



# Potato Horti Seed

sector transformation e-course



WAGENINGEN  
UNIVERSITY & RESEARCH



# Seed





# Course Programme 2023

## Sector Transformation

(Track-3 : SEED)



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# Welcome

## *Dear valued learner,*

We are looking forward to meeting you for the upcoming course on Seed Sector Transformation

You will connect with a pool of roughly 20 international seed sector professionals and engage in a dynamic learning journey.

But let us focus and use this joint learning experience to strengthen our collective efforts to transform seed sectors globally, to sharpen our knowledge and skills, and to support stakeholders and partners who are faced with increasingly complex challenges and realities.

Use this course and the experiences and insights of the peers, also from the Potato and Horticulture sectors, you will meet and work with to propel you towards your own professional ambitions.

As an organising team, we welcome you to this course and are enthusiastic to see you online soon!

## *The organising team at WCDI*

## Preparing for your course

This document informs you on the organisation and flow of your course.

In the run up to the start of the course, the organising team will be in contact with you to ensure a smooth preparation and start to the course.

If you have any questions or comments, please contact:

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**eric.wijnen@wur.nl**

# Introduction

## Integrated Seed Sector Development (ISSD)

Quality seed is a key input for agriculture with an immediate effect on agricultural production. Improving farmers' access and use of affordable quality seed of superior varieties will drive the increase in agricultural productivity necessary to solve pressing developmental challenges.

Integrated Seed Sector Development (ISSD) is an inclusive approach that recognizes and builds upon a diversity of seed systems in the sector. Supporting the development of a vibrant and pluralistic seed sector can substantially contribute to increasing food security and prosperity in developing countries

At Wageningen Centre for Development Innovation (WC DI), we have used the ISSD approach to guide us in the design and implementation of seed sector interventions that are coherent with farmers' agricultural practices.

We do this with the main objective of enhancing farmers' access to quality seed of superior varieties, and contribute to food security and economic development.

Find out more at: [www.issdseed.org](http://www.issdseed.org)

## ISSD Guiding Principles

1. Foster pluralism and build programs on diversity of seed systems
2. Work according to the structure of the seed value chain
3. Promote entrepreneurship and market orientation
4. Recognize the relevance of informal seed systems
5. Facilitate interactions between informal and formal seed systems
6. Recognize complementary roles of the public and private sector
7. Support enabling and evolving policies for a dynamic sector
8. Promote evidence based seed sector innovation

# From ISSD to Guiding Seed Sector Transformation

Learning from two generations of ISSD programmes, we have further developed our thinking, toward an approach that we call guiding seed sector transformation. Similar to ISSD, it is a non-linear approach that realizes that seed systems for different crops face different challenges

It looks beyond individual crop value chains and applies “systems’ thinking”, i.e. a holistic approach with complementary strategies for the development of the seed sector as a whole. The framework uses the future vision as point of departure, and not today’s problems.

To perform well, the sector needs strong performance in the six sector functions outlined in the model. Stakeholders shape ambitions for each function which feed a shared vision.

At WCDI, we now build and manage our programmes and services according to this new framework. We do this taking the principles of the ISSD approach forward with us.

As a participant in the 2023 ST course, you will join us on this transition and benefit from state-of-the-art thinking on inclusive and sustainable seed sector transformation

## **Seed sector performance**

Performance of the sector to become more competitive, resilient, profitable, innovative and adaptive, sustainable, inclusive, resistant & transparent

## **Service provision**

Seed sector is capable of providing high quality, inclusive and differentiated services to seed producers & seed value chain actors

## **Production systems**

Seed sector has viable and sustainable seed production systems for all crops

## **Market development**

Seed sector has efficient, fair and transparent seed value chains and seed markets

## **Revenue generation & re-investment**

Seed sector has the capacity to generate revenues and make strategic re-investments

## **Coordination & governance**

Seed sector has appropriate coordination and governance mechanisms in place, which result in alignment and accountability among stakeholders

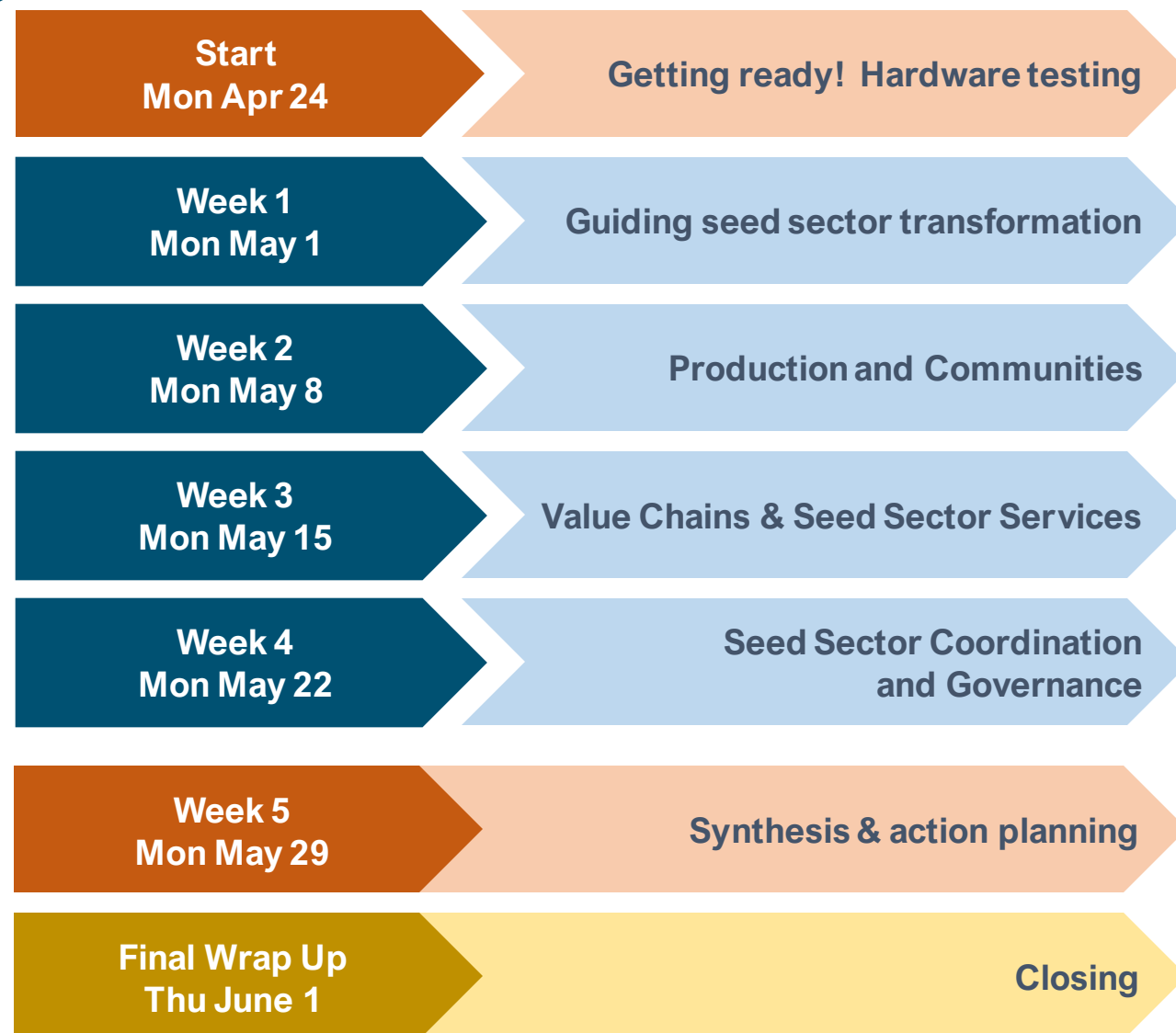
## **Regulation & management**

Seed sector has rules and systems in place that govern seed markets, production systems, service provision and coordination



# Course schedule 2023

- The course begins on **Monday May 1, 2023** and ends on **Friday, June 2, 2023**.
- The course programme is built around four distinct thematic sections. You can see these in blue in the figure.
- The first day of the course is “Getting Ready”. In this week, you will meet your peers and the organising team. You will get acquainted with the online services and platform we will use during the course.
- The last week of the course sees the sharing of action plans, a synthesis of key take home messages and a ceremonial **awarding of certificates** for those participants who complete the course.



# Live Sessions

Date	Time	duration	Topic/details	Type
<b>Monday, April 24, 2023</b>	<b>10:00 AM</b>	<b>90min</b>	<b>Technical check-in</b>	<b>All</b>
<b>Monday, May 01, 2023</b>	<b>10:00 AM</b>	<b>2h 30min</b>	<b>Course opening - Welcome to the course &amp; intro to sector transformation</b>	<b>All</b>
Tuesday, May 02, 2023	10:00 AM	2h	Introduction to GSST	SEED track only
Thursday, May 04, 2023	10:00 AM	2h	Live session on GSST. Groupwork	SEED track only
Tuesday, May 09, 2023	10:00 AM	2h	COMMUNITY BIODIVERSITY MANAGEMENT AND PRODUCTION SYSTEMS	SEED track only
Thursday, May 11, 2023	10:00 AM	2h	COMMUNITY BIODIVERSITY MANAGEMENT AND PRODUCTION SYSTEMS	SEED track only
<b>Tuesday, May 16, 2023</b>	<b>10:00 AM</b>	<b>2h</b>	<b>Value chains AND SEED SECTOR SERVICES</b>	<b>All</b>
Wednesday, May 17, 2023	10:00 AM	2h	SEED SECTOR SERVICES: Quality Assurance	SEED track only
Friday, May 19, 2023	10:00 AM	2h	SEED SECTOR SERVICES	SEED track only
<b>Tuesday, May 23, 2023</b>	<b>10:00 AM</b>	<b>2h</b>	<b>Sector Coordination and regulation</b>	<b>all</b>
Thursday, May 25, 2023	10:00 AM	2h	Seed Sector Coordination and regulation (PGR and international Policies)	SEED track only
<b>Tuesday, May 30, 2023</b>	<b>10:00 AM</b>	<b>2h</b>	<b>Presentations strategic action plans</b>	<b>All</b>
<b>Thursday, June 01, 2023</b>	<b>10:00 AM</b>	<b>2h</b>	<b>Closing ceremony</b>	<b>All</b>



**Seed+ Potato+ Horti  
joint session**

**Seed Sector Session**

# APRIL 2023

SUNDAY		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
							1
2		3	4	5	6	7	8
9		10	11	12	13	14	15
16		17	18	19	20	21	22
23	30	24	25	26	27	28	29

Technical Checkin

**Seed+ Potato+ Horti  
joint session**

**Seed Sector Session**

## MAY 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



**Seed+ Potato+ Horti  
joint session**

**Seed Sector Session**

## JUNE 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Closing Session





# Course schedule

We understand that joining an extended online course can be challenging for your personal and professional life.

Our aim is to make your learning experience as smooth as possible. The course requires **no more than 10-12 hours** of your time per week.

You can spread this time over several days to suit your schedule. Please let us know as soon as possible if you have any difficulties or concerns about attending the course.

## Scheduling:

- Since we are sharing learners and content from the Horticulture and Potato Sectors course, we will have two to three live sessions every week during the course. These take place from **10:00 AM – 12:00 CET (Amsterdam time)** . **See the live sessions schedule**
- **We will also have some live sessions together, where you get insights about the Horti and Potato sectors, on cross-cutting themes**
- In **general**, the weekly course rhythm can be seen as:
  - **Monday:** Course participants accessing course content independently
  - **Tuesday:** Interactive live session
  - **Wednesday:** Course participants accessing course content independently
  - **Thursday:** Interactive live session
  - **Friday:** Follow-up and closure of section. Introduction to upcoming week.



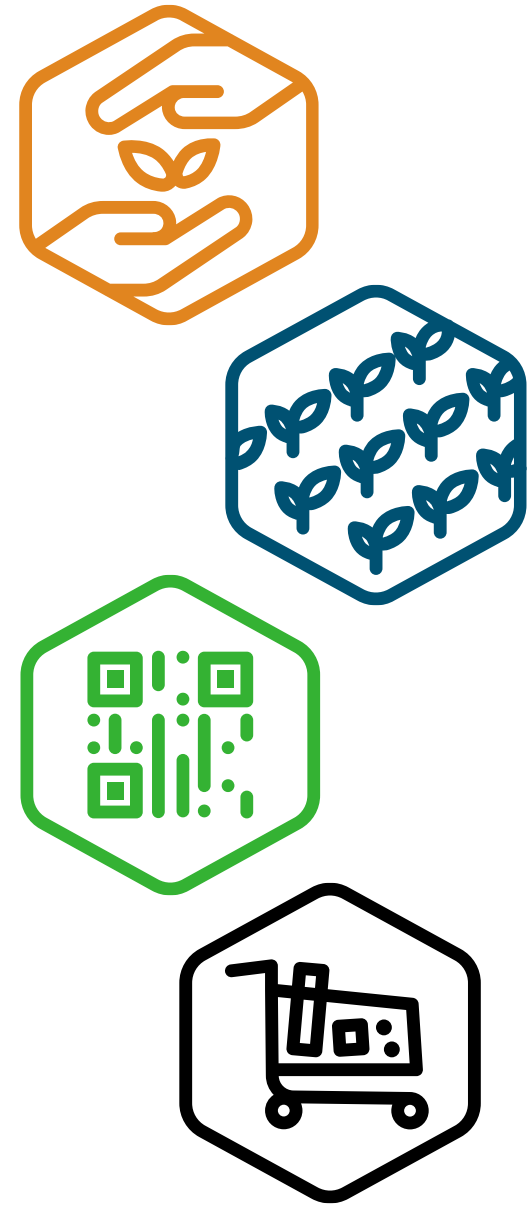
# Week 1

- Introduction to ISSD
- Transforming agricultural sectors
- Guiding seed sector transformation
- Landscapes, Climate and Community
- Importance of Agrobiodiversity
- Reflective assignment



# Week 2

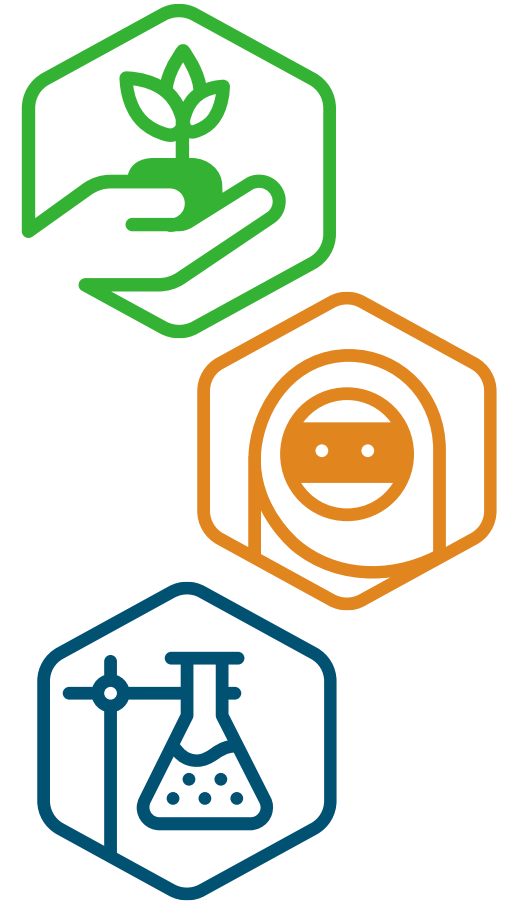
- Community Biodiversity Management
- Community Seed banks
- Seed production systems
- Market
- Local seed business
- Business Model Canvas
- Reflective assignment





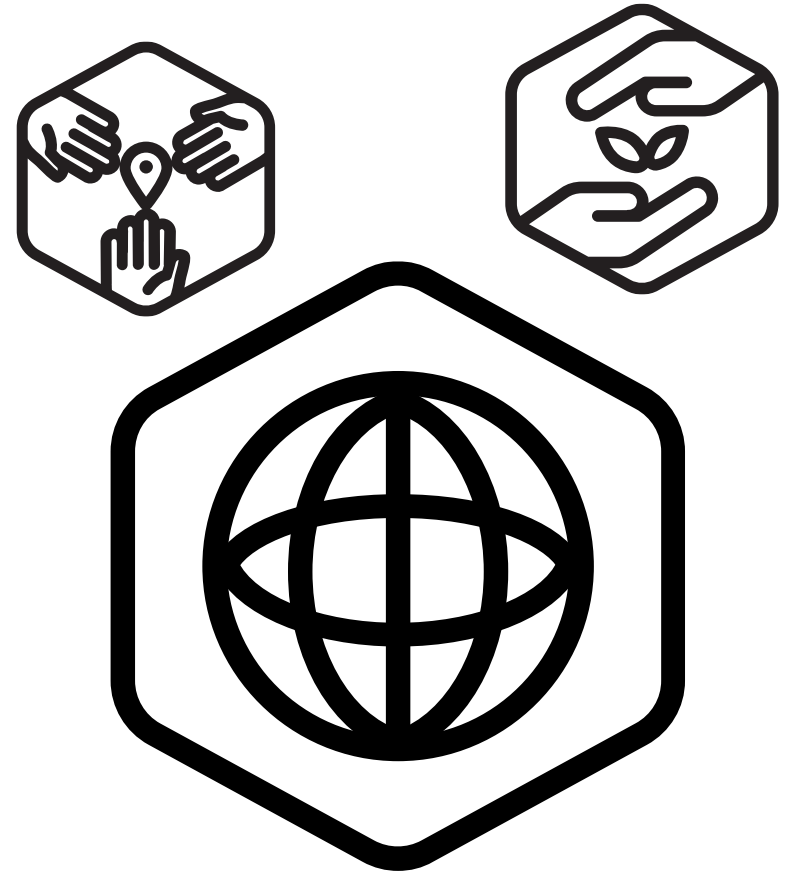
# Week 3: Value chains and Seed Sector Services

- Value chains
- Gender
- Creating Demand
- Seed sector services- Participatory Plant breeding
- Seed sector services- Citizen Science and Crowdsourcing
- Seed sector services- Seed Quality Assurance
- Reflective assignment



# Week 4- Seed Sector Coordination and regulation

- Seed Policies
- International agreements
- Intellectual property rights
- Seed Sector Coordination
- Reflective assignment
- Introduction to the final assignment



# Week 5 : Synthesis & action planning

- Working on final assignment
- Presentation of final assignment
- Certificate distribution and valedictory !!







# Getting ready

During the course, you will use three primary means of communication:

1. **TalentLMS** is a learner management system. This is where course content is provided. Here you can watch videos, access documentation and assignments and share your own work.
2. **Zoom** is our preferred platform for live sessions. You will receive a single link which we will use for all live sessions during the course.
3. **Whatsapp** is used for informal communication as well as reminders and announcements. Our experience shows Whatsapp to be really useful for sharing updates with the whole group, but also with sub-groups and individuals.



## Technical check-in session

In the first week of the course, starting **Monday, April 24**, you are invited to a “technical check-in session”. This will be the first time we meet as a group. You will be guided to become familiar with the various platforms and tools you will work with during the course.

We will also confirm some ‘**rules of engagement**’ to ensure we work respectfully and efficiently throughout the duration of the course.

This is an important session; great to have you there!