

# THE IFOAM ORGANIC LEADERSHIP COURSE

## *Europe 2014/15*

### AT A GLANCE

July 2014 to  
February 2015

10 webinars &  
2 residential  
modules

24 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, IFOAM has decided to launch a second European course in 2014.

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 main  
trainer for the  
Leadership Course



**Markus  
Arbenz**

IFOAM Executive  
Director



.....  
"The OLC course is  
an unprecedented  
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 supported by Markus Arbenz, IFOAM Executive Director. They bring a wealth of experience in the sector and in training methodology to the course. They will be assisted by regional experts who will bring a clear European 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 your work in promotion, communication and advocacy.
- **Institutional Management:** You will hone leadership skills and develop strategies that are effective and are 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, 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 to support its growth from outside. Farmer 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 European region, applicants from other regions might be considered on a case-to-case basis.

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

Access to a high-speed 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 10 and 5 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.

**Volkert Engelsman**

CEO EOSTA

IFOAM World Board  
Member



.....  
"Innovative leadership is a key ingredient for success not only in the sector development, but also in the world of trade and marketing."  
.....

**Marco Schlüter**  
Executive Director,  
IFOAM EU Group



.....  
"For the future of organic it is vital to understand who makes policy decisions that impact organic and how to strategically lobby them."  
.....

Development of the course funded by



## DATES

The first residential session is planned for 12 - 21 July 2014. It will take place in the Netherlands at a venue ideally suited for class- and fieldwork as well as excursions. This will be followed by the period of monthly webinars, and the course will conclude with a five-day residential session in tandem with Biofach Nürnberg in Germany in February 2015.

## FEES

A tuition fee of Euro 2,800 is payable. The fee covers tuition, transport for study visits, training materials, lunches and refreshments during conference sessions. Not included are accommodation and travel costs to and from the training venue.

At an additional fee of Euro 1,200, IFOAM will also arrange twin sharing accommodation (bed and breakfast) for both sessions.

IFOAM will consider part or full scholarships for qualifying participants.

## 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 10 April, 2014.

Places will be allocated on a first-come, first-served basis. The maximum number of participants is 24.

## OUR PARTNERS:



IFOAM Head Office  
Charles-de-Gaulle-Str. 5  
53113 Bonn  
Germany  
Tel.: +49 228 9265010  
Fax: +49 228 9265099  
[academy@ifoam.org](mailto:academy@ifoam.org)