WHERE AND WHEN?
The course is held at the beautiful Kraaybekerhof Landgoed in Driebergen, Netherlands. This venue is ideally suited, with excellent facilities, a peaceful and enabling environment and qualified support staff. www.kraaybeekerhof.nl

HOW DO YOU APPLY?
You can directly apply by just sending us a mail to: obla@timeli.nl
Also the websites of Kraaybekerhof https://kraaybeekerhof.nl/ and the Bio Academy https://bioacademy.nl/nl/ will open their applications to attend to the OBLC course.
Applications close on 1 October 2019. A maximum of 20 participants will be selected. You will be notified no later than 10 October 2019.

WHO ARE WE?
The Organic Business Leadership Academy is developed by Timeli and The Organic Academy of IFOAM. We develop organic business leadership courses for companies that work in the organic (international) market and want to expand their knowledge on organic. Besides our Basic and Advanced Leadership Courses the OBLC offers a knowledge platform and a network environment for everyone with a passion for organic business and sustainability. Our courses are given by international organic experts and guest lecturers in sustainability.

ORGANIC BUSINESS LEADERSHIP COURSE - BASIC -

WHY DO WE OFFER THIS OBLC COURSE?
Organic businesses face a challenging period. Explosive market growth, tightening regulation and control, growing interests of multinationals and corporations, societal demand with critical citizens and the ongoing effects of the climate crisis offer us challenges as well as opportunities. To deal with these, organic businesses must stay in the lead.

This course is designed for those who are new in organic or already work in organic business and desire to expand their knowledge, expertise and network.

WHAT DO WE AIM?
Aim of the course is to create organic business leaders who can represent and promote the organic’s values and principles, challenge the persistent myths on organics and do so with leadership and authority.

WHERE AND WHEN?
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OCTOBER - NOVEMBER 2019:
Thursday 24 October 2019 - 13.00-18.00
Thursday 31 October 2019 - 13.00-18.00
Thursday 7 November 2019 - 13.00-18.00
Thursday 14 November 2019 - 13.00-18.00
Thursday 28 November 2019 - 13.00-18.00

MARCH-APRIL 2020:
Thursday 26 March 2020 - 13.00-18.00
Thursday 2 April 2020 - 13.00-18.00
Thursday 16 April 2020 - 13.00-18.00
Thursday 23 April 2020 - 13.00-18.00
Thursday 30 April 2020 - 13.00-18.00

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5 afternoons at Kraaybekerhof, Driebergen: October-November 2019 or March-April 2020

An initiative by
IFOAM ORGANICS INTERNATIONAL & Timeli

5 afternoons at Kraaybekerhof, Driebergen: October-November 2019 or March-April 2020
WHAT WILL YOU LEARN?
The OBLC Basic course takes attendees in 5 afternoons to organic from its history to its future. Every course offers 50 % knowledge transfer and 50% interactive groupwork in smaller groups of 4 people. In the course we address the following chapters:

Knowledge transfers and Groupwork:
- Session 1: The Why, What and How of Organic Agriculture
- Session 2: The Regulations and Standards: Why standards?, ICS, PGS and Trade agreements
- Session 3: The Organic Market and Movement: Growth, Value- Supply Chain, Society, Consolidation, Consumers, CSA initiatives
- Session 5: The Organic Leadership: Global Movement, Capacity Building and Guest lecture on Sustainable Leadership

Myth Busting:
Per session we reflect on 1 out of the total 5 most persistent myths and framing strategies towards organic, as there are:
- Myth 1: “Organic cannot feed the world”
- Myth 2: “Organic is only for the happy few”
- Myth 3: “Organic is not as sustainable overall as is believed”
- Myth 4: “Organic products are residue-free”
- Myth 5: “Organic is safer and healthier than...”

WHO ARE THE TRAINERS?
Konrad Hauptfleisch, is Head of Capacity Development at IFOAM - Organics International and has managed the Organic Leadership Academy since 2012. Konrad did training and leadership courses in over 50 countries on 4 continents and is seen as THE expert in organic capacity building. He brings 20 years of experience in management, facilitation, training and grassroots sector development. 

Ronald van Marlen, 30 years in organic business and movement. Founder and Manager Organic Business Leadership Academy, Director and owner of NaNa Bio and co-owner at Toppas Organic in Serbia, Teacher at different universities and colleges, Ombudsman EKO Foundation and Board member Foundation Demeter Nederland. Graduate World Organic Leadership Course IFOAM in 2013.

THE STUDY MATERIALS AND CERTIFICATE
Attendees are expected to prepare the meetings by reading the required literature. Additional in-depth readings, such as position papers, scientific articles, and reports are distributed after each meeting via our Dropbox account. Attendees receive an official Certificate, signed by the Organic Business Leadership Academy and IFOAM.

AFTER THIS LEADERSHIP COURSE YOU CAN...
- represent, promote and lead organic businesses
- become an inspiring and educating expert within own organization
- challenge the most common myths about organic
- critically reflect on organic movement, the market and its businesses
- participate in further development of the organic movement

WHAT ARE THE COSTS?
The costs for the total of the 5 afternoons are €1,250,- per person. This includes the lectures, presentations, literature and in-depth articles after the course and a final Certificate. Drinks, snacks and small meal after every course are included. 50% must be paid in advance; the remaining 50 % after finalization of the course.

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Guest lecture by external expert in sustainable leadership.