

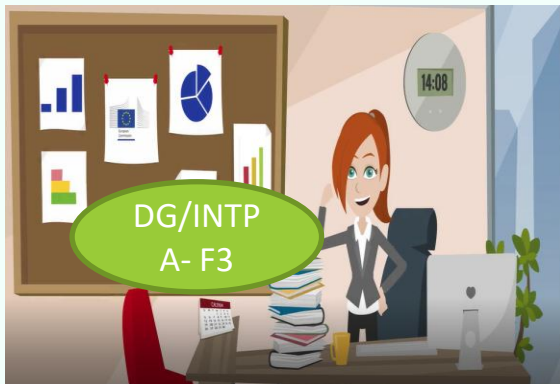


for







The process of a
VCA4D study

Who is who in a VCA4D study



Division of tasks inside a VCA4D

| | Economist  | Social expert  | Environmental expert  | National expert  | Team leader ? |
|---|--|---|---|--|----------------------|
| Functional analysis | XX | X | X | X | X |
| What is the contribution of the value chain to economic growth? | XX | | | X | |
| Is this economic growth inclusive? | XX | XX | | X | |
| Is the value chain socially sustainable? | | XX | | X | |
| Is the value chain environmentally sustainable? | | | XX | X | |
| Conclusions and recommendations | X | X | X | X | XX |



Expected deliverables



*Respect
deadlines!*

REPORT

- A report composed by: 1) executive summary 2) functional analysis 3) chapter for each framing question (economic growth; inclusiveness; social sustainability; environmental sustainability) 4) synthesis and conclusions. Length: between 80 and 100 pages.

MARKET NOTE FROM COLEAD

- If relevant COLEAD will provide a market note appraising the positioning of the VC in international market (including supply and demand and main barriers to trade).

STUDY BRIEF

- It is a 6 page summary of the study prepared by Agrinatura PMU or the team

FEEDING THE DATA ON THE INFORMATION SYSTEM

- Main data collected during the study will be included by the experts in the information system



*listen to the questions and
needs of the EU/EUD to
make the study useful*

*apply the VCA4D
methodology in a way
that it is relevant for
the country/VC*



An overview on all the deliverables of a VCA

<https://europa.eu/capacity4dev/value-chain-analysis-for-development-vca4d->

for

Análisis de la Cadena de Valor del café en Ecuador

VCA4D study

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Noviembre 2021

COLEAD Market profile note

Commission européenne

N°14
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Analyse de la chaîne de valeur ananas

L'analyse des chaînes de valeur aide à la décision dans le dialogue politique et les opérations d'investissement. Elle permet de situer le développement agricole dans la dynamique des marchés et de déterminer l'impact des chaînes de valeur sur les petits producteurs et les entreprises.

La méthode d'analyse a été élaborée par la Commission Européenne. Elle vise à comprendre dans quelle mesure la chaîne de valeur contribue à une croissance inclusive et est durable socialement et pour l'environnement.

Contexte de la chaîne de valeur

L'ananas est le deuxième fruit exotique le plus cultivé après la banane à l'échelle mondiale. Au Togo, d'autres cultures ont bénéficié de plus de soutien (café, cacao, coton) et ce n'est qu'à partir de 2015 que le Gouvernement, appuyé par le CSE, a relancé cette chaîne de valeur (CV), avec des résultats significatifs.

Le Togo dispose d'avantages comparatifs pour la production

Groundnuts value chain in Ghana at a glance

Economic Growth

Total Value Added: 397 million

Rate of integration into the national economy: 87%

Domestic Resource Cost: 0.28

Balance of trade: Deficit € 40 million

Public finances: Surplus € +18 million

Inclusiveness

Distribution of direct value added

Jobs: Around 800,000-1,000,000 people work in the groundnuts VC. 300,000 to 400,000 entrepreneurs plus around 358,000 waged workers. Women make up 90% of the workforce.

Sustainability

Environmental impacts

- The potential impact on ecosystem quality is the most important.
- Land use has the highest impact on ecosystem quality through low yields and losses.
- Firewood use for roasting and the production of kulikuli is responsible for the most impact to climate change.

Study Brief

Feeding the data information system

Duration and main steps of a VCA4D study



Each VCA is a global price, thus approval is based on quality and not on actual time spent on the assignment



Your contribution is calculated at about **45 days** (50 days for the TL), **including 2 missions** (with at least 1 simultaneous mission of the team)



The process to complete a VCA4D is around 6 months



It is important to stick to this timing, as information has to arrive to policy makers in a time when it can be integrated in their reflections

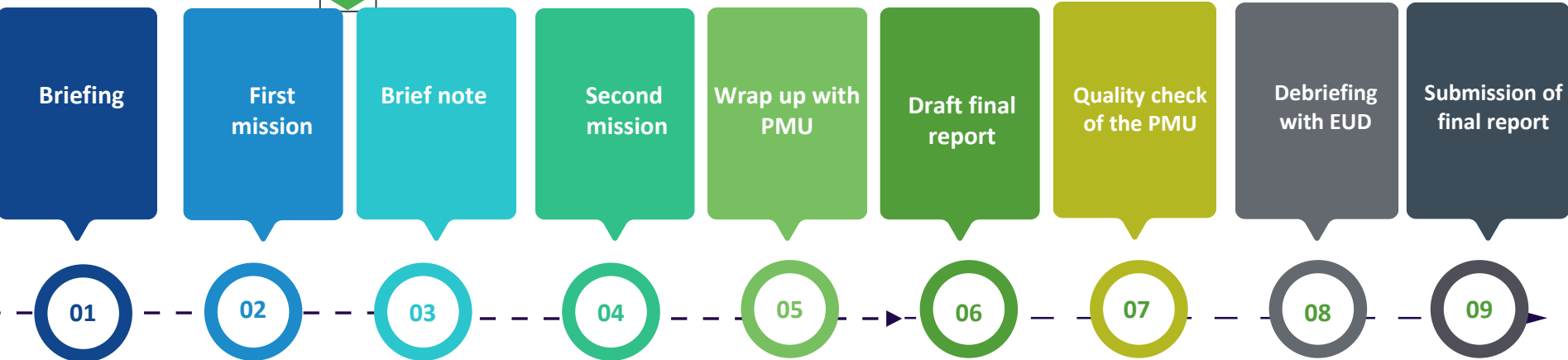


A calendar will be discussed during the briefing to have the whole team engaged in respecting the milestones



VCA4D study main steps

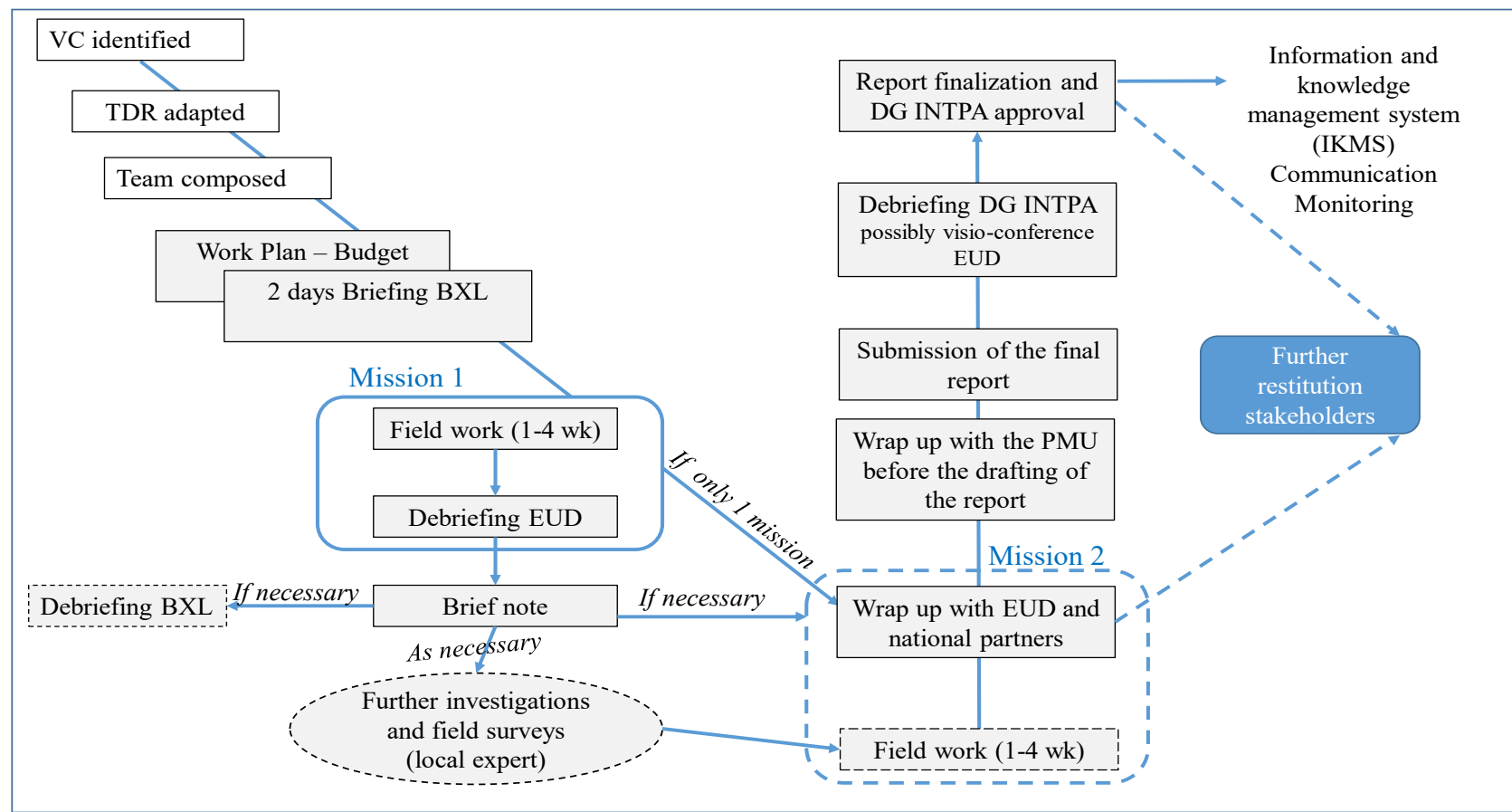
2 weeks after the first mission:
videoconference to discuss
the brief note with the PMU and
the EUD



- Feedback on the mission
 - Overview of data collection/gaps
 - Identification of the actors/functions/sub-chains
- Common typology of actors for the 3 analyses
 - Graph of the physical and geographical flows
 - First findings and hypothesis



The process of a VCA4D study at a glance!



The final report

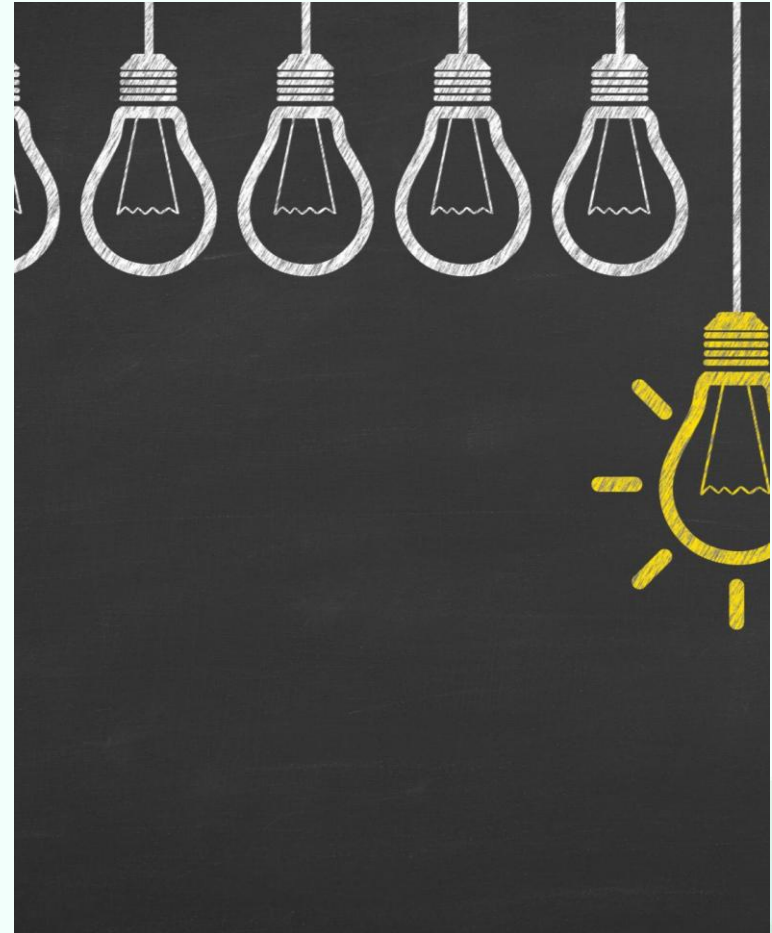
| | |
|--|--|
| EXECUTIVE SUMMARY | |
| FUNCTIONAL ANALYSIS | |
| 1.1 HEADING 2 (IF ANY)..... | |
| 1.1.1 Heading 3 (If any)..... | |
| WHAT IS THE CONTRIBUTION OF THE VALUE CHAIN TO ECONOMIC GROWTH? | |
| 2.1 PROFITABILITY & SUSTAINABILITY OF ACTORS | |
| 2.2 TOTAL EFFECTS WITHIN THE NATIONAL ECONOMY | |
| 2.3 COMPETITIVENESS AND VIABILITY WITHIN THE INTERNATIONAL ECONOMY | |
| 2.4 COMPARISON OF SUB-CHAINS | |
| IS THIS ECONOMIC GROWTH INCLUSIVE? | |
| 3.1 PARTICIPATION IN THE VALUE CHAIN GOVERNANCE | |
| 3.2 INCOME AND EMPLOYMENT..... | |
| IS THE VALUE CHAIN SOCIALLY SUSTAINABLE? | |
| 4.1 WORKING CONDITIONS | |
| 4.2 LAND AND WATER RIGHTS..... | |
| 4.3 GENDER EQUALITY | |
| 4.4 FOOD AND NUTRITION SECURITY | |
| 4.5 SOCIAL CAPITAL..... | |
| 4.6 LIVING CONDITIONS | |
| 4.7 ANSWER TO THE FRAMING QUESTION 3 | |
| IS THE VALUE CHAIN ENVIRONMENTALLY SUSTAINABLE?..... | |
| 5.1 RESOURCES, ECOSYSTEM, HEALTH | |
| 5.2 CLIMATE CHANGE..... | |
| 5.3 BIODIVERSITY | |
| SYNTHESIS & RECOMMENDATIONS | |
| 6.1 ANSWERING THE FRAMING QUESTIONS | |
| 6.2 THE RISK ANALYSIS..... | |
| 6.3 SUMMING UP BENEFITS AND NEGATIVE IMPACTS | |
| 6.4 RECOMMENDATIONS | |



The executive summary

- **A high-quality executive summary:**

- It is clear and concise
- Provides the main findings and elements of reply to the **four framing questions**
- Highlights the **areas where policy action** shall be prioritised
- Highlights the **connections** between the economic, social and environmental findings.



Quick wins and lessons learnt!



Work as a team! To be effective, the multidisciplinary team has to work in an **integrated way** and with a **collaborative mindset**.



Put multi-disciplinarity in practice! All experts (and not only the TL) are responsible for the functional analysis, for the executive summary and for replying to the 4 framing questions



Desk review of secondary data (in particular from the national expert) can save time and resources



The national expert is key in data collection (both secondary or primary)



Communicate often with the PMU especially if you need methodological support and in case of delays in the deliverables



VCA4D is not research, but consultancy with the robustness of research



Please be mindful of the layout of the reports (table numbering, references, etc.).



Reports are published on the VCA4D website – so they are to comply with GDPR rules and respect confidentiality of sensitive information for companies (prior consent needed)



After your VCA4D study



The first step will be to publish the **6-page study brief**



EUDs often ask for the **stakeholder workshops** for the socialization of findings to specific audiences



EUDs may contact the team in case further information and dialogue on the VC is needed. Our project will be available for specific ToRs



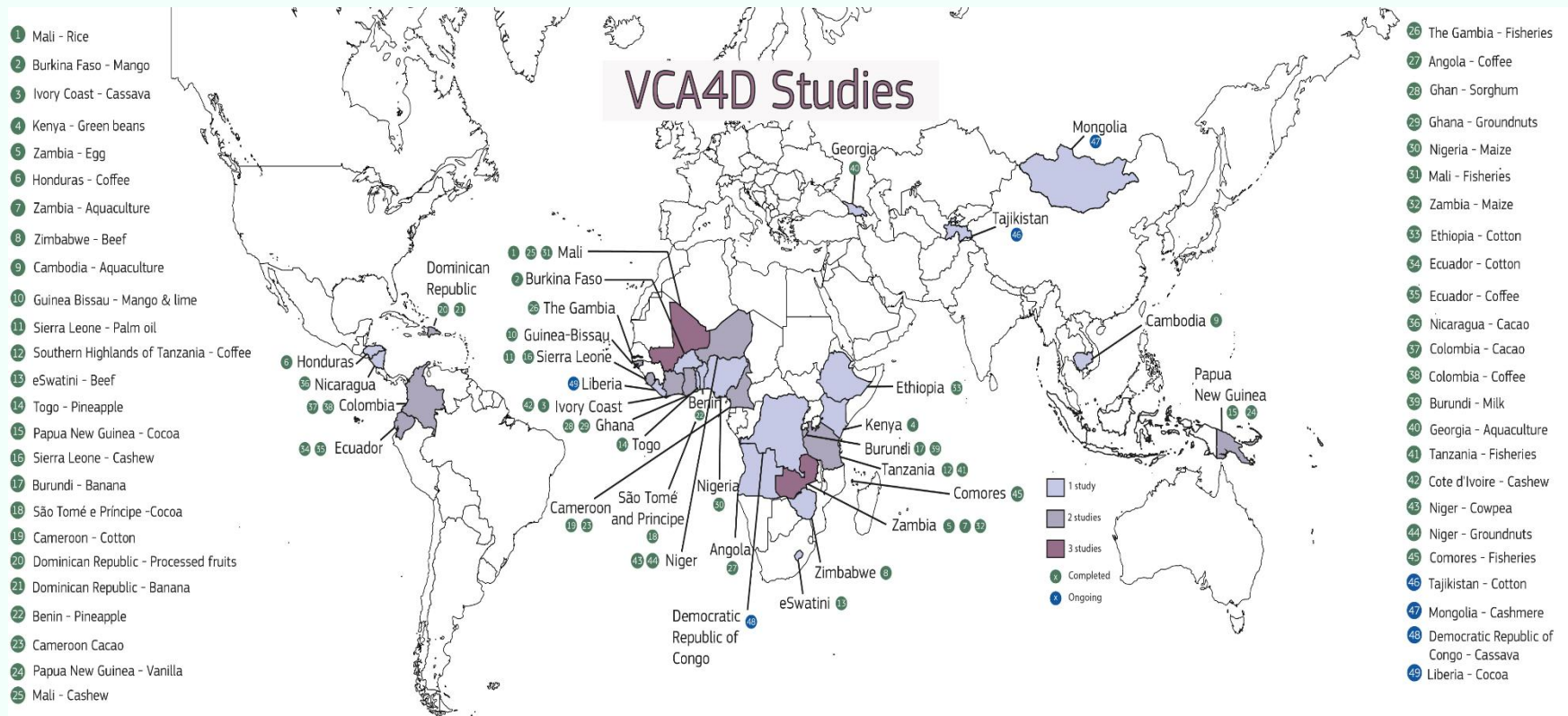
EUDs may request **updates** to be able to appreciate (and correctly interpret) changes over time



Scientific publications are important and there are opportunities for cross-cutting analyses and discussions with a community of practitioners.



An overview of all the VCAs realized by the project



<https://europa.eu/capacity4dev/value-chain-analysis-for-development-vca4d->



Thank you for listening!

