



Seminar

Agricultural value chains as tools for local development and poverty reduction: which governance models and which public-private partnership?

May 29th and 30th, 2013

Duration: One day and a half

Location: Centro Studi Nazionale Cisl, via della Piazzuola 71, Florence, Italy (<http://www.centrostudi.cisl.it/>)

Language: The seminar will be held in English

Contents and scope of the seminar

Value chains are considered as an interesting tool in the fight against poverty due to many factors, such as the opportunities they offer for income generation, diversification and stabilisation and for professionalisation. At the same time, value chain projects, through the establishment of strategic partnerships between local governments, civil society and private sector, can foster an integrated territorial development by promoting local development policies that support the value chain itself, with a positive economic, environmental, social, and political impact.

However, there is evidence that value chain programmes have often reached only a small percentage of marginalised producers (between 2% and 10%), mainly constituted by those who already have access to some basic assets. Moreover, the value chains created or strengthened by development cooperation programmes have often shown low sustainability, especially in the economic dimension.

Under which conditions and contexts can agricultural value chains represent effective tools for local development, with a specific targeting on marginalised small-scale producers and a specific focus on women? Which chain governance arrangements are enabling and supportive of a sustainable and effective development? What the role of the private sector and of public policies can be?

The seminar, promoted by Oxfam Italia and Fondazione Un Raggio di Luce, offers the opportunity for in-depth analysis and shared consideration on these questions and searches into some key topics about the pro-poor value chain approach, with the aim of strengthening the dialogue between public, profit and non profit private actors. It foresees the contribution from experts and practitioners, the analysis of practices, and the space for debates among different stakeholders, such as NGOs, foundations, international organizations, public institutions, research centres, private sector, and producers organizations. The different skills, experiences and points of view will provide an interesting key to understand the reasons and perceived advantages that drive different stakeholders to engage in a value chain, and the role that each of them has to play. A special focus will be the chain governance, in order to understand the balances of power it involves, the relationships between its stakeholders, and the role that each actor plays. The seminar will also focus on the public-private partnership to analyse the contribution of the private sector to value chains development.

The ultimate aim of the workshop is to set the ground for developing shared ideas and future collaborations in the promotion of multistakeholder local development interventions based on a pro-poor value chain approach.

Programme

May 29th (10:30 a.m. – 05:30 p.m.) – Agricultural value chains as tools for local development and poverty reduction

The first day will focus on contexts, approaches and processes that make pro-poor value chain programmes effective and sustainable tools for local development and inclusion of marginalised producers. Risks and opportunities of the value chain approach will be highlighted and some aspects which are viewed as crucial for the promotion of a sustainable development and the fight against poverty through the value chain approach itself will be analysed.

The general introduction will draw on some definitions and building blocks useful to generate a common understanding and language for the seminar, as well as to shape the dialogue among the participants. The presentation will start with the definitions of small-scale agriculture and market-led development, followed by an overview of the evolution of some of the most common market-based development approaches. It will be carried out on the basis of the principles for the development of inclusive business models aimed to linking small-scale producers to formal markets, that are: value-chain-wide collaboration and innovation to address issues related to doing business with smallholders; market linkages through specialised intermediaries; fair and transparent governance through the supply chain; equitable sharing of costs and risks; and equitable access to services.

The presentation of the paper “The value chain as a tool to fight against poverty: the analysis of two practices” will follow. The paper, written by Oxfam Italia, Fondazione Un Raggio di Luce and Cespi, analyses two programmes that, in different contexts and with different approaches, have promoted the establishment and strengthening of agricultural value chains as a tool for poverty reduction in order to improve the quality of life of small scale producers and to foster an integrated local development. In particular, the speakers will examine some aspects dealt with in the paper: context, multistakeholder approach and multi-objective impact, chain governance and sustainability. Cespi will introduce the paper and the adopted methodology; Oxfam Italia will present the Ecuador Andean grains practice and will analyse the integrated territorial development strategy that has been adopted; Helvetas will introduce the organic cotton programme developed in Burkina Faso and will share the ideas developed by his organization within the programme “Making market work for the poor”; Fondazione Un Raggio di Luce will share the main lessons learned and will offer the recommendations developed by the group. At the end of each presentation, participants will be encouraged to address questions and share comments and the session will conclude with a debate on the main issues dealt with during the morning.

The seminar will continue with a panel composed by the corporate Great Italian Food Trade (GIFT), the West Bank Union of producers (UAWC) and the fair trade organization Altromercato: they will introduce and compare their points of view and experiences on access to markets, highlighting opportunities and risks, mechanisms and strategies to facilitate the inclusion of small scale producers and to promote a local economic development.

The first day will conclude with a debate among all the participants about the main recommendations and considerations presented. The debate will be introduced by FAO and will focus especially on the following key questions:

- *Under which conditions value chains can be a driver of local economic development and poverty reduction?*
- *Which market channels can benefit more smallholders and how relevant is the context in determining the most opportune mix of market channels?*
- *Which are the actors needed to generate accountable and effective interventions having a positive impact on smallholder communities livelihood? Are those strategies agricultural only or should look at diversified economic outputs and outcomes?*
- *Can value market and value chains sourcing from smallholders incorporate and mitigate the risk of reducing diversity and embrace a landscape approach to support small scale farming?*
- *How to support inclusive business models and strengthen producers’ organizations collective action?*

10:30 – 10:45 Introduction on the seminar objectives and programme

10:45 – 11:30 Michele Bruni: *Pro-poor value chains: the main issues at the core of the international debate*

11:30 – 01:00 Presentation of the paper “The value chain as a tool to fight against poverty: the analysis of two practices”

Marco Zupi, Cespi: *Dimensions of analysis and methodology*

Francesco Torrigiani, Oxfam Italia: *Ecuador: the recovery of the Andean grains as a tool for local development with a specific cultural identity*

Georg Felber, Helvetas: *Burkina Faso: a programme to promote the value chain of fair trade and organic cotton*

Paola Ciardi, Fondazione Un raggio di Luce: *Lessons learned and recommendations*

01:00 – 01:30 Debate

01:30 – 02:30 Lunch

02:30 – 04:00 *The participation of smallholders in market value chain: relevant issues, opportunities and risks, strategies*

Panellists: Dario Dongo (Great Italian Food Trade)*, Mohammed Elbakri (Union of Agricultural Work Committee, West Bank), Vittorio Leproux (Altromercato)

04:00 – 05:15 Debate introduced by David Neven, FAO

05:15 – 05:30 Conclusion of the first day

May 30th (09:15 a.m. – 02:30 p.m.) – Chain governance and public-private partnership

The second day will deal with chain governance, with a particular focus on the interests, needs and specific role of the different stakeholders involved. In particular the topic of public-private partnership will be analysed in order to understand which could be the added value offered by the private sector and which are the specific areas of intervention of public policies in supporting the development of effective and sustainable pro-poor value chains.

The introduction will focus on chain governance and the emergence of platforms and new business models as an innovative approach to generate social innovation in global supply chains.

The contribution of Oxfam GB will introduce the public-private partnership approach and will present its opportunities and challenges.

IFAD will then present an experience on value chain development involving both smallholders of São Tomé Príncipe and European partners, and will highlight the interest of a multilateral public actor in the establishment of public-private partners to foster pro-poor value chain programmes.

The seminar will continue with a panel composed by public institutions and private sector's actors, which will clarify their position and their role in promoting and supporting value chains and will debate on possible partnerships.

The seminar will conclude with a sharing of ideas amongst all the participants about the opportunity to create and strengthen partnerships that will promote value chains as an effective tool for poverty reduction, joining social justice to profit.

9:15 – 9:50 Michele Bruni: *Chain governance and new business models*

9:50 – 10:25 David Bright, Oxfam GB: *Public-private partnership as an opportunity for the development of pro-poor value chains: which challenges?*

10:25 – 10:40 Coffee break

10:40 – 11:15 Andrea Serpagli, IFAD: *The role of PPPs in value chain development: a case study of an IFAD funded programme in São Tomé Príncipe*

11:15 – 12:30 *The role of public and private sectors in supporting pro-poor value chains: which partnerships?*

Panellists: Dario Dongo (Great Italian Food Trade)*, Marzia Sica (Compagnia di San Paolo), Monica Renna (Tuscany Region), Halil Omanović (Bosnian Ministry of Agriculture), Elisa Bacciotti (Oxfam Italia), Mauro Ghirotti (Directorate General for Development Cooperation – Italian Ministry of Foreign Affairs)

12:30 – 01:30 Conclusions and future perspectives

1:30 – 2:30 Lunch

** to be confirmed*

Materials

The documentation related to the seminar will be available at the link: <http://www.oxfamitalia.org/agricultural-value-chains>

Seminar presentation and programme

Welcome package

Background papers and bibliography

Paper “The value chain as a tool to fight against poverty: the analysis of two practices”