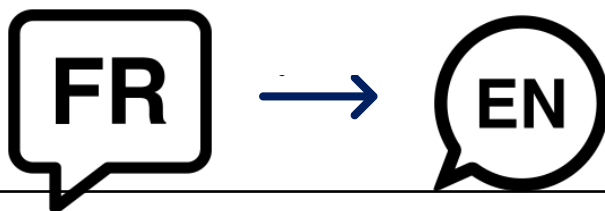


# **Agribusiness Facility for Africa 3<sup>rd</sup> Master trainer and expert Talk**

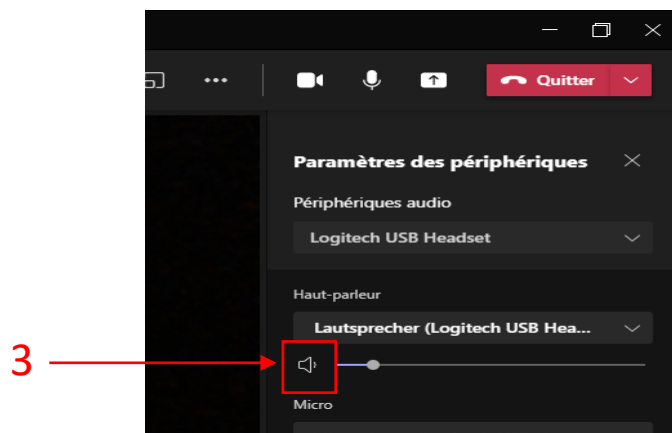
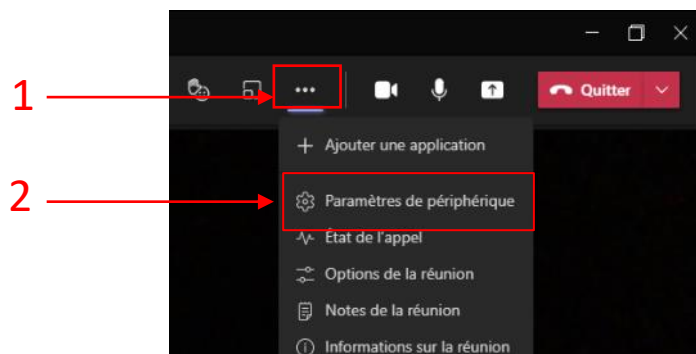
**Fasten your seatbelt –  
Cooperative Business School 2.0 is  
taking off in Africa**





# Translation

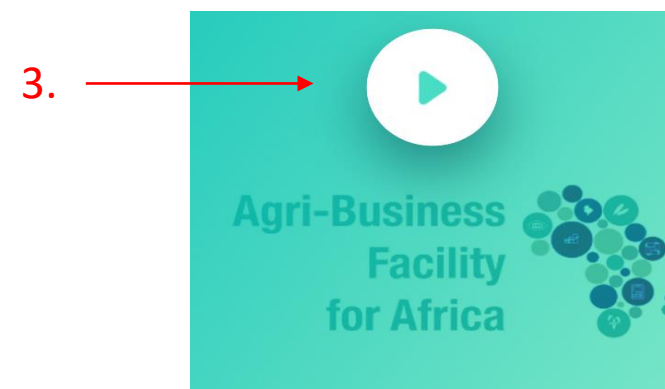
## Step 1 : Mute MS Teams



## Step 2 : Open Interactio

1. Click on the link in the chat [CBS in Africa \(interactio.io\)](#)

2. Select the language  
→ **English**



# Cooperative Business School 2.0 is taking off in Africa – CBS song



Are you H A P P Y ? I am H A P P Y (2)

I am happy CBS, I am happy CBS

I've learned so much from CBS

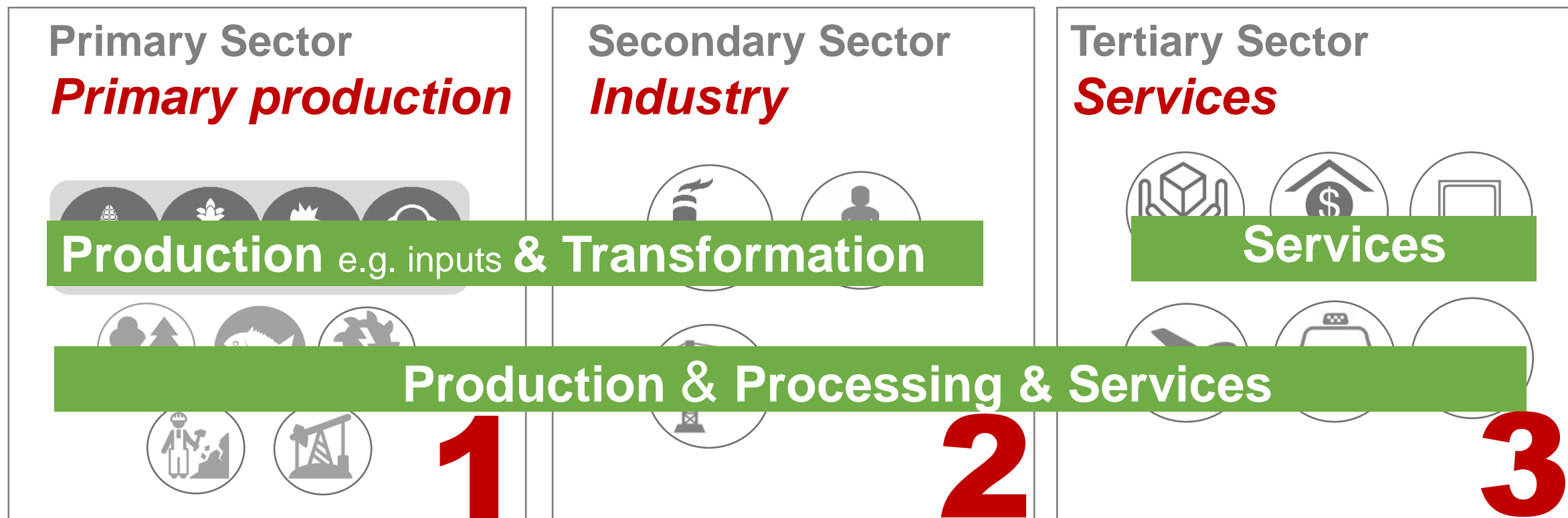
That's why I'm H A P P Y

# Agenda

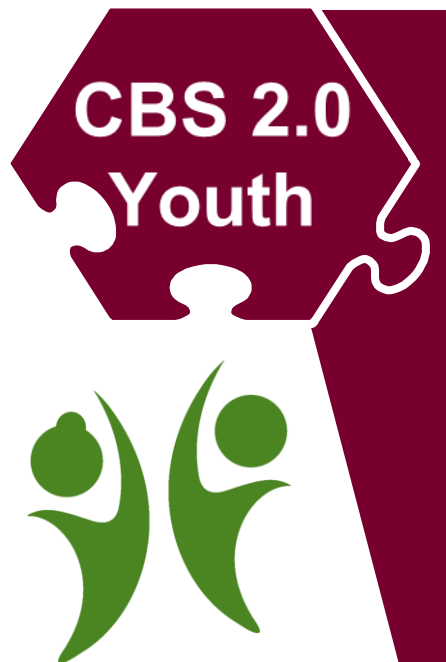
- |          |  |          |   |
|----------|--|----------|---|
| <b>1</b> | <b>Warm-up</b>   | <b>1</b> | <b>Préchauffage</b>   |
| <b>2</b> | <b>Welcome, objective &amp; agenda</b>                         | <b>2</b> | <b>Bienvenue, objectif &amp; agenda</b>                     |
| <b>3</b> | <b>Fasten your seatbelt – CBS 2.0 is taking off</b>            | <b>3</b> | <b>Attachez votre ceinture, CBS 2.0 décolle</b>             |
| <b>4</b> | <b>The view from the drivers' seat</b> (Mr Gilbert FOMUKOM)    | <b>4</b> | <b>La vue du siège du conducteur</b> (Mr Gilbert FOMUKOM)   |
| <b>5</b> | <b>CBS in action – Testimonial from Cameroon</b><br>(COOPROBI) | <b>5</b> | <b>CBS en action - Temoignage du Cameroun</b><br>(COOPROBI) |
| <b>6</b> | <b>Q&amp;A and discussion</b>                                  | <b>6</b> | <b>Questions et réponses et discussion</b>                  |
| <b>7</b> | <b>Certification ceremony</b>                                  | <b>7</b> | <b>Cérémonie de certification</b>                           |
| <b>8</b> | <b>Outlook &amp; Closing</b>                                   | <b>8</b> | <b>Perspectives et clôture</b>                              |

# Fasten your seatbelt – CBS 2.0 is taking off

Which sector do producer organisations (PO) "belong" to?



# Large scale agribusiness HCD: CBS 2.0 Youth



Purpose → impacts	Curricula / VC / Languages	Cost / Scale / Delivery mode
<p>Bottom-up and business driven services &amp; management</p> <ul style="list-style-type: none"> <li>→ Competitive produce, Income,</li> <li>→ Economic Empowerment</li> <li>→ Off-farm jobs for youth in service provision &amp; coop/data management;</li> <li>→ Youth leadership in PO;</li> <li>→ Transformed rural economy</li> <li>→ Cluster development</li> </ul>	<ul style="list-style-type: none"> <li>• Lead VC: Cocoa, Rice, Irish potato, Maize, Cotton, Cassava, Honey, Pineapple, NTFP*</li> <li>• 50 tools on economics of business services, coop management</li> <li>• Customizing “architecture” and tools to new contexts</li> <li>• EN, FR</li> </ul>	<ul style="list-style-type: none"> <li>• 180 - 250 EUR / person trained</li> <li>• Minimum 40 PO up to 550 (one program), further scaling possible</li> <li>• Centralised delivery</li> <li>• Delegations of managers and opinion leaders of PO 4 to 6 per PO; 4 to 6 delegations per training;</li> </ul>

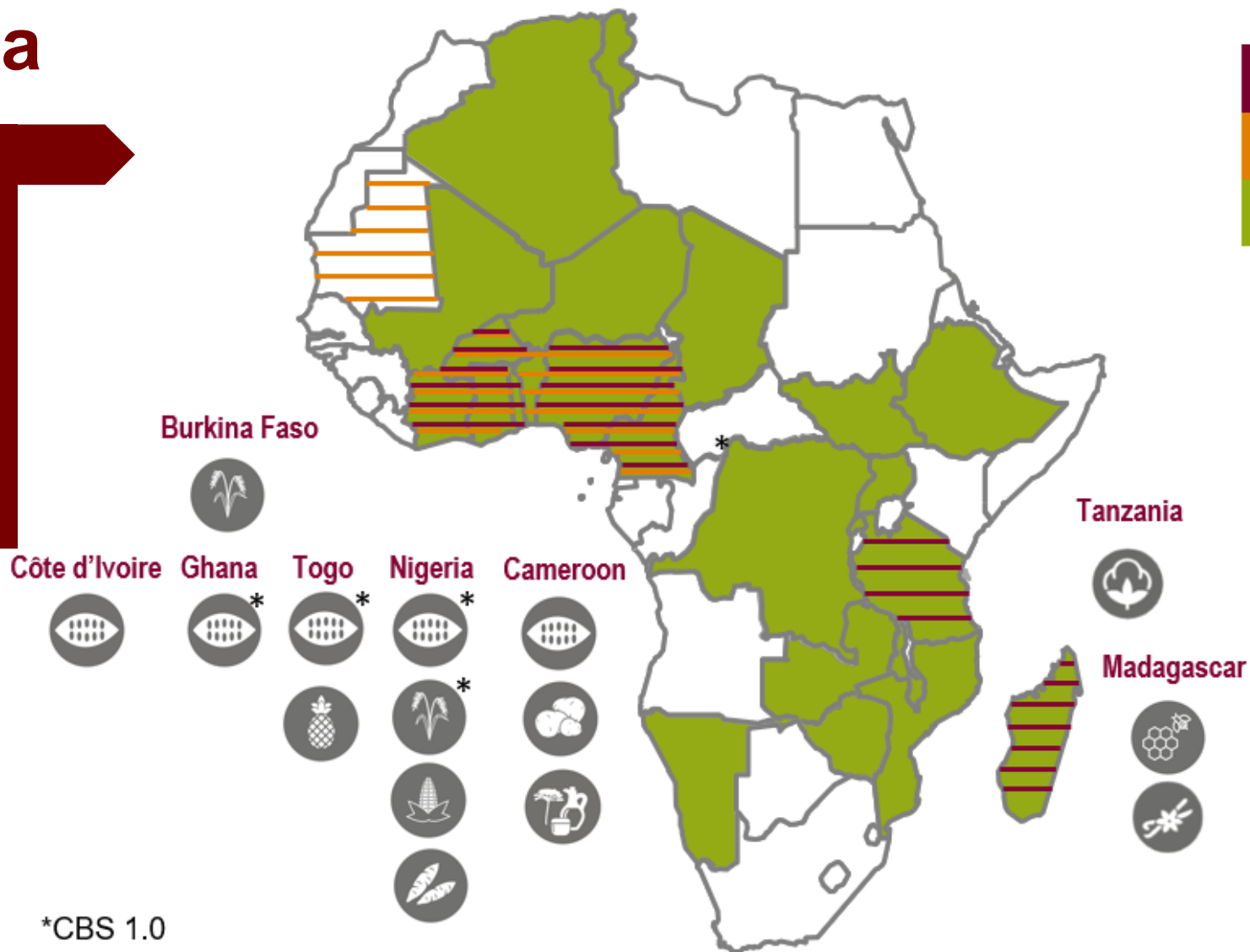
\*Non-Timber Forest Products

# Topics covered by CBS 2.0 Youth



# CBS in Africa

- 16 curricula for 10 value chains
- Since end of 2020 growing interest
- Considered also for ATVET institutions → Output 2





# Role of ABF – Advisory

**CBS MTP EN (Dec 2020 / Jan21)**

**CBS MTP FR (May 2021)**



## CBS Introduction and adaptation

### 1. Preparation and decision

- Understand the approach and requirements
- Decide to introduce CBS based on context analysis
- Agree on VCs, target outreach, partnership- and cost-sharing models

### 2. Adaptation

- Scope the business services
- Decide on suitable business services based on economic analysis
- Adapt and validate training material

### 3. Capacity development

- Select trainers
- Training of Trainers (ToT)
- Learning trainings under supervision
- Evaluate performance of trainers

### 4. Real scale training delivery

- Select the APO
- Procure training material
- Plan CBS delivery and reporting

### 5. Quality management and impact assessment

- Reporting and monitoring of training delivery
- Follow-up on change projects
- Assess impacts of training
- Conduct refresher trainings
- Certify trainers



# The view from the drivers' seat

## - adapting and introducing CBS 2.0



**Gilbert FOMUKOM**

Senior Technical Advisor (GIZ), ProCISA



# CBS in ProCISA (CM)

- Focus on 3 value chains: cocoa, potato and chicken.
- PROCISA work through cooperatives to attain small-holder farmers with innovations at various levels of each value chain.
- Functionality and competitive advantage is very important for the success of these cooperatives

## CBS fits into this framework

### Achievements so far:

- CBS has been introduced in the cocoa value chain with 2 pilot trainings of 8 cooperatives with 4 members per cooperative in French and English
- 16 trainers from 4 partner institutions were trained in a bilingual ToT – April 2021
- Cooperatives have developed business service delivery plans Some cooperatives have already started to implement their business services. Implementation is still to be supported by trainers.

# What is the ambition with CBS?

- GIZ-ProCISA intends to train over 30 cooperatives in the SW and CE regions of Cameroon in **cocoa** value chain
- Each cooperative will be represented by 4-10 persons depending on the requirement in terms of sectors, services and potential
- CBS curriculum on **potato** value chain - validation of economic analysis of business services ongoing
- Ground work on the training of potato cooperatives are ongoing with plans of training in the NW, OU and AD Regions of Cameroon of approx. 50 cooperative

# What are the lessons learnt from the introductory process?

- 1
  - 2
  - 3
  - 4
  - 5
  - 6
  - 7
  - 8
- **Time management** during the training is important. Adjustment to be done by Master trainer
  - Challenges to facilitate some of the role plays
  - Along with the trainees, we had to develop **mnemonics to aid memory of trainees**
    - For example to remember the 2 step (Market Research) of the 6-step Business Plan development, the mnemonic MDCS was used to denote market, demand, competition and strategy (MDCS is easily remembered by some because it used to be a popular political party in Cameroon). Mnemonics that appeal to the immediate environment of trainees could always help their memory.
  - **good knowledge of MS Excel** is necessary for each trainer and at least one key person from the cooperative
  - Use of one **big cost item** (e.g truck) in multiple services and allocating costs accordingly – e.g. truck sharing the cost between the marketing service and an off-season transportation service
  - **Management of CBS training costs** also requires carefully discussing early in the process with concerned cooperatives to ensure cost sharing.
  - Improving efficient **monitoring of trainees and trainers** during implementation is still work in progress



# CBS in action



Good Evening to you all. I am **Mr Zinga**, member of the cooperative called **COOPROBI** of Biakoa and i am an accountant by training. We were privileged to participate in the Cooperative Business School (CBS) training in Mbalmayo in April 2021. Before the training we used to carry out activities in our cooperative without any planification or action plan, but after the CBS training, that lasted for a week, we acquired skills and knowledges that helped us to be able to mount business plans for each activity of our cooperative. After this CBS training, we have been able to came out with four business plans:

- The first is the business plan for the production of 50 000 plants of cocoa plants,
- The second is on the transformation of cocoa,
- The third business plan is on the functioning of the fermentation and drying units of cocoa obtained from SNV-GIZ and
- The fourth business plan is on the functioning of the phytosanitary brigade of our cooperative.

Specifically, i am going to talk to you in detail about the business plan for the production of cocoa plants that we put in place. We members of the Cooperative COOPROBI taught it wise to launch the production of 50 000 cocoa plants to satisfy the needs of both members and non-members of the cooperative. For us to do this, after noting all the expenditures needed for the activity such as personnel's, management committee, depreciation of equipment's and the purchase of 3 000 cocoa pods and other expenditures, we noticed that the unit cost of a cocoa plant was 69.36 FCFA and the group profit set at 30.66FCFA per plant and therefore the price at which a plant will be sold is 100 FCFA. When we do the calculation of  $30.66\text{FCFA} \times 50\,000$  plants, we obtain a group profit of more than 1 500 000 FCFA. Therefore, had it been we did this cocoa plant production activity before the CBS training, we will never have known what the gain of the cooperative or the farmer is in this activity. This gain is in two aspects:

- The first is the satisfaction of the farmer who receive good quality cocoa plants at a lower price since in the area, cocoa plants of the same variety cost between 150 FCFA and 200 FCFA. For the service offer to members, we see that they receive quality cocoa plants at a lower price of 100 FCFA per plant.
- Secondly, in this plant production business service, the cooperative, after haven removed all the charges, the group profit of the cooperative obtained is more than 1 500 000 FCFA. Not only have we created jobs for youths and women through this activity of cocoa plants production but all the benefits are all oriented towards members of the cooperative.

Therefore, the CBS training was very important for us and we thank GIZ for it and that such trainings are very profitable for the farmer because with it, the cooperative will become a real enterprise. Be it in the transformation service, fermentation and drying units of cocoa or the the phytosanitary brigade service, both the farmer and the cooperative gains and when the cooperative gains, it means the farmer gains double. Thanks you



Cross section of Board members of COOPROBI



Catering of the cocoa nursery by temporary workers recruited by the cooperative

# CBS 2.0



# Certification ceremony



**Mr. Valentine Nchendeh**  
**International CBS Master Trainer**



# Outlook for upcoming master trainer talks

- Already submitted topics:
  - FBS Trainer certification process
  - Exchange on FBS institutionalization and trainer association

What would YOU be interested to exchange or to learn about?

→ *Use chat or email us the topics!*

Sur quoi seriez-VOUS intéressé à échanger ou d'apprendre plus?

→ *Utilisez le chat ou envoyez-nous les sujets par e-mail !*

