

VALUE CHAIN KNOWLEDGE SHARING FOR ACTION

Engaging local /national authorities in the use
of VCA4D results: the Colombian experience

4th online session – 20 March 2025
2-3 pm Brussels time



GUEST SPEAKERS:

**Ms. Lucia CASTILLO FERNANDEZ -EUD, project manager West Bank
and Gaza strip. Previously working for the EUD Colombia**

Ms. ANGELA GUEVARA, rural development expert



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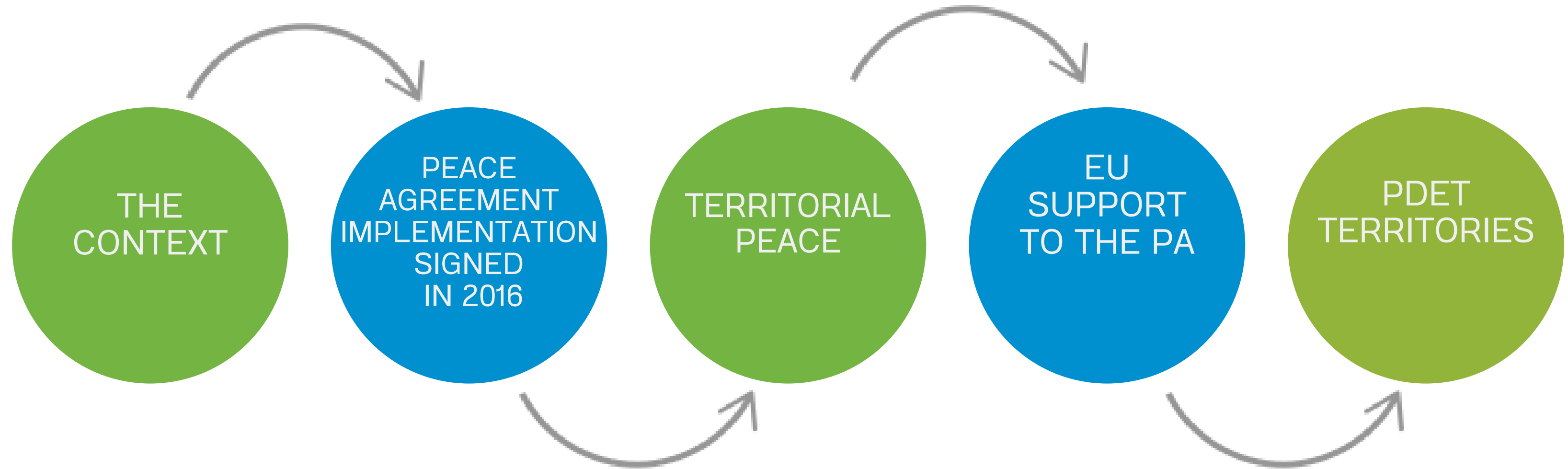


**APPLYING
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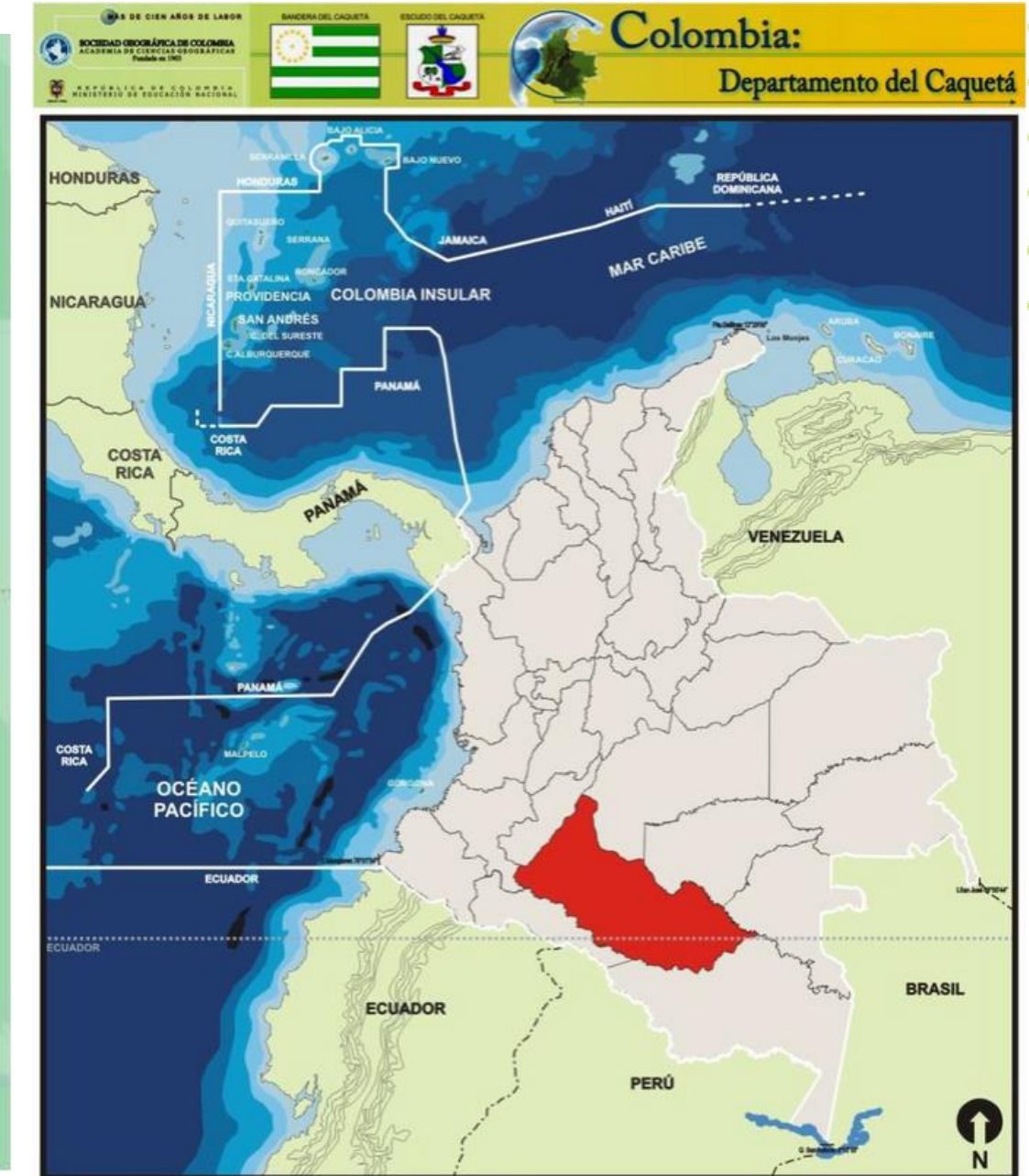
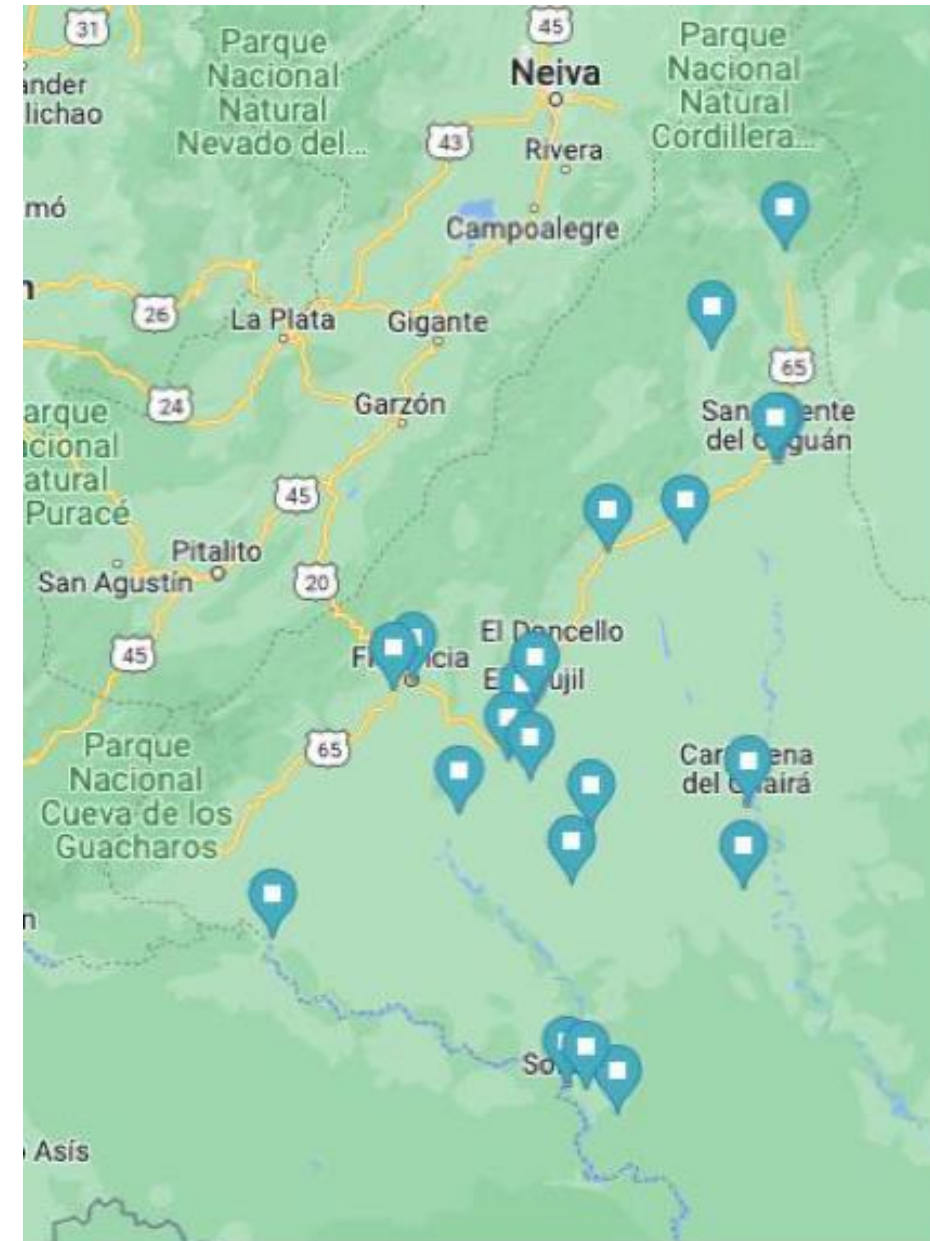
SCALING UP

SETTING THE SCENE



PARTICULARITIES OF THE STUDY:

- **Scope : VCA4D territorial approach**
- **VCA4D team, solid knowledge of the context**
- **Rutas PDET, a EUR21M support in place with a strong team**
- **Value added tools for VCA4D (Forland)**



Base: Mapa digital Integrado. IGAC, 2002. Fuente: Sociedad Geográfica de Colombia. Atlas de Colombia, IGAC, 2002. Fuente Barimetría: Prof. José Agustín Blanco Barros

PARTICULARITIES OF THE STUDY:

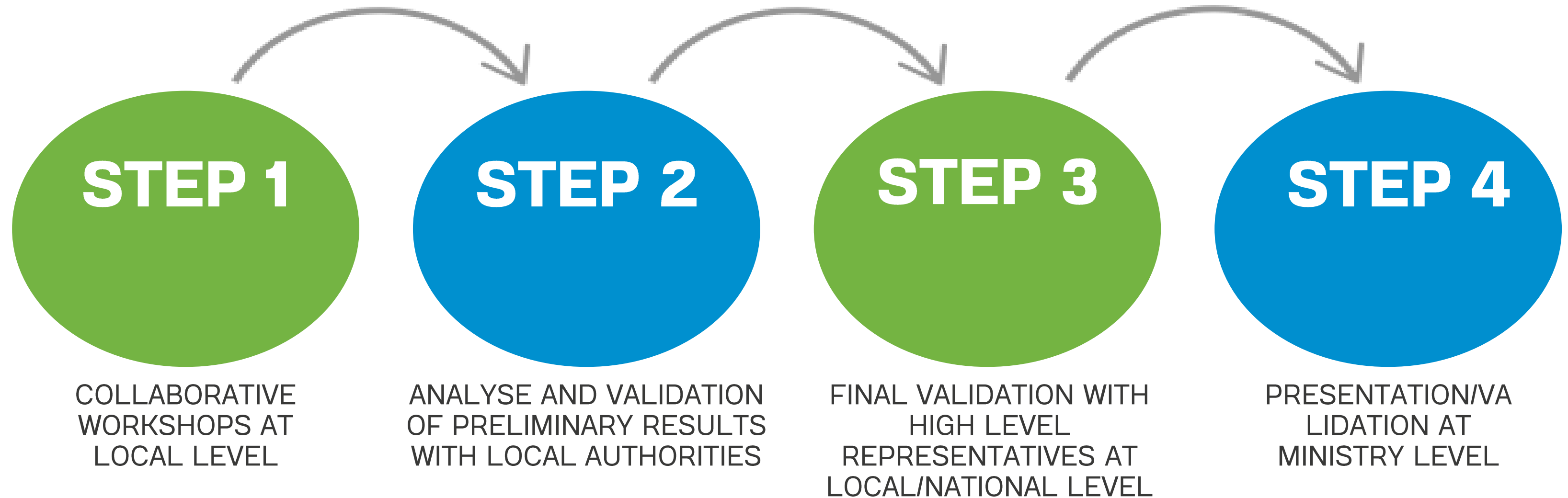


- Policy dialogue with local authorities and stakeholder engagement

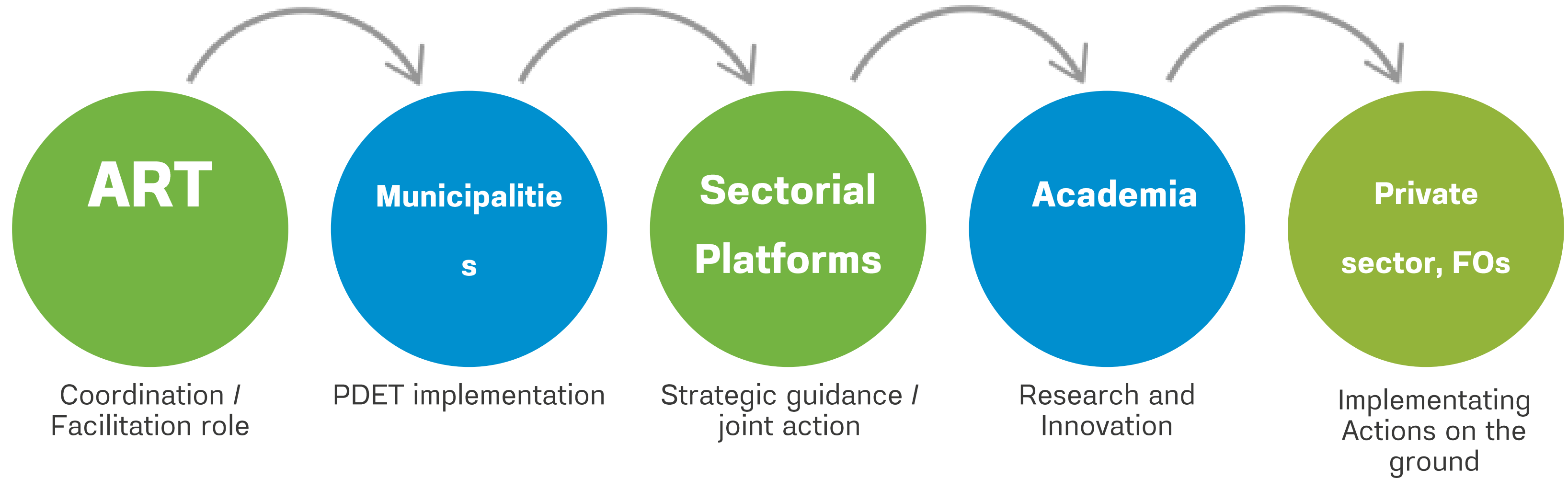
- Building mutual trust, promoting ownership
- Local-national linkages through the ART
- EUTF framework for joint EUMS interventions

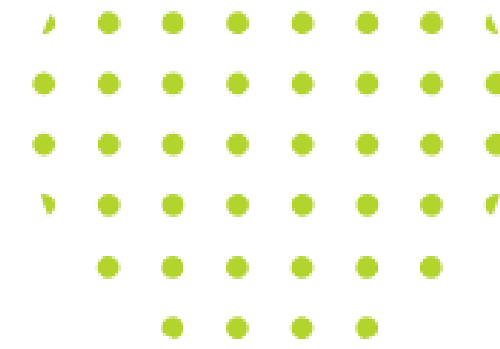


THE PROCESS



THE ACTORS

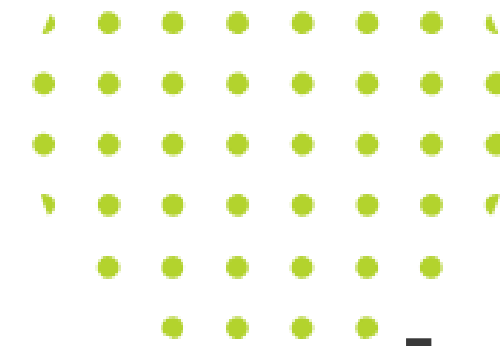




VALIDATION PROCESS:



- Questioning the validity of the data
- Changing paradigm, and contrasting information
- Discussions on chain governance
- Agreement on information - sharing - The “Cocoa Census”
- Contributions from academia on sustainable production practices - Congreso Lacteo
- Revitalisation of sectoral spaces at local level.



The TA Facility:

- **A tailored based approach**
- **A tool to respond to sectoral needs**
- **Rapid mobilisation of the necessary expertise**
- **A way to translate recommendations into action**
- **Designed to incorporate EUMS knowledge and experience (ACODEA/COLEAD/SOLIDARIDAD)**

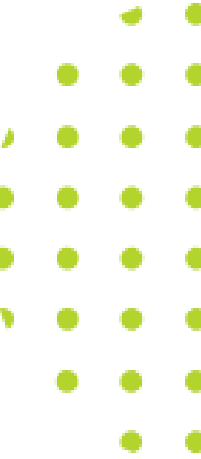


RECOMMENDATIONS- CHEESE VC IN CAQUETA

- ❖ **Adoption of agroecological practices**
- ❖ **Ensure increased coverage and quality of technical assistance for milk processing.**
- ❖ **Exchanges between actors, a catalyst for innovation.**
- ❖ **Raise and improve associativity and articulation between actors, to strengthen their trade negotiation capacity and achieve greater transparency.**
- ❖ **Improve the inclusiveness of the chain by overcoming conflicts between existing trade organisations.**
- ❖ **Rethink the initiative around the Designation of Origin and the QC Mark.**
- ❖ **Support the transition of existing groups with favourable organisational, social capital and equipment conditions towards an industrial scale-up**

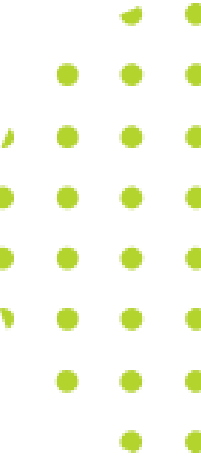
APPLYING RECOMMENDATIONS

- ❖ From a Brand QC – led intervention, to the “Milk Network”
- ❖ Governance assessment and tailored led solutions (ACODEA)
- ❖ Transition to more sophisticated markets, Truvalu and BDS interventions
- ❖ Increased outreach of service delivery through an unified rural extension guide, on sustainable livestock farming



RECOMMENDATIONS COCOA VC

- ❖ **Articulate efforts with Research**
- ❖ **Approach higher value markets for specialized cocoa**
- ❖ **Regional specialization and differentiation**
- ❖ **Profitability of the production system**
- ❖ **Cluster approach**
- ❖ **Climate change adaptation action (Solidaridad)**
- ❖ **Youth inclusion in the value chain**



APPLYING RECOMMENDATIONS

COCOA VC

- **Potential for C sequestration, re think interventions in terms of climate financing (Solidaridad)**
- **Provide evidence-based data for decision making (on varieties, production methods, increasing productivity..) – Cost production Sheets (Acodea)**
- **Integration of youth into the value chains – Digital marketing**



APPLYING RECOMMENDATIONS

COCOA VC

- Encourage a shift towards specialised cocoa, based on the organoleptic profile (Cacao Disidente – Chocofest)
- Strengthen support and linkages to more specialized markets, BDS and Truvalu support



SCALING UP

- **Rutas PDET a reference intervention model in action**
- **ART's commitment to scale-up in the context of the "Integrated Approach"**
- **Support for 2 out of the 31 integrated policy goals (National Development Plan 2022-2026)**
- **Continuity of the VCA4D training process in Colombia**

VCA4D allowed an integrated approach, sharing information, changing paradigms, highlighting the VC contribution to economic growth in the territories and in Colombia



**THANK YOU FOR YOUR
ATTENTION**

Follow the link:

<https://www.youtube.com/watch?v=yJZ37BX>



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