

# Market access for sustainable development

The Netherlands, 2 – 20 November 2009

*Today, markets are increasingly seen as a good instrument for poverty reduction and sustainable development. However, market failures and shortcomings can diminish the impact of markets on poverty.*

*Taking market trends and developments as a given, and taking market dynamics as a possible basis for sustainable development, this course will examine the do's and don'ts of market-led development and the implications for policy makers, researchers, private sector agents, development organisations and international agencies.*

## Course focus

This international course is an introduction to how markets can be used as tools to alleviate poverty. In essence, the course aims to assist in finding answers to two interrelated questions, namely:

- How can the poor effectively engage in market development?
- How can the poor access markets better with their products?

The first question is posed in order to shed some light on the preconditions under which smallholders and small entrepreneurs can enter into markets and benefit from them. The second question is intended to identify the market requirements of products.

It will be seen that for each product-market combination, it is possible to identify a basic set of assets and product requirements, a minimum level of access to services and an institutional context with which the poor can access product markets in a sustainable manner.

## Aims and objectives

- Support policy makers, development practitioners and professionals of service providers in their new role as market facilitators
- Introduce participants to the conceptual frameworks related to market development which can be used to identify pro-poor development opportunities within it
- Provide tools and instruments to develop appropriate policies and programs of development interventions

- Assist researchers and lecturers to engage in the development of competence based oriented programs for inclusive local market development

## Target group

The course is intended for staff of government departments, non-government and civil society organisations, business associations, development agencies, universities and colleges for higher education, and for other professionals working in the domain of market-driven development. Typically, participants will be drawn from the following positions:

- Policy staff responsible for drafting strategic and/or development policies
- Program managers of development and civil society organizations responsible for drafting and/or implementation of development programs and projects
- Staff members of universities and colleges of higher education with responsibility for curriculum development, training and capacity building.
- Senior staff members of agricultural service providers.

## Programme

The course will follow a modular approach in which concepts and relevant frameworks of analysis are presented and practiced. The development of action plans and a case based in-course publication form an integral part of the course's curriculum. Interactive and experience-based training methods based on the principles of life-long learning are used in the course while the knowledge of participants is taken as a starting point.

The two issues on market engagement and product access of smallholders and small entrepreneurs form the basis of the three modules of the course. The first module, 'market participation', deals with all the market-economic dynamics linking small-scale farmers, subsistence farmers and/or rural dwellers to the market cum chain. Specific subjects that will be discussed within this module will be contract farming arrangements, producer associations and farmer group enterprises, fair trade initiatives and value chains and business approaches to development.



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The second module *'trade related product access'* deals with all the access issues a product 'comes across on its way' to its customers, discussed from a market-economic perspective. Subjects that will be discussed in this module will be trade related issues, e.g. trade gains, patterns, volumes, barriers and policy coordination arrangements, supply chain logistics and integration, product traceability, certification and standardization, and food quality and safety issues.

Processes of smallholder market participation and trade related product access are to a large extent influenced by the institutional environment within which these take place. In addition, these processes are also impacted upon by the support organisations and business services providers that are operating in the immediate market-economic environment. Therefore, the third module of the course focuses on the topic of *institutional change for local market-economic development*.

During the first week of the course most of the relevant and core content matter subjects will be addressed after a set of introductory sessions on the program, the participants and their organizations, their professional experiences and issues, and course expectations. An introduction on the economic perspective of poverty provides the context of the course. Next the two leading frameworks of analysis, i.e. the Value Chain Approach (VCA) and the Sustainable Livelihoods Approach (SLA) will be examined in detail and practiced with during this week. These frameworks form the context through which the three perspectives will be integrated with each other. Other subjects that will be addressed this week will be those related to the module on market participation of smallholders, small entrepreneurs and rural dwellers.

During the second week of the course, most of the subject matters related to the module on product access will be discussed. These subjects can be lumped together as governance structures based on, for instance, market imperfections, (international) trade and chain management issues, etc. Subjects like product requirements of local, regional and international markets and their implications for production by poor producers and small entrepreneurs will be reviewed. These include food safety issues, product traceability, certification and standardization, as well as contracts in value chains. An integral part of this week's program will be an **international seminar** on value chain development, integrated with topical workshops.

During the third week the content of the course shifts towards evaluating the institutional environment of the value chain. Participatory approaches to overcome bottlenecks in the institutional domain of the chain will be discussed and practiced here as well. The program will subsequently be followed by sessions on strategic policy development and program planning to support market participation and product access. Planning tools and techniques that will be addressed in this

context are visioning, goal setting, stakeholder and SWOT analysis, and goal oriented action planning practiced on selected real life cases. The expected outputs will be well worked-out group action plans easily adaptable to the participant's individual work environment. In addition, the cases will be evaluated against a particular theme and together form the basis for a post course publication.

The programme offers a balanced diet including: introductions to concepts, practice, participatory group work, guest lectures, case study presentations, open exchange of experiences, panel discussions, an international seminar and technical and social excursions.

*Wageningen International reserves the right to change the program if necessary. Based upon an inventory of expectations, the course will be tailored to the actual needs of participants.*

## Certificate

Participants are granted a Certificate of Attendance.

## Requirements for admission

Applicants should meet the following requirements:

- B.Sc. in (agricultural) economics, social or agricultural sciences, or equivalent background through alternative training and experience
- At least three years of professional experience in a relevant field
- Proven competence in the English language.

## Fees

The tuition fee is **€ 3200**. This amount includes administration fees, lecture materials and excursions.

## Fellowships

A limited number of fellowships are available from the Netherlands Fellowship Programme (NFP) for nationals of certain countries. NFP-candidates must **FIRST** apply to Wageningen International for admission to the training. The deadline for application with NFP is **1 June 2009**. Acceptable candidates will receive a **PROVISIONAL LETTER OF ACCEPTANCE** from Wageningen International. Candidates can then apply for a NFP fellowship through the Netherlands Embassy or Consulate in their own country.

More information: [www.cdic.wur.nl/UK/Courses](http://www.cdic.wur.nl/UK/Courses) , [www.nuffic.nl](http://www.nuffic.nl)

## Application

The admission deadline for application directly to Wageningen International, with funding other than a NFP fellowship, is **2 October 2009**. For online application and additional information: [www.cdic.wur.nl/UK/newsagenda](http://www.cdic.wur.nl/UK/newsagenda).

