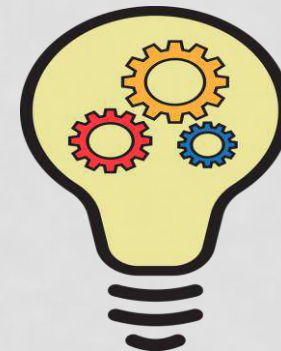




FESTIVAL OF TOOLS



**RESCO (REsources for Sustainable
COmpetitiveness):
The ILS LEDA TOOL for assessing the
territorial economic potential**

***The case of tomato value chain in
Kebili, Tunisia***



WEBINAR - THE 29TH OF MARCH 2022

Neo-
Marshallian

Human
Development

Institutional

Meso
Economics

Governance

Value chain

RESCO

THEORETICAL BODIES



Neo-
Marshallian

Bottom-up: W. Stöhr

Endogenous potential: E. Ciciotti, R. Wettmann, A. Vázquez Barquero

Industrial Localization : J. Bengt, B. Secchi, G. Garofoli, C. Courlet-
B. Pecqueur, B. Soulage, G. Becattini

Human
Development

Mahbub ul Haq, A. Sen, United Nations

Institutional

A. Amin, A. Giddens

RESCO

THEORETICAL BODIES



Governance

Social Capital: R. D. Putnam, P. Bourdieu, J.S. Coleman, Fukuyama, OECD

Participatory Governance: A.W. Rhodes, European Union, ILS LEDA

Network/pluralistic governmentality: G. Falkner, J. March, J. P. Olsen, B. Kohler Koch ,
R. Eising; J. Peterson, E. Bomberg

Democratic and legal theories: J Melchior, S. Rosenberger, Zips

Meso
Economics

R. H. Coase, P. Krugman, K Dopfahasr, J. Foster, J. Potts, R. Camagni,

Value
Chain

M. Porter



WHAT RESCO IS



RESCO

is a tool that:

- *assesses the capacity of a resource and the correspondent value chain of a given territory to be competitive, sustainable, resilient, and inclusive*

aimed at:

- *developing strategies and action plans for local development*

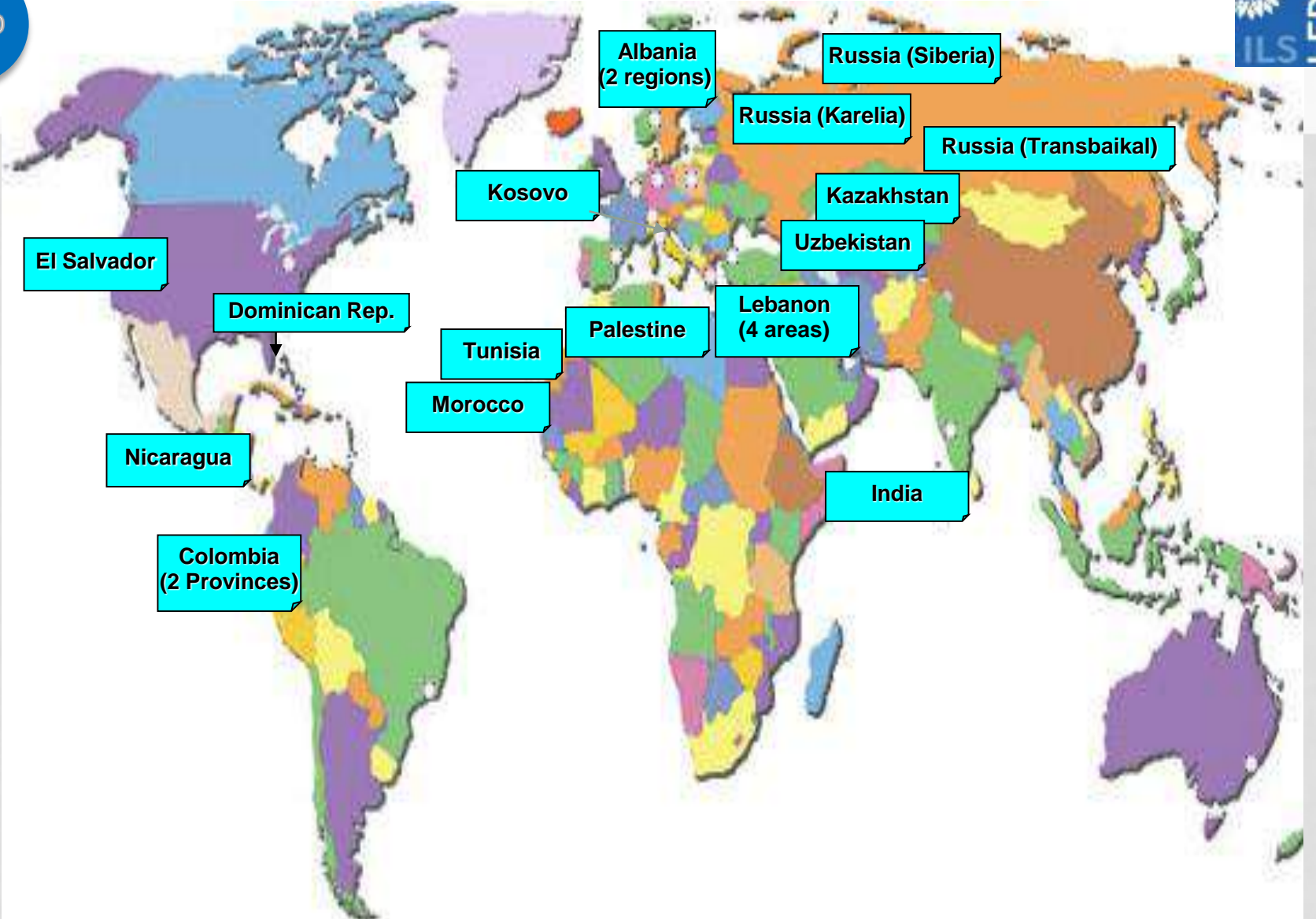


RESCO

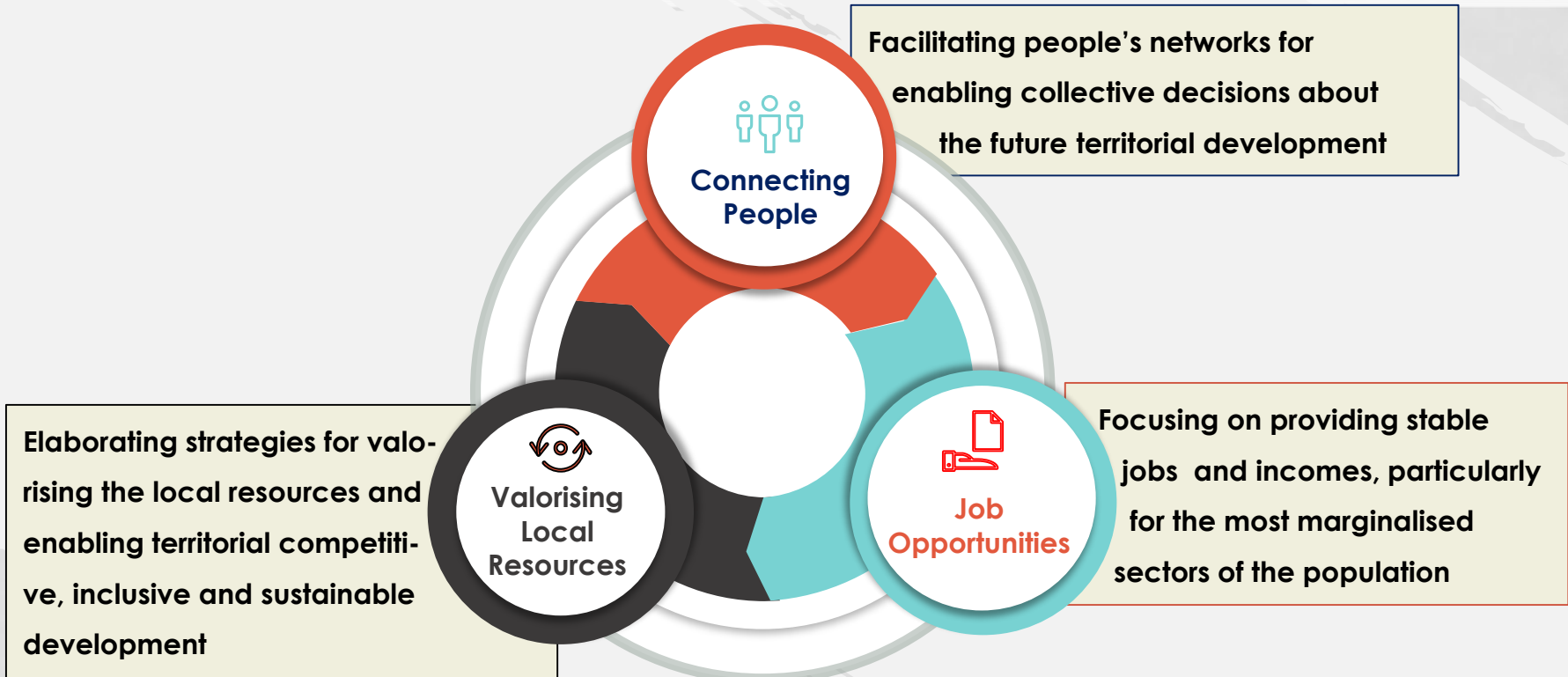


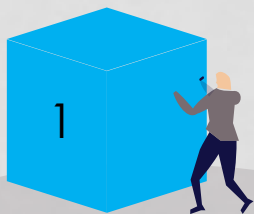
RESCO: WHERE

14 countries - 22 Territories



THE ESSENCE OF RESCO





It assesses the territorial **value chains** through a **participatory mechanism**



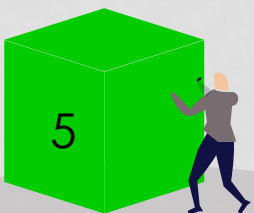
It is based on an assessment framework, including a set of **factors** assessed through **variables** (for each factor), and **indicators**



It uses the **optimum ignorance and appropriate imprecision approach**, based on perceptions and direct acknowledgement of participants



It uses the **Quick Collective Appraisal (QCA)** method for making the common decisions free from conflicts



It is flexible and adaptive

Object of the analysis

The territorial value chain

A territorial value chain is a chain of activities aimed at producing and selling certain products or services.

The value activities are:

- The core activities include: inbound logistic, operations (production), outbound logistic, marketing, and sales, and services (maintenance);
- The support activities include: administrative, management, human resource, technology (R&D), procurement, etc.

Main factors of the analysis

The competitive factors

If you want to sell your product now and in the future, you need to make sure that it is liked by consumers and preferred over other similar products.

If consumers perceive the "difference" between your product and others, they will be encouraged to buy it.

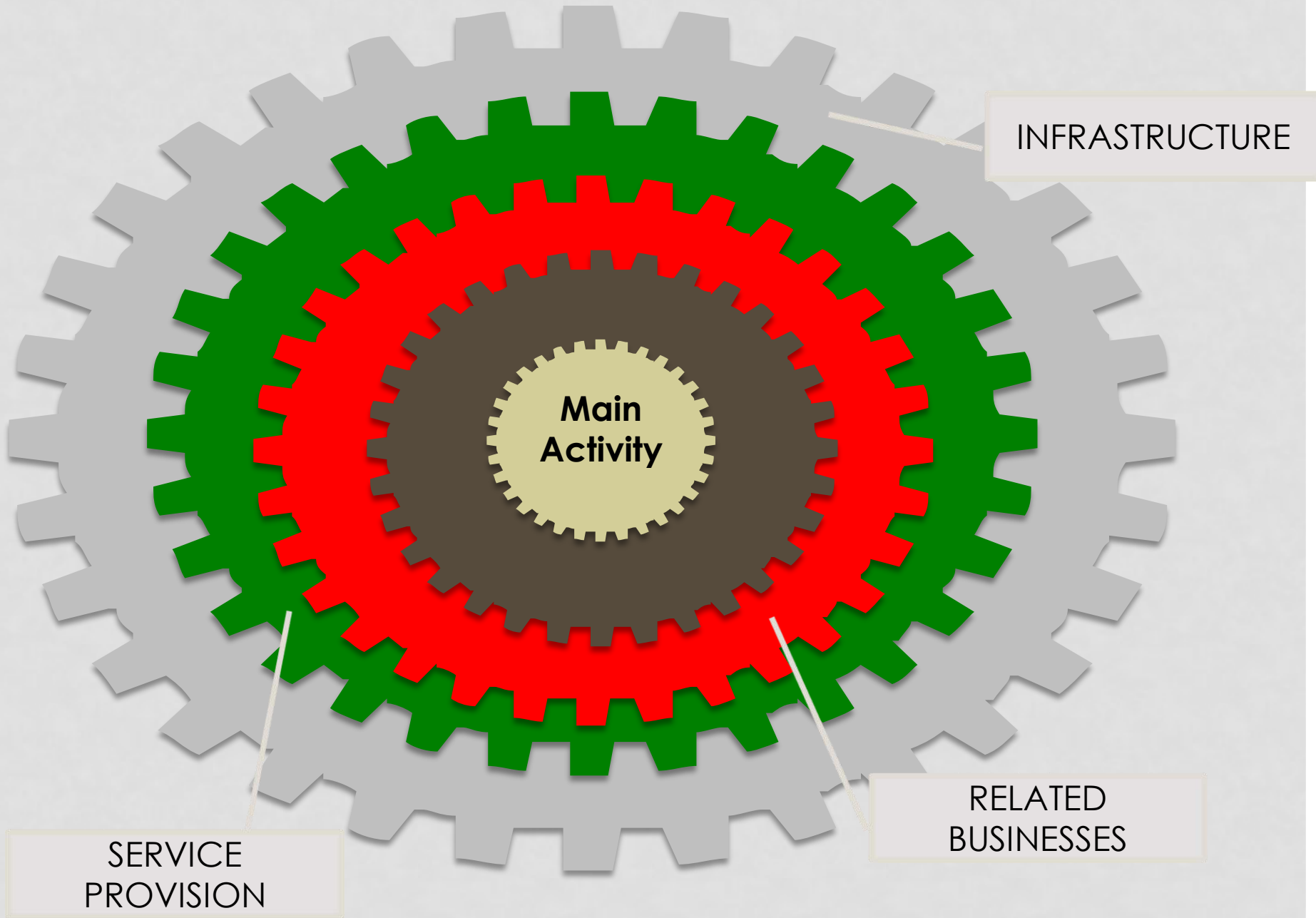
This "difference" is your competitive factor.

The sustainable factors

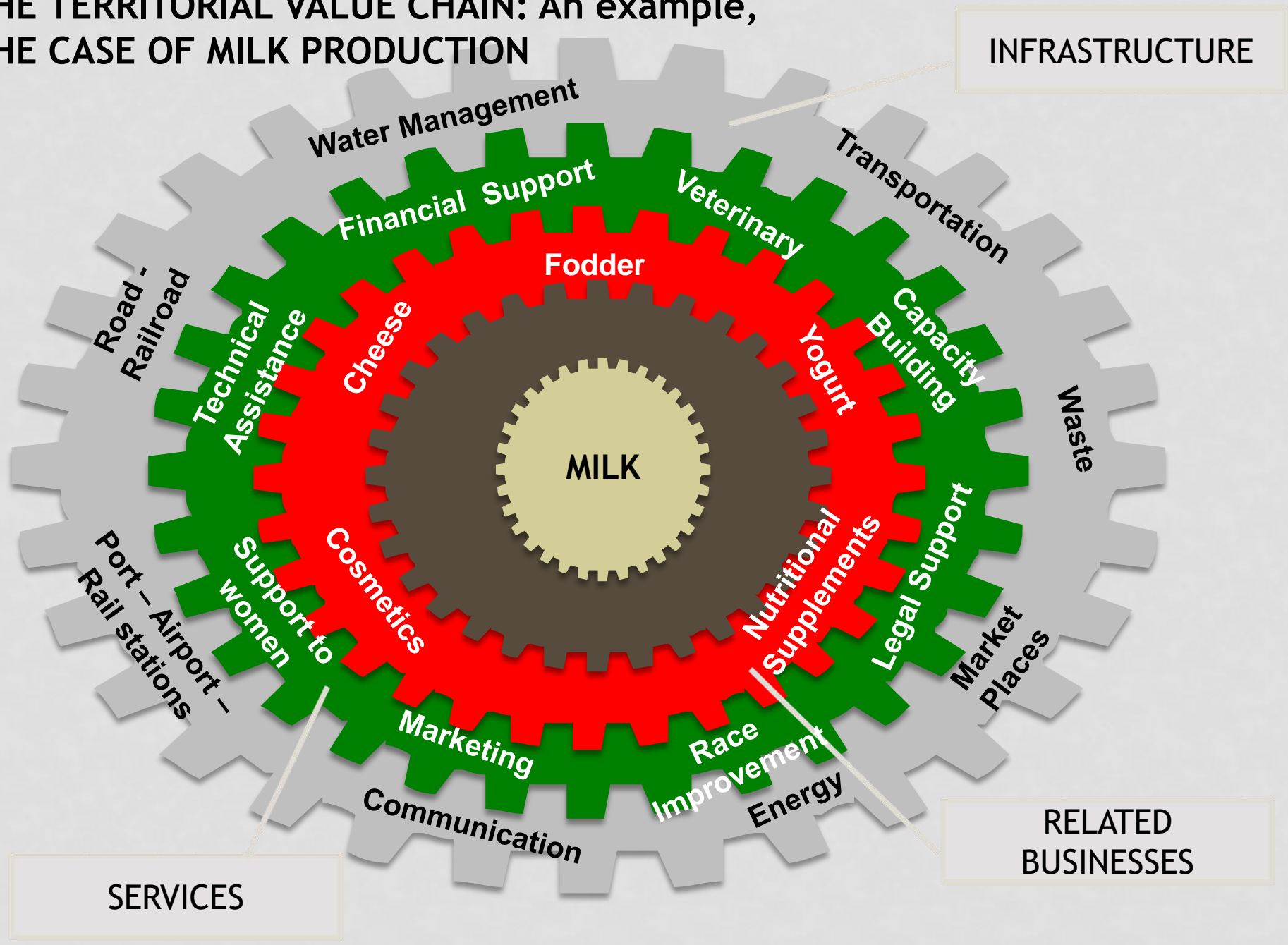
If you want to maintain your competitiveness in the long term, you must:

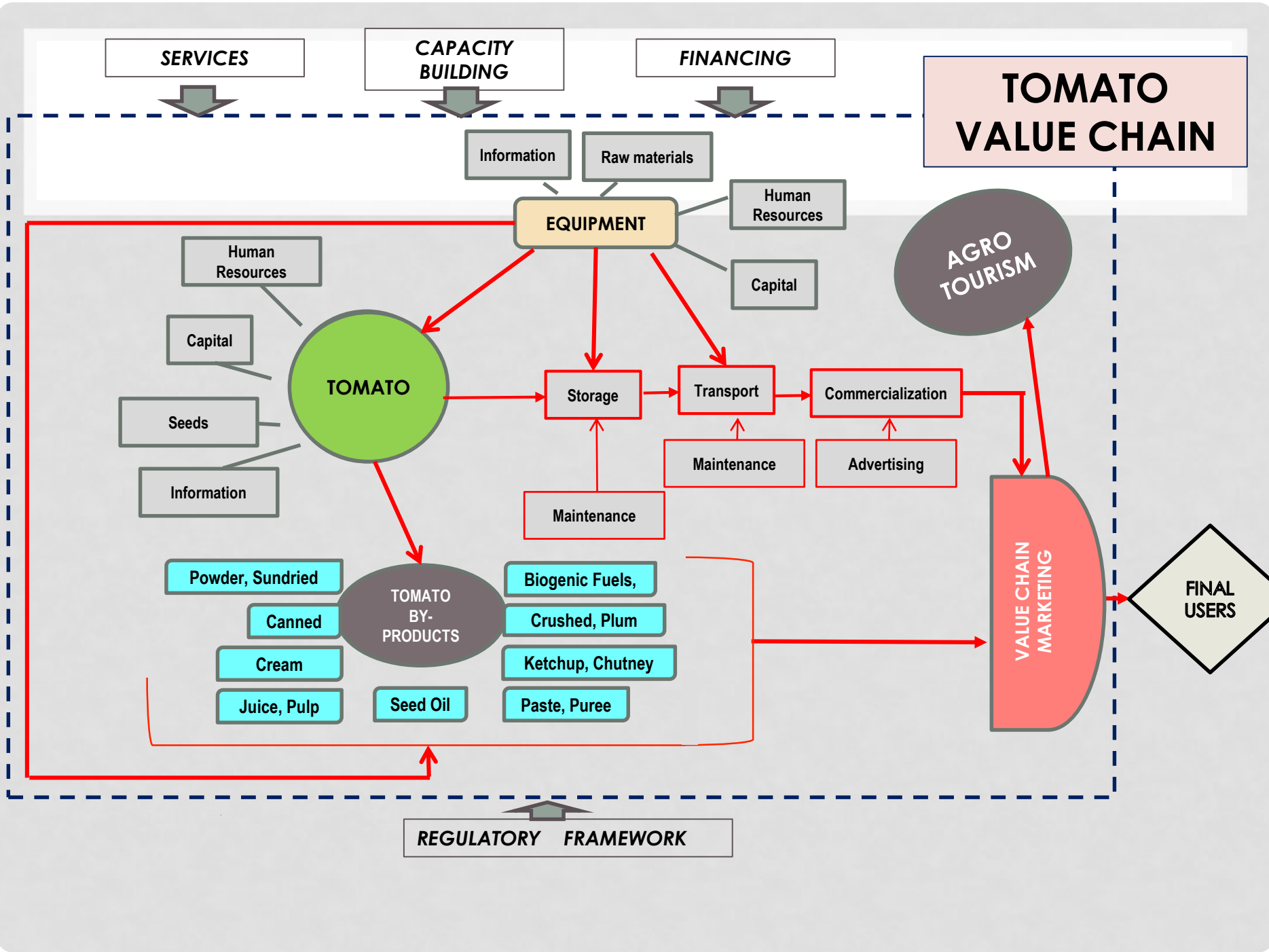
- ensure a relevant economic impact (mainly in terms of jobs)
- avoid environmental degradation
- avoid social fractures
- ensure proper resilience
- ensure institutional and financial support

THE TERRITORIAL VALUE CHAIN



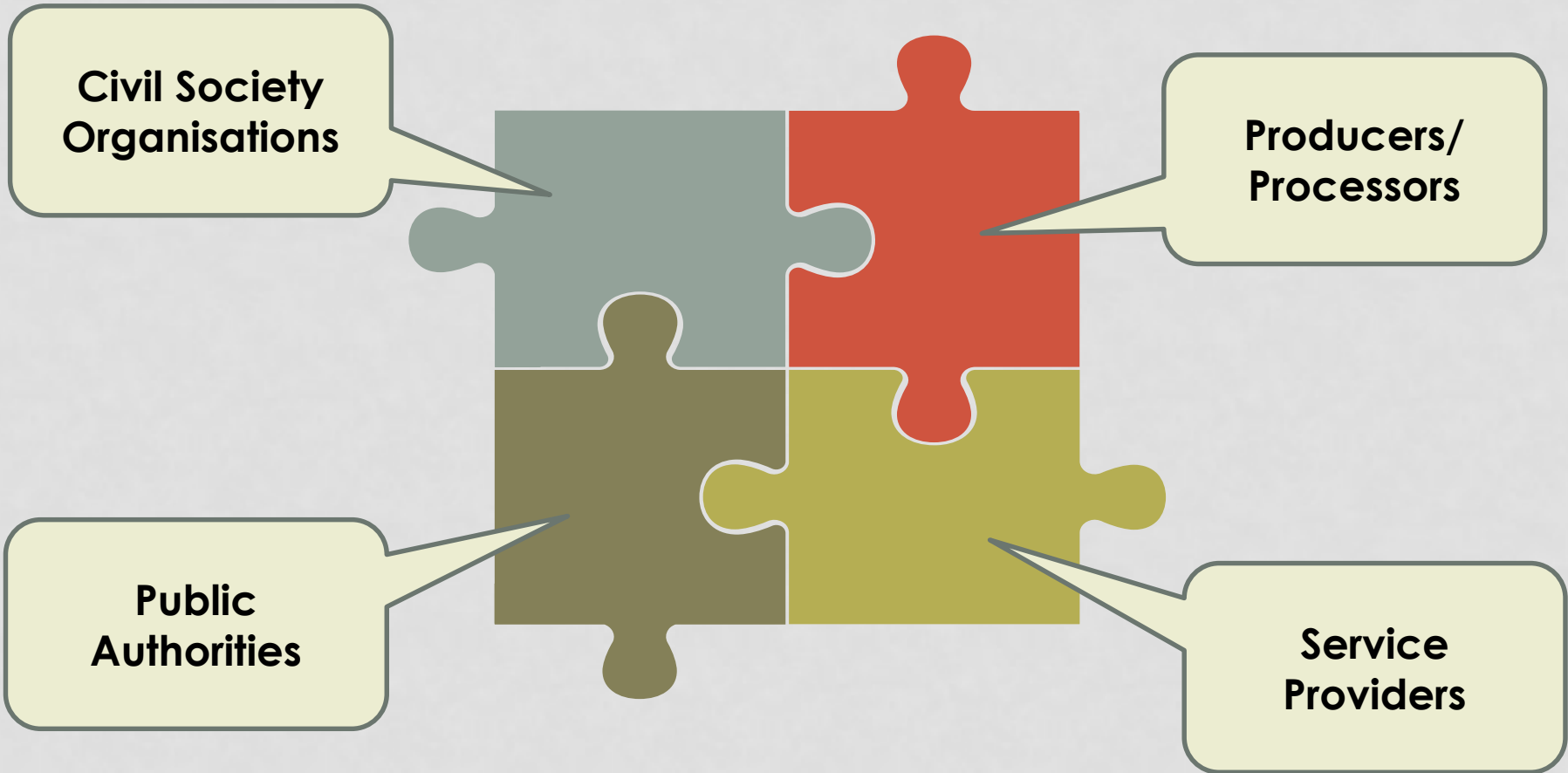
THE TERRITORIAL VALUE CHAIN: An example, THE CASE OF MILK PRODUCTION







THE VALUE CHAIN ACTORS





THE RESCO ROAD MAP



IDENTIFICATION, SENSITATION OF THE LOCAL ACTORS



IDENTIFICATION AND PRIORITISATION OF THE VALUE CHAINS



ASSESSMENT THROUGH FOCUS GROUP MEETINGS



SELECTION AND TRAINING OF THE FOCUS GROUPS

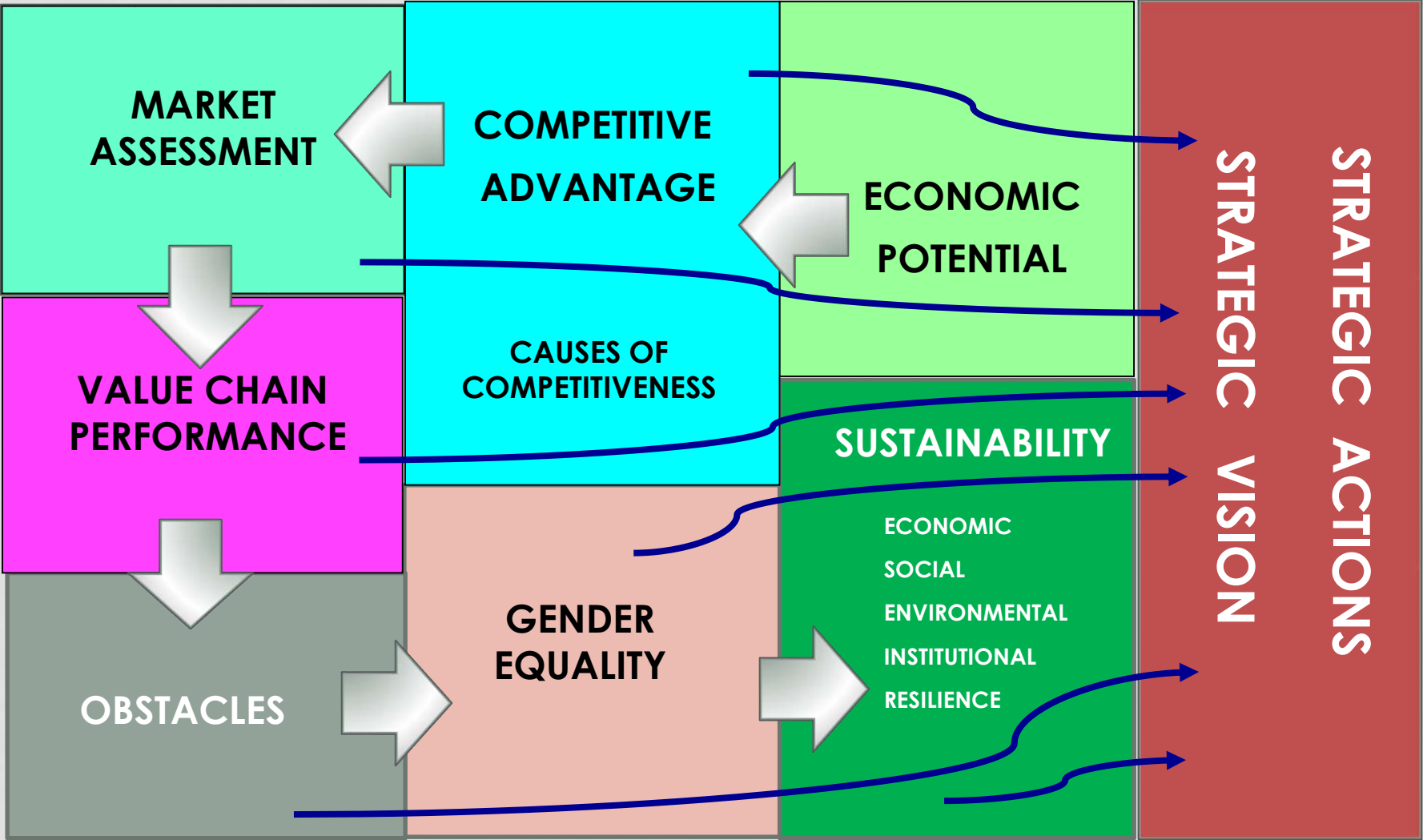


ELABORATION OF THE VALUE CHAIN STRATEGIC PRIORITISED GUIDELINES



ENDORSEMENT OF THE SHARED STRATEGIC ACTIONS PLAN

RESCO ASSESSMENT FLOW





THE RESCO VARIABLES BY FACTOR AND INDICATORS (IND.)



Competitive Advantage

- Competitive variables
- Causes of competitiveness

15 Ind.

52 Ind.

44 Ind.

Market positioning

- Current markets
- Target markets
- Buyers

16 Ind.

Obstacles

- Infrastructure
- Information
- Services
- Access to new technologies
- Services for empowering disadvantaged people
- Entrepreneurship
- Know How
- Marketing
- Legal and regulatory framework
- Social Services

70 Ind.

Sustainability

- Economic
- Environmental
- Green economy
- Social
- Institutional
- Resilience

Gender Equality

- Participation to the value chain
- Access to assets
- Legislation and rules

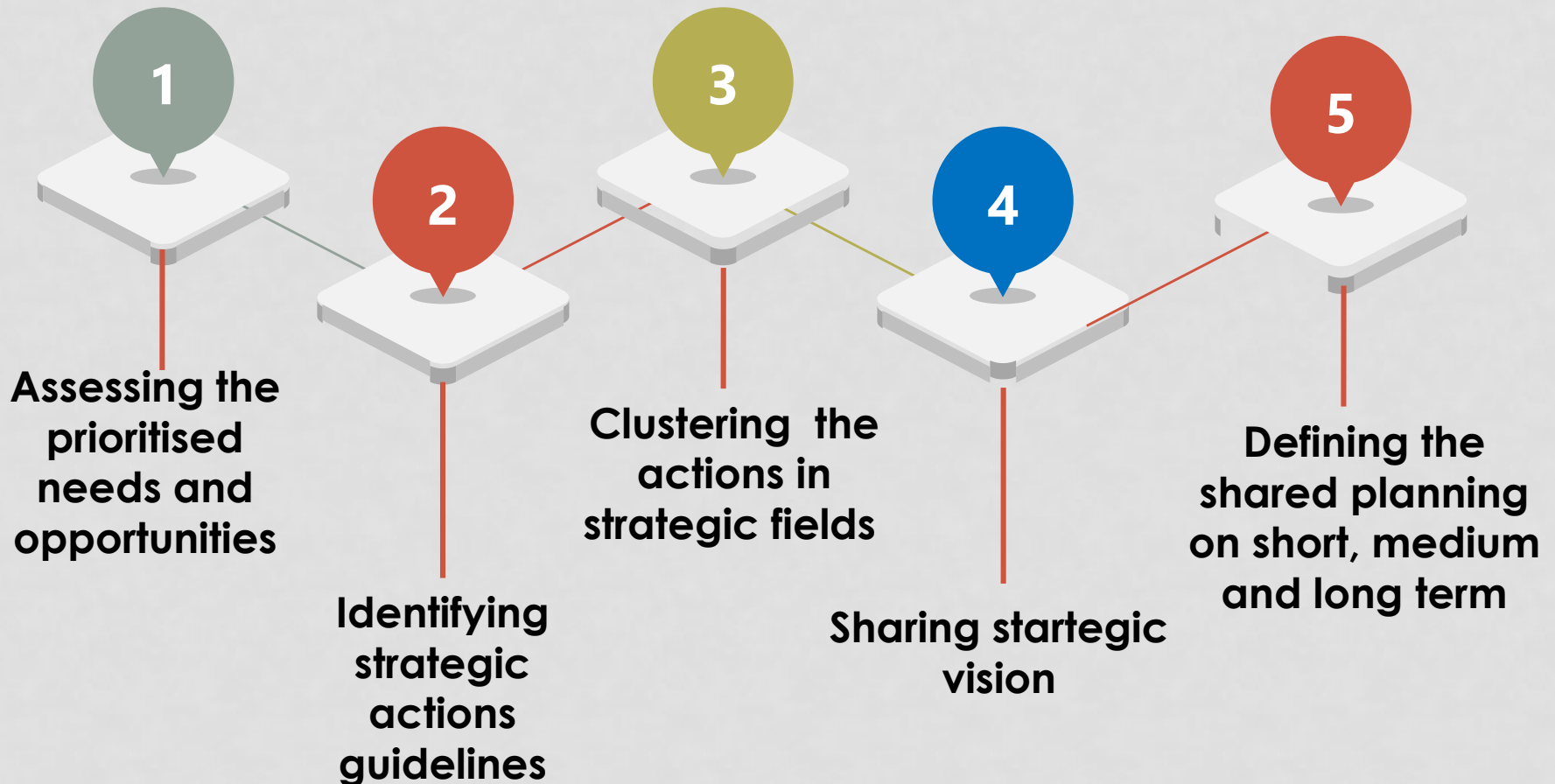
8 Ind.

Value chain performance

- Inputs
- Equipments
- Information
- Services
- Complementary activities
- By-products



FROM THE ASSESSMENT TO THE PLAN





AN EXAMPLE



NEEDS

ACTIONS

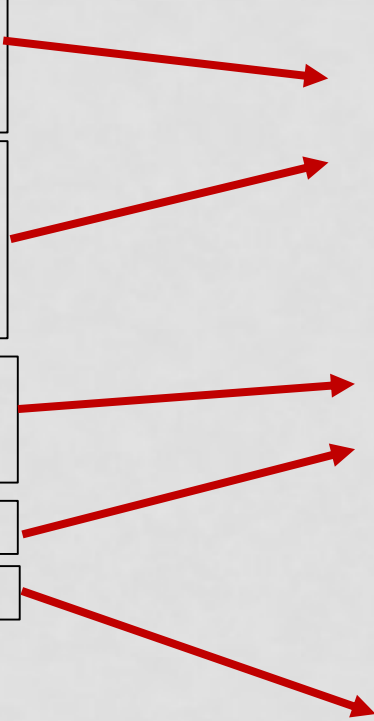
CLUSTERING IN STRATEGIC FIELDS

1) VALORISING THE VALUE CHAIN

Improve value chain performance

- Sensitizing about the opportunities of tomato cultivation
- Reinforcement of the oasis protection national programme
- Facilitating transfer of knowledge, and innovation through professional schools

- Improving enterprises performance and capacities related to the tomato production, with particular reference to its local varieties: Elena, Argenta, Durinta, Thomas, Cencara, Bochra, Collibri, Neziha
- Supporting the production of tomato by-products, such as: Canned Tomatoes Crushed Plum Tomatoes, Tomato Paste (Concentrate), Puree, Ketchup, Cream, Chutney, Juice, Pulp, Marc, Tomato Powder, Sundried Tomatoes, Biogenic Fuels, Tomato Seed Oil
- Realising a value chain marketing strategy, including advertising on competitive advantage, image and diversified means of communication, and a Kebili Tomato brand
- Strengthening the collaborative actions among the local actors
- Training course for farmers



SERVICES

GOVERNANCE

CAPACITY BUILDING

2)



THE CPA-RESCO COMBINED ASSESSMENT

Since 2016, there have been increased calls for coherent approaches that transcend the humanitarian – development – and peace divide.

ILS LEDA and WeWorld-GVC, decided to work together efficiently, transparently, and harmoniously and came out with an integrated methodology, integrating the WeWorld-GVC Community Protection Approach (CPA) with RESCO for operationalizing the Humanitarian Development Peace Nexus

CPA is an action-oriented methodology examining the areas with the highest protection risks to co-develop Protection Response Plans with communities that reduce vulnerabilities and increase capacities through a specific model of empowerment and engagement.



THE CASE OF TOMATO IN KEBILI



Kebili Tomato 2030 Strategic Vision

Profiling Kebili as an excellent place where to produce tomatoes, and expanding their sales to international markets, thanks to the comparative and competitive advantages of its unique geothermal greenhouses and ecosystem, and local know how.

The comparative advantages consist in:

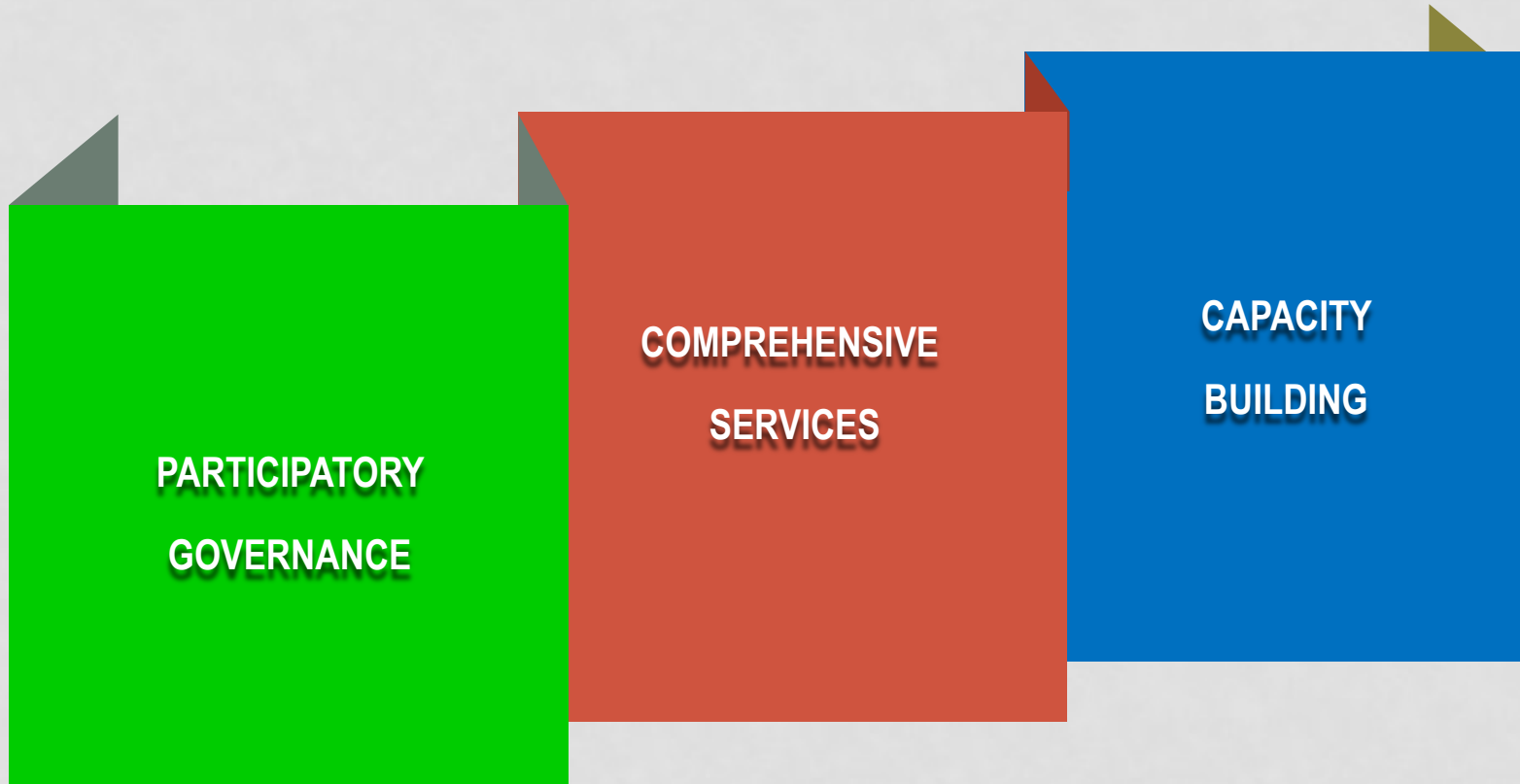
- *a production all year round*
- *a steady state healthy products*
- *the use of clean and cheap energy*
- *the production of dried products with higher nutritional values*

The competitive advantages consists in:

- *the uniqueness of the oasis ecosystem*
- *the geothermal irrigation water, providing a special taste thanks to the quality of its mineral salts*
- *the local know how*



THE STRATEGIC FIELDS OF ACTION



**PARTICIPATORY
GOVERNANCE**

**COMPREHENSIVE
SERVICES**

**CAPACITY
BUILDING**

PARTICIPATORY GOVERNANCE STRATEGIC ACTIONS

Strengthening collaborative actions

- Promoting an agency for local economic development
- Facilitating the links with national and international networks
- Promoting collaborative spirit

Lobbying with national government

- Improving the support to the value chain
- Implementing the 2015 Action Plan on sustainable development of oasis ecosystem in Tunisia
- Facilitate Corporate Social Responsibility

Facilitating the environment protection

- Irrigation water management, and the use of photovoltaic solar panels for irrigation
- Sensitization on environmental sustainability

Promoting and facilitating innovation

- Supporting research structures, technical centres, and cooperatives
- Realising agreement on “research on demand”

Realising marketing strategies

- Collective actions for direct sales
- Marketing thorough including advertising on competitive advantage, image and diversified means of communication
- Promoting a Kebili Tomato brand

SERVICE SYSTEM STRATEGIC ACTIONS

Establishing a comprehensive and integrated service system

- Realising the feasibility study
- Supporting the start up

Strengthening the provision and the coordination of the following non financial business services

- Improving enterprises performance and capacities related to the tomato production, with particular reference to the local varieties
- Supporting the production of organic tomato
- Supporting the production of tomato by-products
- Delivering effective agronomic services
- Delivering effective marketing services

Strengthening the provision and the coordination of the following financial business services

- Realizing alternative schemes for access to finance, overcoming obstacles such as guarantees, strict bank conditions, etc., such as guarantee funds, services of assurance
- Providing information about opportunities of access to finance

Improving services for territorial development

- Services for green economy
- Services for women inclusion
- Services for facilitating employment

CAPACITY BUILDING

Building awareness

- Stimulating farmers to maintain the tomato cultivation, with particular reference to the varieties of Elena, Argenta, Durinta, Thomas, Cencara, Bochra, Colibri, Neziha
- Raising knowledge on the advantages of making tomato by-products

Professional education

- Transferring knowledge through professional schools, farmer field schools (FAO practice), also through agreements with education institutions
- Improving capacities of women for accessing key governmental positions, and labour market
- Improving capacities on sustainability

Sensitization

- About environmental contamination and recycling of municipal solid waste (combating the fire of waste, reuse / recycling of construction materials) also through agreements / conventions with waste management companies
- About how to effectively protect the environment
- About social responsibility (sharing best practices)



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Next webinars

- *The Biodistricts*
- *The business incubators*
- *The local economic development agencies*



THANK YOU!