



TOOLBOX GUIDE
SUMMARY 2021

BACKGROUND AND PURPOSE

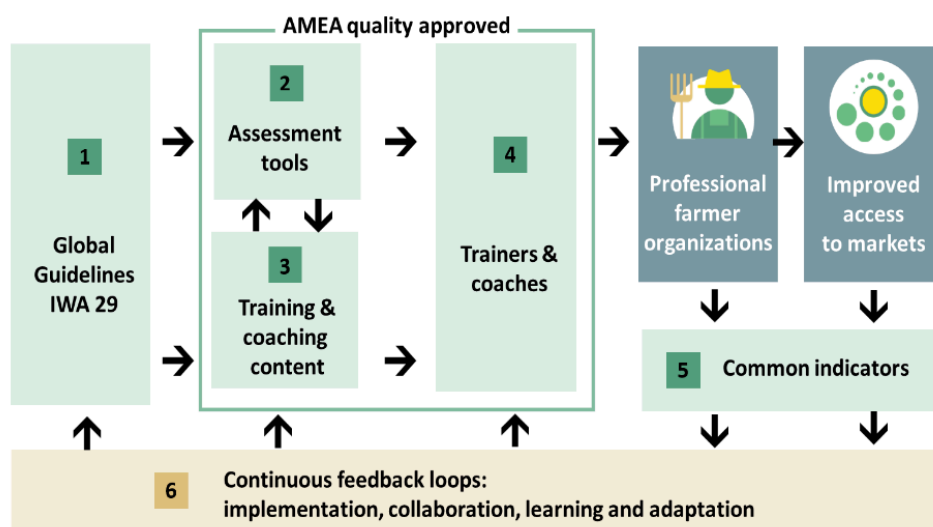
AMEA is a global network that brings stakeholders together to accelerate the professionalization of farmer organizations (FOs). To achieve this, FOs need effective capacity building services that will allow them to develop faster, access finance and higher return markets and deliver better returns to their members.

However, the current situation for capacity building services to FOs is fragmented and uncoordinated in its delivery, which in turn, significantly inhibits FOs ability to become professional business partners and deliver the necessary returns to their members.

The AMEA Framework supports members and stakeholders in their efforts to build a cost-effective system for delivering capacity building services by enabling members and stakeholders to use cost-effective tools/approaches (#2 and #3 in the image below).

With this in mind, AMEA has developed a Toolbox that contains peer-approved assessment tools and training/coaching curricula of the network that can prove successful in accelerating the professionalism of FOs at a large scale.

THE NEED FOR A TOOLBOX



BENEFITS OF USING THE TOOLBOX

STANDARDIZED APPROACH

The toolbox promotes an integrated approach of assessment and capacity building which enables users to benchmark performance of FOs, obtain insights into the effectiveness of the capacity building services and plan for the next phase of support to the Farmer Organisations. The datasets obtained from this integrated approach can be used for traditional M&E purposes but more importantly they can also demonstrate how the support has enabled Farmer Organisations and their members to achieve better returns by accessing finance, markets and services.

LEARNING AND IMPROVEMENT

Using the toolbox allows you to leverage AMEA's learning/improvement processes, such as deep dive case studies and communities of practice

ALIGNMENT TO IWA 29

The toolbox is aligned with the IWA 29 – the most accepted definition of a professional farmer organization (and soon to be ISO standard).

ASSESSORS, TRAINERS, AND COACHES

AMEA has a network of assessors, trainers and coaches who are familiar with the AMEA Toolbox materials, can guide the implementation of your capacity building/strengthening services, and save you resources on delivering the assessment, training, and coaching.

WHAT'S IN THE TOOLBOX

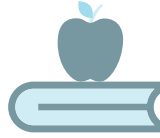
The AMEA Toolbox Working Group uses a defined [process and criteria](#) to review assessment tools and training materials. Approved materials have been thoroughly peer-reviewed by the Toolbox Working Group's experts, meet the criteria and are approved by the AMEA Board.

11 APPROVED TOOLS



ASSESSMENT TOOLS

M4
SCOPE Basic
SCOPE Pro
SCOPE Input Retailer



TRAINING MATERIALS

Agribusiness Leadership Program (ALP)
ALP Bookkeeping Essentials
Last Mile Retailer
Agri Business Coaching (ABC)
Sell More for More (SMFM)
LINK Methodology
Enhancing Development through Cooperatives (EDC)

FULL TOOLBOX GUIDE

Use our [Full Toolbox Guide](#) to review, compare and find the right tools for your work. You can also contact AMEA to learn more about the right combination of assessments and curricula that offers the most effective approach to strengthen farmer organizations.

EVIDENCE OF EFFECTIVENESS

AMEA considers the significant and growing use of AMEA approved tools as evidence of effectiveness. As shown below nearly 1,500 Farmer Organisations and over 2 million farmers have benefited from capacity building services that used AMEA approved tools. AMEA gathers this data annually and produces an Annual Learning Report based on commissioned case studies that specifically examine the effectiveness and scalability of the capacity building approaches. These case studies are drawn from a variety of projects involving public, private and financial sector partners. Visit our [Resources](#) and [News](#) webpages to learn more.



27 AMEA MEMBERS

20 IMPLEMENTERS
7 STRATEGIC PARTNERS OR FUNDERS



**21 COUNTRIES
3 CONTINENTS**

USE OF AMEA TOOLS



**459 ASSESSORS
217 TRAINERS**

AVAILABLE TO AMEA MEMBERS



1486 FARMER ORGANISATIONS

REACH OF AMEA MEMBERS IN 2019



2,091,813 FARMERS

REACH OF AMEA MEMBERS IN 2019

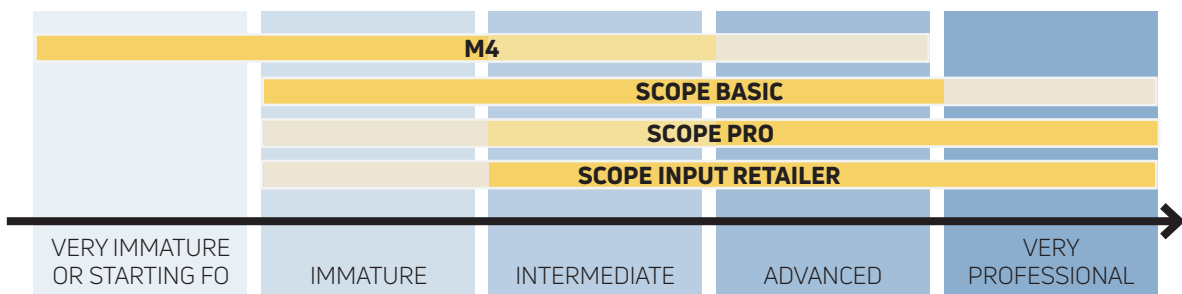
COMPARING AMEA TOOLS

ASSESSMENT TOOLS



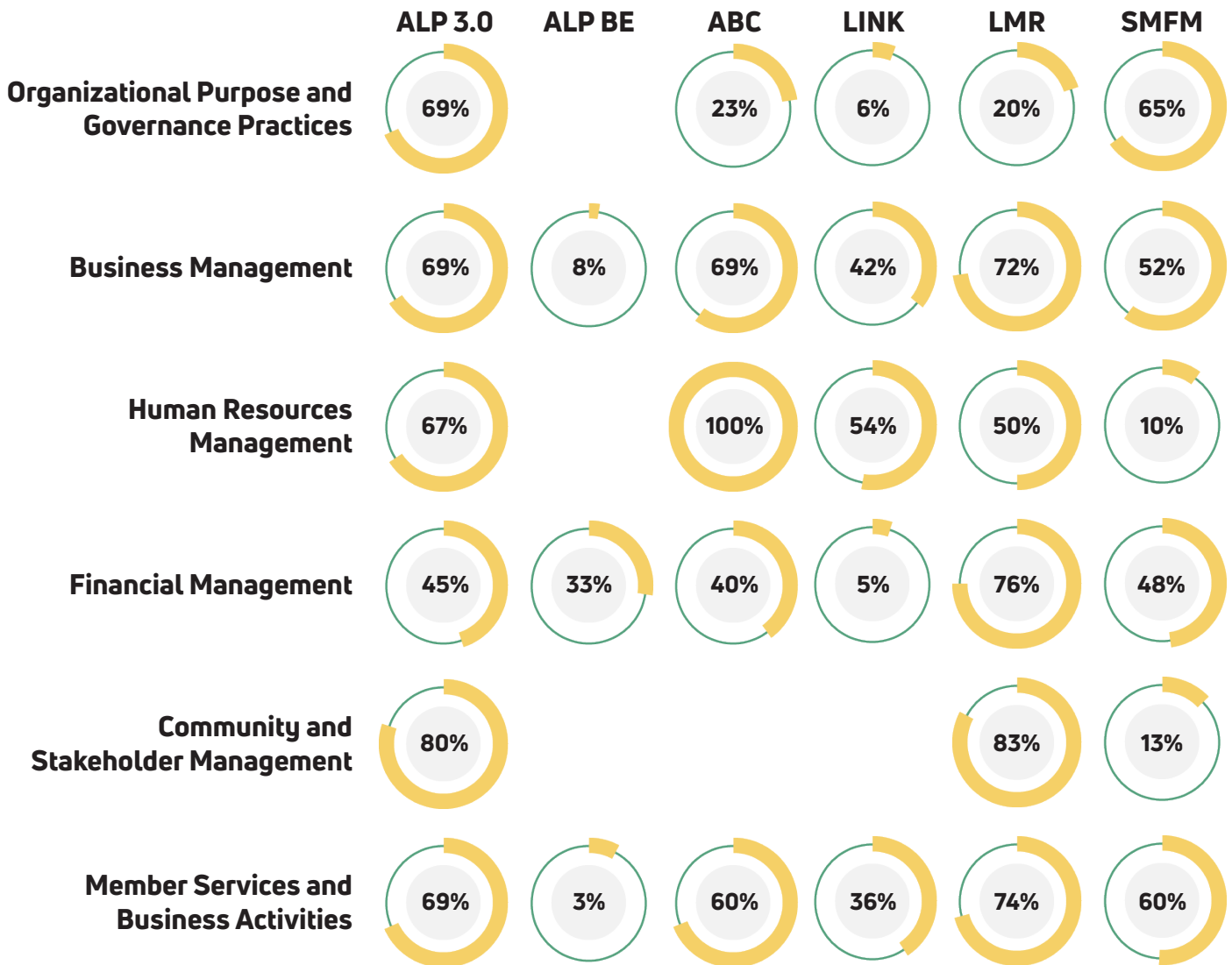
Data for SCOPE Input retailer is currently not available

NOTE: The percentages above are calculated using an IWA 29 alignment mapping conducted as part of the AMEA peer review process. For more detailed information and scores, please check the [full Toolbox Guide](#).



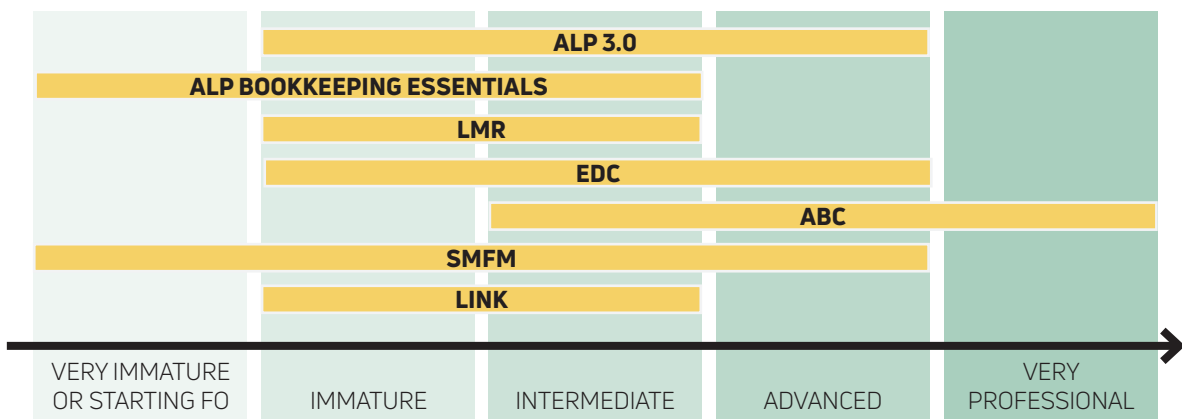
NOTE: Yellow shading indicates applicability of the tool with darker shading indicating greater applicability.

CURRICULA



Data for EDC is currently not available

NOTE:The percentages above are calculated using an IWA 29 alignment mapping conducted as part of the AMEA peer review process. For more detailed information and scores, please check the [full Toolbox Guide](#).



M4

Training and Assessor:

Read orientation guide

Assessment:

4-hour meeting with FO leader

Free to use

SCOPE Basic

Training and Assessor:

20 Hours e-learning

Assessment:

6 Hours

Product bundles vary from 15,000 TO 65,200 €

SCOPE Pro

Training and Assessor:

20 Hours of e-learning & training (financial specialist 15 hours)

Assessment:

2 Days

Product bundles vary from 15,000 TO 65,200 €

SCOPE Input Retailer

Training and Assessor:

20 Hours e-learning

Assessment:

6 Hours

Product bundles vary from 15,000 TO 65,200 €

ALP

(Agribusiness Leadership Program)
Foundations of Cooperative Management

Adaptation: 6-24 Days

TOT: 5-7 Days

Training: Max 13 days for all 17 modules; 4-5 hours/module

Coaching and follow-up: 6-24 Months

Example: Training of 500 staff from 100 FOs

Customization: 8,400 \$

TOT: 26,800 \$

ALP BE

(Bookkeeping Essentials)

Adaptation: 6-10 Days

TOT: 3 Days

Training: Max 4 days for all 4 modules; 2-3 hours/module

Coaching and follow-up: Provided with ALP 3.0 or LMR

Example: Training of 200 staff from 100 retailers

Customization: 8,400 \$

TOT: 8,500 \$

LMR
(Last Mile Retailer)

Adaptation: 6-24 Days

TOT: 3-5 Days

Training: Max 10 days for all 12 modules; 4-5 hours/module

Coaching and follow-up: 6-12 Months

Example: Training of 200 staff from 100 retailers

Customization: 8,400 \$

TOT: 8,500 \$

Agri Business Coaching (ABC)
making value chains work

Adaptation: 3 Days/module

Basic TOT: 2 Weeks

Coaching needs assessment: 8 Days

Training: 15-20 Hours/module

Field mentoring sessions: 20 days/module

Review workshop: 4 Days

Adaptation: 4,500 €

TOT: 2,000 €

Needs assessment: 8,000 €

*Note that costs are based on estimates for a fixed amount of trainees (refer to full Toolbox Guide for more information). Besides, some elements for costs are not included in all of the estimates above (e.g. participant travel and meals are not included in training costs), and the travel and staff costs for coaching are significant if not part of an otherwise ongoing project. These costs can change depending on specific implementer philosophy and approach. AMEA recommends entering in contact with the tool owners for more precise budgeting.

EDC
(Enhancing Development through Cooperatives) training approach

Adaptation: 2 Weeks

TOT: 2-3 Days

Cooperative Leadership Evens: 5 Days

Cooperative Leadership Events: 40,000 \$ (shared 50-50 with clients)

SMFM
(Sell More For More)

Adaptation: 1 Day

TOT: 2-3 Days

Training: 3-12 Days (2-8 POs per session, 4-5 participants per PO)

Sessions: 1-4 Months

Example: Assuming 500 FOs

Adaptation + licensing fee and translation: 5,500 \$

TOT: 9,500 \$

LINK Methodology

Training of facilitator: 1 Week

Implementation: 7 Months or more (depending on improvement plan scope)

Co-creation workshop: (5 days x 1 prototype x 1 FO) 2,750 €

Prototype implementation and monitoring: 8,500 \$