



INTERNATIONAL FEDERATION OF  
ORGANIC AGRICULTURE MOVEMENTS



ADB

# THE IFOAM ORGANIC LEADERSHIP COURSE

## *Southeast Asia 2014/15*

### AT A GLANCE

September  
2014 to May  
2015

10 webinars &  
2 residential  
modules

26 participants  
Apply at  
[www.ifoam.org/academy](http://www.ifoam.org/academy)

**Andre Leu**  
President: IFOAM



“Leadership begins with relationships and the personal skills needed to develop them. Our greatest impact will lie in the collective capacity of the network we are creating.”

Organic people can be organic leaders. Our world needs organic leadership to take the next much-needed steps towards true sustainability in agriculture. Everywhere in the sector, leadership is needed, and leaders need to be nurtured and cultivated.

Following the success of our European, Asian and Latin American Courses in 2013 and 2014, we are now launching a Southeast Asia course in 2014/15.

Participants will acquire new knowledge and skills, developing their leadership abilities, while gaining a comprehensive picture of the development of organic agriculture. The training will facilitate network-building and innovation through interaction among trainees.

We will share current information about the latest developments in the organic world. The latest trends in local and export markets, research, science and institutional development form part of our content, delivered in a participatory, hands-on training environment. It will place you at the forefront of organic thinking and creative problem-solving in the world of organic agriculture.



**Konrad  
Hauptfleisch**

IFOAM Academy  
Manager and lead  
trainer for the  
Leadership Course



**Markus  
Arbenz**

IFOAM Executive  
Director



.....  
"The OLC course  
is a unique  
opportunity for  
individuals to  
enhance or gain  
skills to advance  
their aspirations  
to lead the organic  
sector in its pursuit  
of a sustainable  
future."  
.....

## COURSE DETAILS

The course will be led by Konrad Hauptfleisch, IFOAM Academy Manager. He brings a wealth of experience in the sector and in training methodology to the course. He will be assisted by regional experts who will bring a clear Southeast Asian focus to the course. International experts will provide insights into their areas of specialization through regular webinars. In general the curriculum will focus on:

- **Understanding the Organic World:** You will gain an in-depth understanding of the fundamentals of the organic sector and the ability to apply this knowledge in promotion, communication and advocacy.
- **Institutional Management:** You will hone leadership skills and develop strategies that are effective and consistent with the ethics of the organic sector. You will develop skills for organizational development, professional project management, and the ability to forge strategic alliances for cross-sector collaboration.
- **Communication:** You will gain up-to date knowledge and the appropriate skills to communicate effectively within your organization and sector, as well as outside.
- **Organic Value Chain:** You will gain an increased understanding of the organic guarantee system underpinning the organic value chain. This will enhance your ability to drive and support Organic Agriculture and trade development.
- **Organic Services and Development:** Understanding the support structures locally and globally, will enable you to strengthen the sector as a whole and lead effective decisionmaking processes to achieve sustainable development in the long run.

## ELIGIBILITY

The course is aimed at individuals in a position to further develop the organic sector from within or support its growth from outside. Farmers or farmers' organizations, organic trade and certification companies, processors, traders, officials in governmental structures, rural development professionals, campaigners etc. - you are all welcome to apply.

The participant must have the backing of his or her employer. While the contents of the course will focus on the Southeast Asian region, applicants from other regions might be considered on a case-to-case basis.

Participants must be able to communicate well in written and spoken English to fully participate in the course activities.

Access to a good Internet connection is needed.

## REQUIREMENTS

Over a period spanning 8 months, the participants will be expected to commit a total of 25 days to the course. This is conveniently split into two residential sessions of 8 and 6 days respectively, and 10 on-line webinar sessions of approximately 3 hours each.

Each participant will prepare a country or thematic report and a separate presentation of three to five pages. As a tangible outcome of their participation in the course for themselves and their organization, participants will develop an action plan for a concrete project they will start upon completion of the OLC.

During the training period, the participant will also make one public contribution in the form of an article in a publication, a conference paper, a published interview or panel participation.

**Suh Chong Hyuk**

President of  
IFOAM Asia



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"You will experience the diversity of organic agriculture in Southeast Asia and its unique philosophy of 'Life Agriculture'."  
.....

**Zhou Zejiang**

Honorary  
Ambassador of  
IFOAM



.....  
"The OLC Southeast Asia will resonate with those working with smallholders, PGS, CSA and other alternative marketing systems that are vibrant in the region."  
.....

Development of the course funded by



## DATES

The first residential session is planned for 21 - 28 September 2014. It will take place in the Philippines. This will be followed by the period of monthly webinars, and the course will conclude with a six-day residential session in Thailand in April/May 2015.

## FEES

A tuition fee of Euro 2,000 is payable. The fee covers tuition, training materials, conferencing costs and refreshments during both sessions. Not included are accommodation and travel costs to and from the training venue. Costs for accommodation will be advised soon.

Part or full scholarships for qualifying participants will be considered.

## HOW TO APPLY

Submit a statement of motivation, a letter of support from the participant's employer and the completed application form, available at [www.ifoam.org/academy](http://www.ifoam.org/academy), to [academy@ifoam.org](mailto:academy@ifoam.org) no later than 01 August, 2014.

The maximum number of participants is 26.

## OLC SOUTHEAST ASIA IS DEVELOPED BY IFOAM IN ASSOCIATION WITH:



**GREATER MEKONG  
SUBREGION  
CORE AGRICULTURE  
SUPPORT PROGRAM**

## SUPPORTING PARTNERS:



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