

Emerging Uses of Value Chain Analysis

8th Annual Seminar on Developing Business
Service Markets and Value Chains

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Make Program Design Decisions

- Which markets to target?

- Which constraints to focus on?

Program Design

- Who to partner with?

- What market-based solutions to promote?

- How to facilitate change?

Plan for Global Competitiveness

Technoserve Tanzania Coffee

- ▶ Understood global coffee markets
- ▶ Peer country benchmarking of quality, costs, productivity
- ▶ Identified VC constraints to accessing better markets
- ▶ Pinpointed problematic policies and taxes



Higher incomes: 9,000 farmers; better market access/lower taxes: 400,000 farmers – 2M people



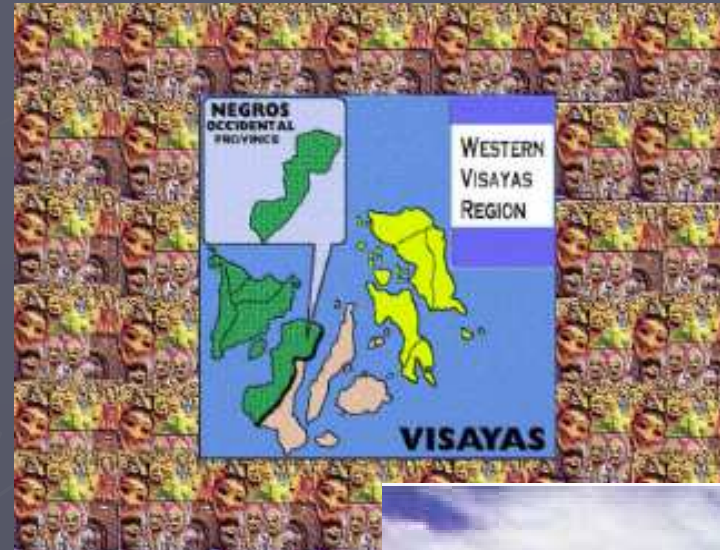
Catalyze Change



GTZ/GFA Philippines Tourism

- ▶ Built awareness of market niches
- ▶ Initiated closer VC linkages
- ▶ Generated enthusiasm and concrete plans for change
- ▶ Identified leaders

Cooperatively owned
tourism marketing
company ~ 700 enterprises



Steer Implementation

SDCAsia Philippines Processed Bananas

- ▶ Tracks changes in processed banana markets
- ▶ Deepens understanding of supporting quality management services
- ▶ Assesses new relationships
- ▶ Relates implementation to objectives

Reaching 2,000 micros
/farmers (50% women) in
1st 6 months



Assess Sustainability



Aid to Artisans AGEXPORT Guatemala Crafts

- ▶ Tracked industry growth
- ▶ Gauged crowding in
- ▶ Monitored VC innovation and learning
- ▶ Understood changing market for design services

Industry growth from -7% to +30%; increased sales for 8,900 artisans (75%) women

Measure Impact



BDS MaPS Nepal

Non-Timber Forest Products

- ▶ Explores program attribution for overall changes in NTFP sector
- ▶ Includes impact of crowding in
- ▶ Measures multipliers to calculate total impact



22,000 families improved income
by over US\$100/year

New Resources

- ▶ GTZ ValueLinks Manual, 2007
- ▶ Making Value Chains Work for the Poor – M4P Value Chain Analysis Toolbook, 2007
- ▶ ILO Guide for Value Chain Analysis and Upgrading, 2006

Available on www.value-chains.org