

International course

# Ensuring sustainability through inclusiveness



## Optimising agrifood supply chains to deliver business and social value

Ethiopia 28 November – 09 December 2016



### Business-based change

Are you trying to envision an agribusiness that offers its participants something beyond a simple sell-buy relationship? Do you want to do good business, but also be in the business of doing good? Are you struggling to practically combine organizational objectives with social ones? These questions are core to the world of inclusive agribusiness.


To face globally pressing issues like food insecurity, climate change, and social dysfunction, it is critical that the private sector play a meaningful role. Agribusiness intersects a myriad of humanity's greatest challenges: only by cultivating sustainable systems for its actors can lasting solutions be realized.

### Integrating business and social value

Threats and opportunities similarly challenge businesses to re-think the status quo of their operations. Rising demand for agrifood products, combined with strains on water, land, and labour, stress the growing urgency of securing **supply**. Simultaneously, growing populations and developments around the world are opening up major new **markets**. Gaining a foothold in these arenas requires firms to demonstrate a **reputation** for reliable, high-quality products.

As the world witnesses a shifting business landscape, however, old, unresolved problems scream out for attention. **Poverty** remains a devastating, cyclical trap for millions, with rural populations adversely affected. **Food security** is still an elusive goal for over 1 billion of the Earth's inhabitants. Further, events like Tunisia's Jasmine Revolution assert once more how important accessible, affordable food is for stability and **peace**.

Fee:	3,450 Euro
Deadline subscription:	17 October 2016
Deadline NFP fellowships:	<b>19 July 2016</b>



Merging these business and social priorities requires ambition, strength of will, and a dedication to "business as *unusual*". **This course will help you understand the fundamentals of inclusive agribusiness, how you can get started, and strategies to achieve success.**

### Sophisticated inclusiveness

*"An inclusive business seeks to contribute towards poverty alleviation by including lower-income communities within its value chain while not losing sight of the ultimate goal of business, which is to generate profits." The World Business Council for Sustainable Development.*

While this is the common, basic definition of "inclusive business", experience points to six principles that make an agribusiness case truly inclusive. The greater the adherence to these concepts, the stronger the assurance that everyone involved in a business deal shares in the risks taken, resources invested, and – ultimately – the rewards reaped.

Yet, as the Beatles knew, "It ain't easy". Even large global companies with strong social objectives, such as Unilever and Mars, are struggling to make their way of working more inclusive. What about SMEs, lacking the capital, in-house capacities and networks of a global player; how can they combine better business with greater impact?



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## What you will gain

During three cycles of concept-learning and applications to your own and other cases, you will be able to:

- Recall definitions of inclusive business models
- Explain the theory behind evaluations of inclusive business models (trading relationship) in supply chains
- Develop strategies to set up inclusive supply chains or enhance inclusiveness in existing supply chains
- Establish effective and efficient monitoring systems to sustainably measure success

The backbone of the course is the [LINK Methodology](#), a tried-and-tested approach to create new, more inclusive business models.

## Is this for you?

This course is intended for those working with smallholders in agricultural supply chains seeking to create and/or support inclusive businesses. We are targeting people who can directly apply what they have learnt in their professional situation. The program is limited to 25 participants.



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## Further practical information

- **Application**, the procedure is:
  - 1) Apply at the website of CDI, Wageningen**  
**UR:** [www.wageningenur.nl/cdi](http://www.wageningenur.nl/cdi) You will receive a confirmation and more information within a week. Early application is recommended as some procedures to finalise subscription (e.g. funding, visa) can take some time.
  - 2) CDI** is unable to assist you in obtaining financial support, however if you want to apply for a **NFP Fellowship**, CDI will provide you with the full instructions and the web address for registration in **ATLAS**. ATLAS is the online application form for an NFP Fellowship. You can check the eligibility at [www.nuffic.nl/nfp](http://www.nuffic.nl/nfp). A limited number of scholarships is available. As this application process takes time and requires several documents, we recommend that you **start as soon as possible**.
- For prices, see the cost estimate on our website.
- **NFP Fellowships include** travel and full board and lodging.
- **Fee** includes all course related costs (materials, excursions, administration).
- Participants will be awarded with a **Certificate of attendance**. The programme of the course might be changed to incorporate new insights

## Proven concepts & state-of-the-art science and methodology

For an overview of all the courses visit our website: [www.wageningenur.nl/cdi](http://www.wageningenur.nl/cdi). More than 20,000 participants have gained access to the latest insights from research and best practices.

