



VALUE CHAIN INNOVATION

A PROGRAMME BY RURAL LEADERS



2 weeks value chain immersion

10+ value chains

5+ weeks intensive learning



Innovating for our fast-changing value chains.

The **Value Chain Innovation Programme** delivers immersive learning, focused on strategic value chain analysis and design. It connects participants to NZ's key value chain influencers and accelerates their ability to adapt to a fast-changing environment.

The programme comprises a two-week facilitated journey along established, disruptive, and novel value chains, delivering a sector and pan-sector view.

Participants expand their:

- entrepreneurial capability,
- build advanced competencies,
- develop a new mindset on food and fibre innovation in domestic and international markets.

Applications are open until 20 March 2022. The programme spans two weeks for the industries immersion. Participants then return home and have three weeks to produce a value chain innovation report. The course structure is as follows:

Course components

Virtual (Zoom) value chain masterclass.

As a build-up to the journey, participants attend a virtual masterclass of 1-2 hours. This covers the current landscape within NZ's value chains and what is likely to emerge in the future.

Participants then submit a short PowerPoint overview on their own value chain, or one they wish to explore.

Value chain immersion - 15th-27th May 2022.

Participants assemble on the 15th. They then undertake two weeks of facilitated field trips through the North and South Islands. The tour ends on the 27th.

Value chain innovation report - weeks three to five.

Work on an individual value chain innovation report. This may be submitted as a PowerPoint.

Ready to take the next step?

To apply, or for more information visit www.ruralleaders.co.nz
For any queries contact **Lisa Rogers** +64 21 139 6881
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