



BUSINESS DEVELOPMENT

TRAINING PROGRAMME ● ● ● ● ●

TRAINING DESCRIPTION

Sustainable services





TRAINING PROGRAMME ● ● ● ● ●

COURSE NAME

Sustainable services workshop

DURATION

2.5 - 4 days

FOR WHOM

- Board members (chairman, vice chairman)
- Accounting or supervisory committee
- Staff members, field workers, lead farmers, representatives of members



Cooperative business development & farmer entrepreneurship Advice – Training - Exchange

Agriterra professionalises ambitious farmer cooperatives and organisations worldwide. Cooperative expertise and peer-to-peer advice from the Dutch agri- & food top sector are key principles; advice, training and exchange are the key methodologies.

Agriterra developed a range of practical training products for cooperatives and agricultural organisations in emerging economies.

SUSTAINABLE SERVICES WORKSHOP

Together with Agriterra you sharpen the strategy and approach to improve the service provision to your members and through this, your member's income.

After conducting the Cooperative Advisory Services 'check', Agriterra offers a workshop on sustainable services. Our aim is to make services farmer-led, financial sustainable and future-proof. During this workshop we identify together what services are mostly needed and what the cooperative needs to do to provide these services. By doing so, we concentrate on the internal organisation and on optimising the service offering. All the services are matched and your organisation will be able to deliver optimal added value to service provision to members.

Objective

The main goal is to support organisations in setting up a SMART and financially sustainable farmer-led services system, including an action plan for the next first year. This workshop aims to train farmers' organisations, farmers' cooperatives or farmers' cooperative unions how to provide service to members in a more sustainable way, guided by the real need of farmers and the active participation of the members.

Overall, this training programme intends to lay the foundation for such a member driven and guided sustainable service system.

Selection of participants

The selection of attendees for any training course is essential for its success. Therefore, to obtain the best results from these sessions, the cooperatives invited to the training course should keep in mind the following criteria when proposing the course to their members:

- Select those members who have (or may hold in the near future) a post of responsibility.
- There should be a mid to long-term commitment between these members and their organisations. Selecting those elected members who have just begun or are only halfway through their term is best.
- Try to respect a gender balance by promoting a balanced male-female representation. This contributes to a strong peer organisation for future decision-making. Also, try to involve young members if possible.



Preferably the workshop can be held at one single farmer organisation with a group of 14-18 individuals. There must be a fair representation of board members (5), including the chairmen and the vice chairman; representatives of the accounting or supervisory committee (1-2); staff members and field workers (5), including the Chief Executive Officers (CEO) / director, accountant and extension workers; active or lead farmers or representatives of the members organisations (5).

Training Content

The main components of the training are:

- Identification
 - Advisory needs assessment (farmers learning needs)
 - Mapping service providers
 - Matching needs and current service provision
- Designing
 - Brainstorm service activities
 - Financial sustainability and organisational structure
- Action plan preparation and financial projections
 - Developing the advisory services system/plan

Methodology

Preparation is key. For the needs of this workshop the field guide Setting up a sustainable services provision system of Agriterra will be used.

The workshop is designed in a participatory way, using simple illustrations, and following a logic, step by step approach. The workshop should also be fun, and several energisers are added if needed.

Training Results

After the completion of the workshop, participants will

- Shift their mind-set from externally funded services to intrinsic and internally driven services provision, in which members are accountable for the success of the services programme.
- Develop new ideas: you will be surprised about the creativity and ideas that will be put forward.
- Be able to think independently and become inspired by examples from other organisations
- Realise that services do not always require huge budgets; learn to be creative and realise what resources you have.
- Realise a detailed and concrete action plan for a few (2 - max. 3) prioritised services.



Programme overview

DAY 1

SESSION TOPICS

1. Introduction

2. Identification

- Advisory needs assessment
- Mapping service providers
- Matching needs and current service provision

DAY 2

SESSION TOPICS

1. Brainstorm service activities

- Prioritising needs
- Brainstorm service activities for learning need

2. Financial sustainability and organisation structure

- Finances
- Strategies for financial sustainability
- Building the pyramid

DAY 3

SESSION TOPICS

1. Financial sustainability and organisation structure

- Developing the service plan
- Current financial situation and forecast
- Advisory services system
- Action plan for the organisation

2. Evaluation