



EQA-Academy professional training program
**Building successful partnerships and
networks in food value chains**

starting March 20th 2024



Contents

- 1. About our joint training program 3**
 - Program overview 4
 - Who is the program for? 7
 - Program benefits 8
 - Module details and learning outcomes 9
- 2. Learning journey and program Modules 11**
 - Learning formats 12
 - Learning journey 14
 - Modules 16
 - Program schedule 20
 - Recognition & certification 21
 - Facilitators 22
- 3. Ready to join us? 23**
 - Training opportunities 24
 - EQAsce contact and pricing 25
 - Mitglieder der EQAsce-Gremien 26
- Impressum 27**

1. About our joint training program



Program overview

Tailored for ambitious professionals, this program equips you with a robust skillset for navigating the intricacies of strategic partnerships and networks.

Choose individual modules or complete the entire program of 4 modules:

- **Module 1** – Navigating your partnership landscape
(START: March 20th 2024)
- **Module 2** – Initiating digital communication and developing public-private partnerships
(START: April 11th 2024)
- **Module 3** – Going from transactional to strategic
(START: May 8th 2024)
- **Module 4** – Maximising impact through effective public-private partnership management
(START: June 6th 2024)

Program overview

Highlights:

- **Flexible modular structure**
- **Delivered online:** Blend offline and self-paced learning for maximum flexibility
- **Expert facilitators:** Learn from experienced practitioners, food chain managers and leaders
- **Exclusive EQAsce certificate:** Earn continuous education units upon program completion using our Q-Cert-Wallet-system:
 - EQAsce Food Chain Manager
 - EQAsce Food Safety and Health Manager
 - EQAsce Risk and Crisis Manager

Program overview

Specifications

- **Format:** Online, live and self-paced
- **Time commitment:** Six hours per week
- **Composition:** Four modules, two weeks per module, individual expert guidance for each personal application project (PAP) includes five PAP workshops
- **Start date:** 20th March 2024
- **Cohort size:** Limited to 20 participants
- **Investment:** 7.490 € bei Buchung aller Module
(discounts available for more than one participant per organisation)

Who is the program for?

- This program is suitable for individuals actively engaged in external collaborations in food value chains or those new to partnerships.
- For persons who want to be validated by the experience at the training and want to learn from professional trainers and fellow participants. As well for those who want to share stories with colleagues from around the world, hear their different perspectives in building value chains and networks but also realise having a lot of similar challenges.

Program benefits

After completing the program, you will have learned how to:

- Understand different types of partnerships and regional and global best practice approaches for engaging with various stakeholders
- Analyse your value chain ecosystem for partnership opportunities and challenges
- Develop a structured approach to initiating, developing, maintaining and supporting successful partnerships with external stakeholders
- Manage communication systems in regional and cross border value chains
- Transform transactional relationships into long-term and strategic collaborations
- Measure and show outcomes and impact

Module details and learning outcomes

The program is organised as **four modules**, each representing a stage in the journey towards developing your partnership skills and competencies managing a regional or cross-border value chain



1. About our joint training program

Module 1:

Navigating your partnership landscape

- Build strong value chain partnerships by gaining a deep understanding of the environment of the chain.
- Analyse both internal and external tactics including assets, structures, resources and stakeholders

Module 2:

Initiating digital communication and developing public-private-partnership

- Use systematic approaches to recognise, initiate and pursue partnership opportunities.
- Define the transparency and qualities you want in internal and external partners.
- Identify collaboration activities.
- Develop a personalised approach that aligns with your value chain objectives
- Learn about digital Tools supporting Food Value Chains.

Module 3:

Going from transactional to strategic

- Learn the characteristics and benefits of strategic partnerships.
- Understand different models and frameworks you can apply.
- Gain skills to facilitate the transition towards long-term, mutually beneficial partnerships and networks in food value chains.

Module 4:

Maximising impact through effective public-private partnerships

- Explore how to nurture, manage and measure partnerships, in particular public-private partnerships as public service provider, crisis management and implementation of sustainability goals.
- Learn effective communication, relationship management and evaluation strategies to create mutually beneficial connections and address challenges actively.

2. Learning journey and program Modules



Learning formats

To cater for different learning styles, schedules and expertise levels, EQASce-Academy delivers the program in a flexible learning format:

- **Live and self-paced:** Workshops and knowledge to practice sessions require live participation, encouraging active collaboration and peer learning. Assignments and seminars offer the flexibility to be completed at your own pace.
- **Diverse session formats:** EQASce-Academy trainers use a variety of delivery formats to foster an ideal environment for comprehending theoretical concepts, good practice and examples and implementing real-life skills.
- **International network sourced materials:** EQASce-Academy uses an array of material such as articles, publications and instructional videos. These resources provide opportunities for in-depth exploration of topics during the course.

Learning formats

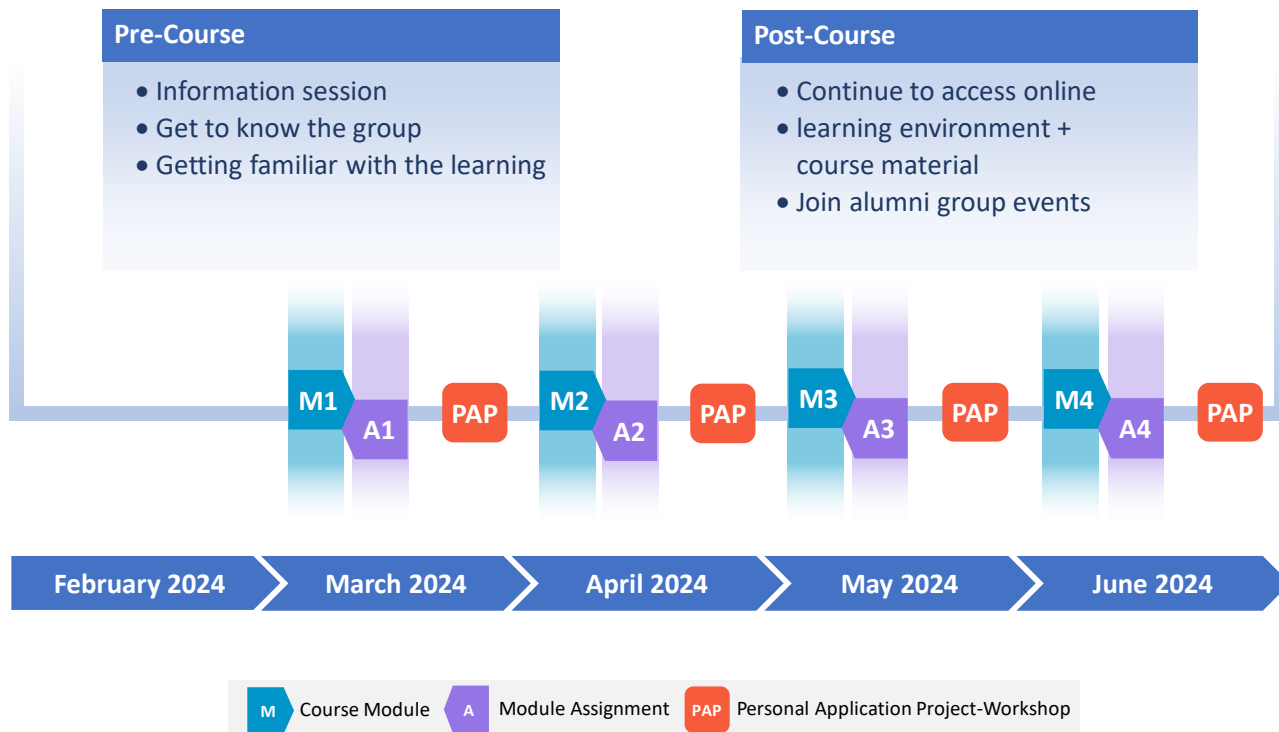
All sessions will be delivered online via Zoom. The German or English language courses, learning materials assignments and peer reviews will be accessible via your personal learning environment.

The EQASCE Academy organizes seven learning formats; you can choose your own order of all seven

- 1. Collaborative workshops:** Discussions and hand-on activities allowing you to co-create with peers
- 2. Fireside chats:** Informal interviews with field experts sharing their unique perspectives
- 3. Knowledge-to-practice sessions:** Collaborative sessions under expert guidance putting knowledge to practice
- 4. Individual and peer-reviewed reflections:** Short assignments to contribute and receive valuable feedback from others
- 5. Module assignments:** Self-paced, peer-reviewed assignments to test your acquired knowledge and apply your new skills in real-life scenarios
- 6. Seminars:** Focused, one-hour learning sessions delivered by experienced partnerships practitioners
- 7. Self-paced resources:** Course material and supporting resources like articles, case studies, videos

2. Learning journey and program Modules

Learning journey



Learning journey

1. Course module (M):

- Duration: 2 weeks
- Workload: Six to eight hours per week
- Collaboration: Workshops. Attendance required
- Fireside chats: Live or self-paced
- Seminars: Live or self-paced
- Knowledge-to-practice sessions: Attendance required
- Reflection peer reviews at your own pace

2. Module assignment (A):

- Workload: 4-6 hours
- Reflection exercise
- Live session with peers and facilitator

3. Personal Application Project (PAP):

- Workload: ~32 hours, self paced
- Keystone project: Self-paced
- Four workshop sessions: Attendance required
- Final pitch event: Attendance required

Modules

Module 1

Navigating your partnership landscape

- **Workshop:** Internal ecosystem-mapping and understanding
- **Workshop:** External ecosystem-mapping and understanding
- **Seminar:** Leveraging assets for partnerships and networks in food value chains
- **Knowledge to practice:** Assets mapping

Modules

Module 2

Digital communication

Initiating and developing a partnership or network

- **Workshop:** Identifying and evaluating partners and communication systems in a regional or cross border value chain
- **Seminar:** Evaluating different types of external partners
- **Workshop:** Crafting your partnership approach and digital communication system
- **Fireside chat:** How proximity and co-location drive innovation in value chains and networks

Modules

Module 3

Going from transactional to strategic

- **Workshop:** Strategic partnership models and frameworks
- **Fireside Chat:** Ecosystem approach to partnerships and multistakeholder collaborations
- **Fireside Chat:** Creating sustainable innovation ecosystems and solve grand challenges of food value chain
- **Workshops:** Negotiations and partnership agreements and resolving potential conflicts
- **Knowledge to practice:** Enhancing negotiation skills

Modules

Module 4

Maximising impact through effective partnership management

- **Workshop:** Partnership governance and relationship management
- **Fireside Chat:** Account management and customer relationship management (CRM)
- **Workshops:** Measuring and evaluating partnerships and foster a culture of continuous improvement
- **Knowledge to practice:** Develop a partnership health check

Program schedule

März 2024

Modul 1

Wednesday, March 20th

2:30pm – 4:30pm – Internal Ecosystem¹

4:45pm – 5:30pm – External Ecosystem¹

Wednesday, March 27th

2:30pm – 3:15pm – Leveraging assets for partnerships²

3:30pm – 4:30pm – Assetmapping⁴

April 2024

Modul 2

Thursday, April 11th

2:30pm – 4:30pm – Identifying and evaluating partners¹

4:45pm – 5:30pm – Evaluating different types of external partners²

Thursday, April 18th

2:30pm – 4:30pm – Crafting your partnership approach¹

4:45pm – 5:45pm – How proximity and co-location drive innovation³

Mai 2024

Modul 3

Wednesday, May 8th

2:30pm – 4:30pm – Strategic Partnership modules¹

4:45pm – 5:45pm – Multistakeholder collaborations³

5:45pm – 6:45pm – creating sustainable innovation ecosystems³

Thursday, May 16th

2:30pm – 4:30pm – Negotiation and partnership agreements¹

4:45pm – 5:45pm – Enhancing negotiation skills⁴

Juni 2024

Modul 4

Tuesday, June 6th

2:30pm – 4:30pm – Managing Partnerships¹

4:45pm – 5:45pm – Account management and CRM³

Thursday, June 13th

2:30pm – 4:30pm – Measuring and evaluation partnerships¹

4:45pm – 5:45pm – Develop a partnership health check⁴

¹ Workshop: 120 min (live)

² Seminar: 45 min (live or self-paced)

³ Fireside Chat: 60 min (live or self-paced)

⁴ Knowledge to practice: 90 min (live)

Recognition & certification

- EQAsce-Academy professional development and training programs use lifelong learning units (LLUs) to acknowledge the learning and skills acquired from our qualification offers.
- One LLU is awarded for eight hours of active learning. You can accumulate LLUs and use them to receive further EQAsce certifications.
- Upon successfully completing the training program presented in the brochure you will receive six LLUs and the certification „EQAsce Food Chain Manager“. To qualify for the certification you must:
 - 80% attendance of live sessions including workshops and knowledge to practice sessions.
 - Submit reflection exercises, module assignments and provide peer reviews
 - Develop and deliver a personal application project (PAP)
- You will receive a smart digital certificate. The digital certificate can be shared via Q-Cert-Wallet with organisations or potential employer

Facilitators

- The members of EQASce-committees, management board, supervisory board and advisory boards for continuing professional and study-related training are the facilitators of the joint program.
- They are actively involved in research on the role of public-private partnerships in food chains in our society.
- The EQASce-committees design educational programs, trainings and workshops with a focus on collaborative learning and co-creation techniques.

3. Ready to join us?



Training opportunities

A flexible program to meet your unique learning goals

The EQAsce academy program offers a holistic approach to partnership development and management. With its modular structure it is designed to empower individuals actively engaged in external collaborations or those new to partnerships. Customize your path by choosing individual modules tailored to your specific needs or enrol the full program for a holistic learning journey.

About EQA-Academy

We support a community of knowledge providers in food value chains to become the transformative drivers of change, working towards a world in which agriculture can effectively collaborate with key societal stakeholders to solve global challenges and create impact. We enable ambitious organisations and professionals to become more innovative and better able to foster external collaborations through our training and consulting services.

EQAsce contact and pricing

- For registration and further information, please visit our EQAsce website (www.eqasce.eu) or write an email to training@eqasce.de – we are looking forward to getting in touch with you.
- Pricing : 7.490 EUR for the full program
- The program consists of four modules, each representing one stage in the journey towards developing your partnership skills and competencies. Starting March 20th 2024.
- Technical requirements
 - Participants will need the latest version of their preferred browser to access the learning platform of EQAsce-Academy
 - In addition, Microsoft Office and a PDF viewer are required to access documents, presentations, PDF-files and transcripts.
 - For maximum flexibility, you can access program content from a desktop, laptop, tablet or mobile device.
 - Video lectures must be streamed via internet.

Members of EQA-Committees

Supervisory Board



Dr. Achim Münster
Chairman of the Supervisory Board



Johan Zandbergen
Member of the Supervisory Board



Dr. Simone Fritzen
Member of the Supervisory Board



Prof. Dr. Sebastian Jarzeowski
Member of the Supervisory Board

Board and Management



Prof. Dr. Brigitte Petersen
Chairwomen of the Board



Dr. Thomas Lettmann
Deputy Chairman of the Board



Dr. Klaus Becker
Chair of the Committee for Professional Additional Training



Prof. Dr. Stephanie Krieger-Güss
Chair of the Committee for Study-related Additional Training

Impressum

Herausgeber

Education and Qualification Alliance SCE mit beschränkter Haftung (EQAsce)

Am Herrengarten 77

D-53229 Bonn

Tel.: 0228 969 658 88

Email: info@EQAsce.de

Eingetragen im Genossenschaftsregister beim Amtsgericht Bonn Nr: GnR 396

USt.-IdNr. DE 303480639

Executive Board: Prof. Dr. Brigitte Petersen (Vorsitzende), Dr. Thomas Lettmann

Supervisory Board: Dr. Achim Münster (Vorsitzender), Johan Zandbergen, Dr. Simone Fritzen,
Prof. Dr. Sebastian Jarzebowski

Pictures:

Page 3, 11, 23 and the cover: stock.adobe.com

