to be very specific about which groups of consumers/markets we are targeting. Conversely, the consumer perspective becomes more important as people should have access to healthy diets.

The other issue is the *transition* to sustainable Agri-Food systems. Strategies of transformative action loom large. They refer primarily to the adaptation of farming to a warmer and increasingly unpredictable climate.

We created a new ValueLinks LinkedIn page to promote exchange and discussion among ValueLinks members and other experts. We invite all members of the Association to share their ideas and experiences. Please join in! More information: <https://www.linkedin.com/company/91002923>

Please also contribute to the coming newsletters!

*Andreas Springer-Heinze, Sonia Lehmann, Fernando Camargo, Lars Dürkop*

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)



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## 1. VALUELINKS TRAINING SEMINARS

### ValueLinks Seminars January - April 2023

Place/Date	Seminar/Participants	Trainers
January 9-13 Yaoundé, <b>Cameroon</b>	5-day <i>ValueLinks</i> Introductory Training seminar in French with 19 participants mainly from different GIZ projects in Cameroon organized by the consulting firms IDC and ECOTRADING.	Guy Merlin Nguenang, Alfons Eiligmann
January 13-20 Yaoundé, <b>Cameroon</b>	5-day <i>ValueLinks</i> Introductory Training seminar in French with 14 participants organized with support from GIZ-AIZ by the Project Forest, Environment and Climate (PROFEC).	Moufida Houimli, Alfons Eiligmann
January 23-27 Adama, <b>Ethiopia</b>	5-day <i>ValueLinks</i> Introductory Training seminar in English with 25 participants organized by the two consulting firms IDC and Green Agro Solution with participants from 5 different GIZ projects and consulting firms.	Alfons Eiligmann, Abrhame Endrias
March 12-15, El Oued, <b>Algeria</b>	The Faculty of Natural Sciences and Life of the University of El Oued organised a 4-day ValueLinks training for 8 agronomy PhD students.	Khaled Laïche, Ahmed Allali
March 13-17 Kathmandu, <b>Nepal</b>	5-day <i>ValueLinks</i> Introductory Training seminar in English with 18 participants from GIZ and different national NGOs organized by the project Green Resilient and Productive Agricultural Ecosystems (GRAPE).	Alfons Eiligmann
March 27-31 Adama, <b>Ethiopia</b>	5-day <i>ValueLinks</i> Introductory Training seminar in English with 25 participants organized by the consulting firms IDC and Green Agro Solution with participants from different GIZ projects, project partners and consulting firms.	Alfons Eiligmann, Abrhame Endrias
April 16-19 Biskra, <b>Algeria</b>	The Centre for Scientific and Technical Research on Arid Regions (CRSTRA) in Biskra organised a 4-day ValueLinks training with 25 participants from different CRSTRA divisions, small and medium-sized enterprises, the trade directorate and doctoral students and students from the universities of El Oued and Biskra.	Kamel Ben Salah, Ridha Messak

### Upcoming ValueLinks seminars May – December 2023

Date/Place	Seminar/Participants	Contact
May 22-June 2 Dushanbe, Khujand <b>Tajikistan</b>	Two 5-day <i>ValueLinks</i> Introductory Training seminars will be organized in Russian language by the project Towards Rural Inclusive Growth and Economic Resilience II (TRIGGER) exclusively for project staff and project partners only.	<a href="mailto:info@valuelinks.org">info@valuelinks.org</a>
June 5-14, and	Two 5-day <i>ValueLinks</i> Introductory Training seminars in French,	<a href="mailto:kundenportal-aiz@giz.de">kundenportal-aiz@giz.de</a>



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November 6-15 <b>Online seminars on MS Teams</b>	spread over two weeks, are planned by GIZ-AIZ in 2023. The seminars are open for enrolment, <b>seminar places are still available in June</b> . Participation fees are applied. Further information: <a href="https://learning.giz.de/pub/Weitere-Angebote/folder/Sonstiges">https://learning.giz.de/pub/Weitere-Angebote/folder/Sonstiges</a> .	or <a href="mailto:info@valuelinks.org">info@valuelinks.org</a>
June 19-29, and October 9-18 <b>Online seminars on MS Teams</b>	Two 5-day <i>ValueLinks</i> Introductory Training seminars in English, spread over two weeks, are planned by GIZ-AIZ in 2023. The seminars are open for enrolment, <b>seminar places are still available in June</b> . Participation fees are applied. 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>
July 10-14 Accra, <b>Ghana</b>	5-day <i>ValueLinks</i> Introductory Training seminar in English organized by the Agribusiness Facility for Africa (ABF) exclusively for the ABF team only.	<a href="mailto:info@valuelinks.org">info@valuelinks.org</a>
July 31 - August 4 Hawassa, <b>Ethiopia</b>	5-day <i>ValueLinks</i> Introductory Training seminar in English organized by IDC and Green Agro Solution. The seminar is planned as a physical presence seminar targeting participants in Ethiopia. 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>
August 7-9 Addis Ababa, <b>Ethiopia</b>	3-day <i>ValueLinks</i> Training-of-Trainers (ToT) seminar in English organized by IDC and Green Agro Solution. The seminar is planned as a physical presence seminar targeting participants in Ethiopia. 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>
November 6-15 <b>Online seminar on MS Teams</b>	5-day <i>ValueLinks</i> Introductory Training seminar in Spanish, spread over two weeks, organised by GIZ-AIZ in 2023. The seminar is open for enrolment. Participation fees are applied. 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 20-24 Siem Reap, <b>Cambodia</b>	5-day <i>ValueLinks</i> Introductory Training seminar in English with a particular focus on climate change adaptation and mitigation in agricultural value chains organized by IDC and Eco-Consult. The seminar is planned as a physical presence seminar targeting Asian participants. 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>

## Upcoming webinar series: Value chains - vs. - Supply chains - vs. - Agri-food systems

Value chain promotion is increasingly complemented by new approaches such as sustainable supply chain management and transformation of agri-food systems. The field of work is getting more and more diversified. What does this mean for us in the ValueLinks Association?



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It can be assumed that a number of approaches will be applied in the coming years that are similar on the one hand but have a different focus on the other hand. The different approaches can be used well for zooming in of particular areas in order to address priority issues:

- Value chain promotion will continue to play a key role in improving competitiveness of a particular industry, creating added value and improving market access, while
- Supply chain promotion will especially focus more on sustainability related issues such as traceability, deforestation-free production and socially fair business linkages, and
- Agri-food systems focus on nutrition related issues (for specific actors within the value chain) and farming systems balancing market access and food security.

The ValueLinks Association will offer two webinars (one for our French speaking community and one in English) in cooperation with the Sector Project Agriculture of GIZ to discuss similarities and differences of the approaches and their relevance for project implementation in the coming years. Please save these dates:

- Webinar in French language: June 15, 2:00-3:30 pm Central European Summer Time (CEST)
- Webinar in English language: June 29, 2:00-3:30 pm Central European Summer Time (CEST)

A furthermore detailed invitation of ValueLinks Association members will follow.

For more information please contact: [Andreas Springer-Heinze](#); [Alfons Eiligmann](#), [Stéphane de Mfouangoum](#)

### **New INA training on sustainable agricultural supply chains**

The GIZ sectoral project “Initiative for Sustainable Agricultural Supply Chains INA” is currently developing an own 5-day training programme on sustainable supply chains. A first seminar will be piloted in Bonn in April 24<sup>th</sup> to 28<sup>th</sup> with 20 participants.

The INA training will focus on the most relevant issues related to the sustainability of value chains, such as living incomes and living wages, deforestation-free supply chains, certification and private sector initiatives, sustainability promoting frameworks (such as the forthcoming EU Directive on Corporate Sustainability Due Diligence), digitalization and monitoring. During the training, participants will also learn on systemic approaches, landscape management and forest governance, which often intersect with the supply chain improvement measures.

The INA training complements well the ValueLinks training. While ValueLinks focuses on VC mapping, strategy development and a broad range of VC solutions, INA provides in-deep information on the challenges of sustainability as well as different instruments and strategies.



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Based on the experience of the pilot training in April, INA will start planning a further roll-out of the supply chain training to take place in different countries worldwide.

For more information please contact: [Alfons Eiligmann](mailto:Alfons.Eiligmann@valuelinks.org) and [Fernando Camargo](mailto:Fernando.Camargo@valuelinks.org)

## **Updated ValueLinks training material focused on climate change adaptation and mitigation**

New PowerPoint slides have been developed for environmental analysis of value chains (Module 2) and particular VC solutions for climate change adaptation and mitigation (Modules 5-10). Further on, the new content is supported by a separate Resource Documents Guide that provides links to key tools and literature.

The latest sets of the updated training material have been uploaded in English and French to the member area of the ValueLinks website. Please see folders 02-ValueLinks PowerPoint presentations and 10 Climate Smart Value Chain Solutions and feel free to download the new versions for any planned *ValueLinks* trainings. The Resource Documents Guide is available here: <https://www.valuelinks.org/material/materials/>

More Information: [info@valuelinks.org](mailto:info@valuelinks.org)

## **New GIZ publication “Climate Change Adaptation and Mitigation in Agri-Food Systems” – A Compendium of Analytic Tools for Practitioners**

The Compendium is a comprehensive resource that has been developed by the Task Force on Climate-Smart Agricultural Value Chains of the SNRD Asia and the Pacific. The Task Force, which focuses on implementing climate-sensitive approaches, has prepared a variety of products to support the implementation of projects related to agricultural value chains. Along with the Compendium, the Task Force has also created a database of effective measures for addressing climate change in agricultural value chains, as well as an upgraded version of the ValueLinks 2.0 Methodology that incorporates climate-relevant considerations.

The compendium can be downloaded here: <https://www.adaptationcommunity.net/wp-content/uploads/2023/03/Adaptation-MitigationAgri-Food-Systems-Compendium-Analytic-Tools.pdf>

Contact: [info@valuelinks.org](mailto:info@valuelinks.org)



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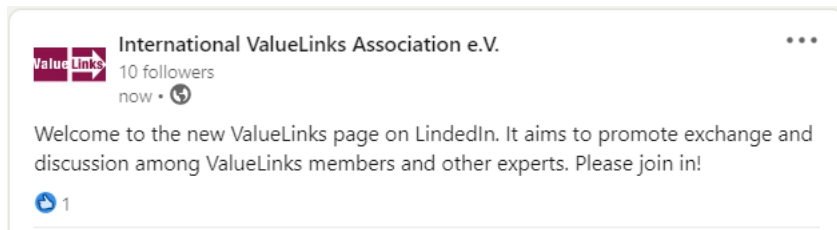
## **Vorankündigung**

**„Die unendliche Transformation. Was wir aus der Agrarentwicklung lernen“  
von Andreas Springer-Heinze**

Das Buch erscheint im Oekom Verlag, München  
Erhältlich ab 6. Juli 2023 zum Preis von 24 Euro im Buchhandel und online

The new ValueLinks page on LinkedIn is launched!

More information: <https://www.linkedin.com/company/91002923>





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## 2. EVENTS, STUDIES, EXPERIENCE AND INFORMATION

### Exchange formats go hybrid for post-harvest losses

Together with the Indo-German Chamber of Commerce (IGCC) and the German Agricultural Society (DLG International), GIZ used hybrid interactive formats in India and Côte d'Ivoire respectively to introduce the topics of reduction of post-harvest losses. In India, the event was part of the CII Agro Tech India 2022 where a large-scale pavilion was used to showcase the format. In Côte d'Ivoire the format was organized as a two-day conference that took place in December 2022.

Globally around 820 million people face severe hunger. Thus, reducing post-harvest losses (PHL) — saving what is already produced — plays an important role in addressing world hunger. A challenge to this comes in understanding how to reach best a large number of people and raise awareness on this topic: How to convince actors along food value chains to take action to reduce these losses? One option is via large-scale exhibitions, where solutions and technical equipment can be displayed, visitors can be informed of management requirements, panel discussions can be conducted and an exchange among practitioners, advisors and business partners can be facilitated. As innovations play an essential role here, it is important to provide start-ups the space to showcase their solutions. A digital platform where most of the information can be accessed and opportunities for exchange and cooperation posted could complement the exhibition, helps continuing the dialogue for a longer period. Known as a “hybrid trade fair format,” this concept combines all the activities above, extending awareness longer than the few days of the special event. GIZ has developed this approach and has been commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) to implement it in 2022 in two countries: India and Côte d'Ivoire.



In Chandigarth, India, the digital exchange took place within the 15<sup>th</sup> CIIA Agro Tech India in November 2022. Around 4.300 visitors stepped into the 312 square meters sized pavilion and could access three different interactive settings. In the first setting called the “Agriindia.net Experience Zone”, participants could discuss the content of the digital platform hosted by the Central Institute of Post-Harvest Engineering &

Technology CIPHET. When entering the “Proper post-harvest practices experience zone”, the public had access to videos and fact sheets around PHL-practices in tomato, onion, apple, and potato value chains. The “Start-up zone” featured 16 start-ups and GIZ’s India Green Innovation Center. The





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Pavilion was named "Protection of Crops, Protection of Future" (*Fasal Ki Raksha, Bhavishya Ki Suraksha*) and was hosted by the Indo-German Chamber of Commerce IGCC.



In Abidjan, DLG International organized the two-day "Post-harvest Losses Hybrid Conference" in December 2022. The conference focused in promoting exchange and discussions on what is needed or how business models could look rather than only exhibiting solutions. Videos, factsheets and background information on PHL technologies and management requirements were produced for the conference and uploaded on the

internet creating the virtual platform Innovations post-récolte – Plateforme de réduction des pertes post-récolte. CERFAM, the Regional Centre of Excellence against Hunger and Malnutrition, manages this platform. The provided techniques and business' models are applicable to a larger number of value chains, the conference highlighted cassava, mango, and vegetables. H.E. Kobenan Kouassi Adjoumani, Minister of Agriculture and Rural Development in Côte d'Ivoire congratulated participants and organizers: "Food loss reduction seems to be a major pillar of upcoming national food strategies. We have to invest more in technologies."

GIZ's Green Innovation Centers GIAE in both countries played a major role in making both events a success. By displaying their work and achievements in reducing PHL losses and adding value by utilising by-products, GIAEs generously added valuable input to prepare and implement the events. In both countries, participating start-ups competed against each other for innovation awards. Both events have created something new and valuable, and most visitors highly appreciated the red-flagged topic. Generally positive feedback indicated that post-harvest losses do matter in many food value chains and acknowledged that situations have to improve significantly.

More information: [Thomas König](#)

### **Sélection des chaînes de valeur : Critères économiques, environnementaux, sociaux et institutionnels pour Forests4Future en Cameroun**

Le projet global de restauration des paysages forestiers et bonne gouvernance dans le secteur forestier au Cameroun, Forests4Future (GIZ-F4F) financé par le Ministère fédéral de la coopération





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économique et du développement (BMZ) apporte son soutien à deux communes forestières dans la gestion durable des ressources forestières et de la biodiversité qui sont les communes de Yoko et de Nanga-Eboko dans la région du Centre. L'atteinte de l'objectif général du projet se fait à travers trois axes d'intervention dont l'un concerne le développement des chaînes de valeur et des activités génératrices de revenus, pour permettre aux populations d'avoir d'autres sources de revenus et donc, exercer moins de pression sur les ressources forestières et la biodiversité à l'intérieur des massifs forestiers. La sélection des chaînes de valeur porteuses marque le début des interventions dans ce domaine.

Selon l'approche *ValueLinks*, le choix des critères est la base de la sélection d'une chaîne de valeur. Ces critères tiennent compte des dimensions du développement durable (économique, sociale, environnementale) et des critères d'ordre institutionnel. Pour ce faire, GIZ-F4F a organisé un atelier d'une journée à Yaoundé (16 janvier 2023) avec ses partenaires sur la définition des critères de sélection des chaînes de valeur parmi un ensemble d'alternatives qui offrent le plus grand potentiel pour obtenir l'impact souhaité. Au centre de cet atelier était le choix des critères à retenir pour la sélection des chaînes de valeur en fonction du potentiel qu'ils représentent pour un changement souhaité. Suivant une prise de décision éclairée et basée sur une méthode transparente, vingt participants (représentants des communes, du Ministère en charge de l'Agriculture (MINADER) et son programme de consolidation et de pérennisation du conseil agropastoral (ACEFA), du Ministère en charge de l'élevage (MINEPIA), du ministère en charge des petites et moyennes entreprises (MINPMEESA) et de GIZ-F4F), à partir des travaux en groupes, ont choisi les critères de sélection des chaînes de valeur porteuses des paysages des communes de Yoko et Nanga-Eboko.

Entre autres informations, une analyse des critères économiques, environnementaux, sociaux et institutionnels nous suggère de prendre en compte respectivement les volumes et les valeurs de la demande du marché, le niveau de perte du sol ou de la fertilité du sol, les opportunités d'affaire pour les groupes vulnérables et les déclarations et politiques gouvernementales ainsi que les preuves disponibles des d'autres innovations testées et validées. Le projet F4F est tout de même tenu de faire attention entre autres à l'exportation des produits au stade actuel (critères économiques), à la capacité d'adaptation des acteurs de la chaîne de valeur (critères environnementaux), à la position des groupes défavorisés dans les chaînes de valeur et aux compétences disponibles (critères sociaux), ainsi qu'à la qualité des modalités de mise en œuvre (critères institutionnels). En appliquant ces critères retenus, 11 chaînes de valeur alternatives dans le paysage de Yoko (cinq dans le secteur de l'agriculture, cinq dans le secteur de la foresterie et une dans le secteur de l'élevage) et 14 dans le paysage de Nanga-Eboko (sept dans le secteur de l'agriculture, trois dans le secteur de la foresterie et quatre dans le secteur de l'élevage) ont été retenus.

L'outil de définition des critères de sélection des chaînes de valeur a pour avantage la nature interdépendante de chacune des quatre dimensions. Cela exige une considération équitable au stade



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de démarrage de l'intervention, situation sans laquelle le processus de développement des chaînes de valeur pourrait être sujette à des obstacles ultérieurement. Très apprécié par les partenaires du projet, la commune de Yoko a déjà commencé à utiliser cet instrument dans d'autres villages du paysage en dehors de la zone du projet GIZ-F4F, afin que les communautés soient au même niveau dans le développement des chaînes de valeur. Les prochaines étapes prévoient entre autres (1) la sélection proprement dite des chaînes de valeur à promouvoir à travers l'utilisation de la matrice de prise de décision de l'approche ValueLinks, (2) l'analyse des chaînes de valeur, (3) la structuration des producteurs à la base ainsi que (4) l'exploration des opportunités de marchés.

Pour avoir plus d'information, s'il vous plait de contacter [Philomène Charlie Mbosso](#) ou [Solveig Schindler](#)

### Récit de la gîte Bou Naceur



*« Le premier Gîte responsable, solidaire et de montagne dans la commune rurale d'Oulad Ali Youssef, une localité isolée du Maroc, au-delà du Moyen Atlas, à environ 200 kilomètres au sud-est de la ville de Fès».*

Ahmed ACHOU est un jeune marocain de 34 ans né à Oulad Ali Youssef en 1989, gérant fondateur du GBN pour le Tourisme Solidaire et responsable.

Ahmed ACHOU est le petit de la famille. Son père est décédé alors qu'il n'avait que trois ans, ce qui a obligé son frère à chercher du travail en ville et à envoyer chez lui le peu d'argent qu'il gagnait. Après avoir terminé sa septième année, Ahmed a décidé de quitter l'école pour subvenir aux besoins de sa famille. Il cueillait alors des olives et gardait les cheptels ovins et caprins de sa petite famille et des voisins dans la steppe isolée qui s'étend au-dessus d'Oulad Ali Youssef.

Ahmed ACHOU est fier de parler du gîte qu'il a créé avec sa famille (sa mère et ses deux frères aînés), à l'aide d'un appui financier d'une personne étrangère passionnée par l'ascension de montagnes et



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ce, il y a 11 ans (création en 2010). Au début de son activité, il partageait la gestion du gîte avec ce collaborateur étranger Sergio Lisbonne, de nationalité espagnole travaillant à l'époque à Mlilia.

L'histoire de ce gîte commence alors qu'un jour, SL souhaite faire l'ascension de Jbel Bou Naceur<sup>1</sup> avec un groupe de six personnes. Lisbonne a été très impressionné par le travail d'Ahmed, par son humilité, sa connaissance de la montagne et son amour à la nature et à l'apprentissage. Il décide alors de tester ses compétences physiques sans le lui dire en l'invitant à l'accompagner pour plusieurs randonnées à travers le Maroc (la traversée Imilchil et ascension du mont Ayachi 3750m et les plateaux de Talkidite et les monts du M'goun entre autres choses).

Ahmed est un autodidacte et parle et écrit l'espagnol depuis ses dix-sept ans.

Il lui propose alors de se lancer dans le domaine de l'accueil et de l'hébergement touristique de montagne de manière professionnelle alors qu'il faisait avant le travail « Chez L'habitant<sup>2</sup> » entre 2007 et 2009, quand il accueillait des groupes de touristes étrangers chez lui en tant que faux guide<sup>3</sup>.

Le gîte Bou Naceur a réalisé plus de 6.000 nuitées depuis 2010 avec une capacité d'accueil de 40 lits. Ahmed imagine un véritable plan de développement touristique solidaire à l'échelle de la province avec l'appui de l'INDH dans le cadre de l'axe III de la phase III (2019-2023). Il semble posséder de nombreuses ressources pour faire croître son activité de manière exponentielle. Il a plusieurs projets en tête tels qu'une extension au niveau du gîte, la restauration des deux terrasses du bâtiment, l'équipement de la cuisine, la construction d'une salle pour l'animation et le folklore local, l'achat de matériel d'ascension, construction d'un Bivouac fixe à la station « Atchana<sup>4</sup> » et enfin l'apprentissage du métier à la population locale. Malgré les contraintes purement admiratives qu'il a vécu avec les autorités locales pour avoir l'autorisation d'exécution de l'activité (entre 2010-2019), Ahmed est très optimiste quant au développement de son gîte et est certain que les choses vont changer positivement avec la promotion du tourisme responsable et l'appui du P3/Axe3 de la 3<sup>ème</sup> phase de l'INDH.

Voir plus de photos sur la page FB du Gîte : <https://web.facebook.com/gitebounaceur>;  
<https://www.bounaceursustainability.com/gallery>;

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<sup>1</sup> Jbel Bou Naceur, ou adrar Bou Nacer, est le plus haut sommet du Moyen Atlas oriental avec ses 3 356 mètres d'altitude. Il est situé dans le cœur du Moyen Atlas oriental. Il est couvert de névés pendant les trois quarts de l'année. Il est soumis à un climat typiquement méditerranéen (<https://fr.wikipedia.org/>) ;

<sup>2</sup> C'est une pièce habitable, en principe meublée (parfois sommairement), située dans la maison ou l'appartement même du propriétaire. Le reste du logement doit donc vous être en partie accessible : salle de bain, cuisine, parfois salon. (<https://logement.studyrama.com/location-particulier-a-particulier/logement-etudiant-l-option-chambre-chez-l-habitant>)

<sup>3</sup> Les faux guides s'adressent aux touristes qui ne connaissent ni la ville, ni ses codes et proposent de les emmener à leur destination, moyennant une somme modique, profitant de la structure rhizomique propre à toute médina où se perdra systématiquement le visiteur. (<https://www.antiatlas-journal.net/04-les-faux-guides/>)

<sup>4</sup> "Atchana" Douar/Vallée, installation en bivouac, station de repos dans le circuit Gîte Bou Naceur et le sommet Jbel Bou Naceur.



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Auteur : [Abdesselam El Mouket](#), Conseiller Technique en ESS de Targa-AIDE

**Note éditoriale :** Cet article a été préparé dans le cadre d'un travail de diagnostic de chaînes de valeur potentielles et prometteuses au niveau de la province de Boulemane région Fès-Meknès en Maroc par ESS de Targa-AIDE

## Analysis of the ylang ylang essential oil value chain in Comoros

For nearly half a century, the Comoros Union has been the main producer of ylang ylang essential oil in the world, but the organization of this value chain was little known. Four main types of actors are involved before its export: ylang-tree producers, flower pickers, distillers and distillation technicians. The distillation technicians are in a captive relationship with the distillers, and the pickers with the producers. After a speculative boom in 2017-2018, international demand for this essential oil collapsed, changing the distribution of the product's value among these categories of actors at the expense of captive actors. By focusing on the high fractions of essential oils and having these players absorb the shock of the crisis, distillation has remained profitable. Over the last decade, technical innovations have enhanced this profitability, reducing the energy consumption, the impact on the forest and on climate of each distillation.

This first extensive study of ylang ylang essential oil value chain in Comoros has been published in french in the "Carnets de Recherche de l'océan Indien" N°9, March 2023, of the Université de la Réunion. Fotos and more information are available at this [link](#) and contacting [Pierre Johnson](#).

## ValueLinks Workshop for Agricultural Alumni on their Visit in Germany



A group of 15 agricultural alumni from 11 countries, all of them studied in Germany, visited Germany in January 2023. The University of Kassel, Department of Agricultural Engineering in the Tropics and Subtropics at the Faculty of Organic Agricultural Sciences, hosted the group. The German Institute of Tropical and Subtropical Agriculture (DITSL) helped substantially organizing the 7-day program. After visiting the International Green Week and the Global Forum on Food and Agriculture in Berlin, the group spent one week in

Witzenhausen and enjoyed a series of events under the heading sustainable international agricultural value chains.





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One of the events has been a 3-hours workshop introducing ValueLinks, organized and held by the IVLA-member Thomas König. He delivered a brief presentation with two examples of value chains analysis, one from Tanzania and Kenya on tomatoes and onions and the one from the Palestinian Territories on wholesale markets for fresh fruits and vegetables in the West Bank. Both examples used the ValueLinks methodology. Thomas supplemented these examples with basic elements of the ValueLinks methodology, primarily for mapping the chains. Based on that, the group decided about four food value chains supplying domestic markets to be discussed in depth in sub-groups. It turned out, that experiences from various countries enriched the discussions and their results, which have been shared with the entire group at the end. Finally, Thomas provided methodological remarks and posed continuative questions to each topic.



Summarizing, the participants acknowledged this workshop pretty much and showed high interest in getting more information on the ValueLinks approach in general or getting in touch with ValueLinks trainers for specific inquiries.

For more information please contact [Thomas König](#)

### **New BMZ Strategy on Feminist Development Policy**

On March 1st, the BMZ announced its new strategy for a feminist development policy. The aim is to promote global justice, prosperity and social cohesion - with a focus on gender justice and the dismantling of discriminatory structures for women and girls as well as for marginalized groups. Gender-based injustices and discrimination are to be reduced by focusing on the "3 Rs" - rights, resources and representation. Gender justice is also the focus of our work at INA, because it is the only way to ensure that living and working conditions of all people at the beginning of agricultural supply chains are improved. You can find background information (in German) on this on GIZ's [INA website](#).

### **How to: New guide on traceability in agricultural supply chains**

A practical guide to traceability in agricultural supply chains is provided in our new guide. It was produced in collaboration with C-lever.org. Traceability to the field is also essential for regulations such as the EU's Deforestation-Free Products Regulation. The guide therefore offers a step-by-step introduction to traceability systems. These can be applied in practice - adapted to the respective



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needs. A comprehensive section explains frequently asked questions. A detailed explanation of the new guide (in German) can be found at GIZ's [INA website](#).

## ISEAL analysis: The enabling environment for innovation in sustainability systems

The world in which sustainability systems operate is rapidly changing. New legislation and reporting initiatives are emerging and corporate and government expectations for finding fast and effective ways to tackle complex sustainability issues are rising. Innovation plays an increasingly important role in helping sustainability systems respond to this changing environment, to address external threats and opportunities and to maximize their contributions to sustainability impact. [Read the full article on the ISEAL Platform](#)

## German Supply Chain Law in force

The [German Supply Chain Due Diligence Law](#) came into force on 1 January 2023. It obliges companies to observe human rights and certain environmental due diligence obligations in their supply chains in an appropriate manner. In the run-up, the Federal Office of Economics and Export Control (BAFA) published a [handout](#) on criteria to support companies in their implementation.

Downstream due diligence already corporate practice: Studies by [GBI](#) and the [Danish Institute for Human Rights](#) show that companies in a number of sectors already conduct human rights due diligence downstream in the value chain.

## New publication: KnowTheChain ICT Benchmark 2022

According to the [benchmark](#), the world's largest information and communication technology companies are not sufficiently fulfilling their due diligence obligations to combat forced labor in supply chains. The 60 companies analyzed and evaluated scored an average of only 14 out of 100 points. The sector performed worst in the area of responsible sourcing practices.

## Study and interactive tool for value distribution across the German chocolate and cocoa supply chain

The recently published "Analysis of the distribution of value, costs, taxes, and net margins along the German cocoa and chocolate value chains" report and interactive tool, developed and presented by





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BASIC, was presented on 20 September as part of a joint event by the German Initiative on Sustainable Cocoa and the Sustainable Agricultural Supply Chain Initiative (INA). The study was initiated by individual stakeholder groups of GISCO and jointly commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) in collaboration with the EU Commission's Directorate-General for International Partnerships and the UN Food and Agriculture Organization's (FAO) Investment Center. BASIC presents a model that outlines the detailed distribution of added value, costs, taxes and net profits along the cocoa/chocolate chain for a number of chocolate products marketed in Germany, comparing conventional and certified products. An interactive tool was also developed alongside the report that contains the option to run simulations and comparisons based on bean origin, chocolate type, prices and costs. The full report can be found [here](#). To access the interactive tool go [here](#).

### **New research report on the tea value chain**

The report "The supply chains for tea from North India (Assam, Darjeeling) to Austria and the Austrian tea sector" focusses especially on women's and children's rights within the value chain. This study is part of the work of the alliance "Kinderarbeit Stoppen"/"Stop Child Labour" (including DKA/Katholische Jungschar, Fairtrade Österreich, Jugend eine Welt, Weltumspannend Arbeiten, Kindernothilfe and Butterfly Rebels) and of the "Rebels of Change" campaign, an independent initiative by civil society organizations in Austria (including DKA/Katholische Jungschar, Südwind, Naturfreunde International, Welthaus Österreich, fairplay, SDG Forum Vorarlberg, Ökobüro and sustainLabel) on the 2030 Agenda. For more information please contact [Pierre Johnson](#).

### **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).



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## 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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