



Training Program on Agri-food value chain

July 2023, 19 -20th in Montpellier

CIHEAM IAMM

1. Timeline (2 days) – July 2023, 19 to 20th

2. Targeted participants: _PhD students, Master students, and Teachers from Al-Quds and Al-Israa Universities and workers in agriculture sector from NGO PARC and UWAC. (10 to 20 participants targeted)

3. Context of the training session

In Palestine in general and the Gaza Strip in particular, the agricultural sector is of great importance to the Palestinian economy, and with the decline in competitiveness of the agricultural sector due to geopolitical conditions and technical obstacles, the issue of value chains has become one of the modern approaches that can provide a solution to increasing the competitiveness of the agricultural sector and reducing its vulnerability. As a result, the issue of value chains has become a topic of interest for many donors in developing effective and sustainable intervention strategies in the agricultural sector.

Currently, there is a lack of local experience in this field, this training comes as a goal to strengthen local capacities through universities to restore their role in serving the local community as well as civil society organizations to create a local team capable of preparing studies in this direction and implementing projects to support the agricultural sector.

It is envisaged that this cooperation will form a nucleus between Palestinian universities and IAMM to create academic and professional cooperation in one of the most important areas contributing to improving food security.

4. Topics and sessions

❖ **Concept of agri-food value chain and its application for the analysis of the economic and management profitability - Lecturer: Paolo Prosperi**

- **Aim:** To acquire the base knowledge on the and dynamics that regulate the functioning of the agri-food value chains.
- **Content:** Principles and concept of industrial economics applied to food systems and value chains
- **Skills:** Know how to design and categorise an agri-food value chain 1) Introduction to the concept of agri-food value chain and its application for the analysis of the economic and



management profitability: Mapping agri-food value chains and segmenting actors and stakeholders involved with their different roles (on-line)

❖ **Sustainability of food systems, including agri-food value chains and farming systems.**
Lecturer: Paolo Prospero

- **Aim:** To get the key understanding of sustainability approaches applied to agri-food value chains
- **Content:** Concepts of sustainability and sustainable food systems
- **Skills:** Apply critical and system thinking to the analysis of sustainable agri-food value chains

❖ **Strategic management: Business Model Canvas, theory and application in agri-food supply chains.** **Lecturer: Paolo Prospero**

- **Aim:** To attain foundational knowledge on strategic management design in agri-food business
- **Content:** Business Model Canvas approach
- **Skills:** Design a business model of an agri-food business

❖ **Certification of small farmers and Participatory Guarantee Systems.**
Lecturer: Reem El Khechen

- **Aim:** To grasp opportunities and barriers of Participatory Guarantee Systems in the agri-food sector.
- **Content:** Functioning and mechanism of Participatory Guarantee Systems
- **Skills:** Analyse the strategic interest of Participatory Guarantee Systems for agri-food products

❖ **Workshop/interactive sessions - Creating innovation in agri-food value chains: participatory approaches (living-labs).** **Lecturers: Laurick Collewet, Paolo Prospero**

- **Aim:** To acquire practical knowledge on participatory field activities in the agriculture sector
- **Content:** Living-lab participatory and transdisciplinary approach
- **Skills:** Know how to design and rule a scenario workshop within a living-lab on a field/case study (related to agriculture)

4) Pedagogical approach and organization

The course is based on a learning-by-doing approach and on the results of cooperation projects carried out by CIHEAM - IAMM in many Mediterranean countries with a similar agricultural value chain.



Theoretical lectures alternate with practical sessions and workshops in the afternoon

The course is organized via videoconference by CIHEAM - IAMM Montpellier in cooperation with Al Qsr University and Al Issra University.

Participants are divided into two groups and hosted at both universities. They will attend the course with the help of a facilitator at each location to facilitate interactive sessions and workshops.

5) Lecturers:

- **Paolo Prosperi** Scientific administrator / Lecturer and Researcher at CIHEAM Montpellier, Economist, Expert in Agricultural and food system economics, Sustainability of agri-food value chains
- **Laurick COLLEWET** post-graduate CIHEAM-IAMM Medlinks project
<https://med-links.eu/>
- **Reem El Khechen**: post-graduate CIHEAM-IAMM, Medlinks Project

6) Timetable CET Time

Time C.E.T.	Wed 19	Thu 20
9:00 AM – 10:00 AM	- Concept of agri-food value chain and its application for the analysis of the economic and management profitability <i>Lecturer: Paolo Prosperi</i>	- Strategic management: Business Model Canvas, theory and application in agri-food supply chains <i>Lecturer: Paolo Prosperi</i>
10:00 AM – 11:00 AM	- Sustainability of food systems, including agri-food value chains and farming systems <i>Lecturer: Paolo Prosperi</i>	- Certification of small farmers and Participatory Guarantee Systems <i>Lecturer: Reem El Khechen</i>
BREAK		
11:30 AM – 14:30 PM	Workshop/interactive sessions - Creating innovation in agri-food value chains: participatory approaches (living-labs) <i>Lecturers: Laurick Collewet, Paolo Prosperi</i>	Workshop/interactive sessions - Creating innovation in agri-food value chains: participatory approaches (living-labs) <i>Lecturers: Laurick Collewet, Paolo Prosperi</i>

7) Time Table Gaza Time

Time C.E.T.	Wed 19	Thu 20
10:00 AM – 11:00 AM	- Concept of agri-food value chain and its application for the analysis of the economic and management profitability <i>Lecturer: Paolo Prosperi</i>	- Strategic management: Business Model Canvas, theory and application in agri-food supply chains <i>Lecturer: Paolo Prosperi</i>
11:00 AM – 12:00 AM	- Sustainability of food systems, including agri-food value chains and farming systems <i>Lecturer: Paolo Prosperi</i>	- Certification of small farmers and Participatory Guarantee Systems <i>Lecturer: Reem El Khechen</i>
BREAK		
12:30 AM – 15:30 PM	Workshop/interactive sessions - Creating innovation in agri-food value chains: participatory approaches (living-labs) <i>Lecturers: Laurick Collewet, Paolo Prosperi</i>	Workshop/interactive sessions - Creating innovation in agri-food value chains: participatory approaches (living-labs) <i>Lecturers: Laurick Collewet, Paolo Prosperi</i>