

 Finanzgruppe
Sparkassenstiftung für internationale Kooperation

FARMERS BUSINESS GAME



A success model “Made in Germany” blazes a trail around the world

As the Sparkassenstiftung für internationale Kooperation (Savings Banks Foundation for International Cooperation, SBFIC), it is our mission to pass on this experience to our partners in developing and emerging countries.

Sparkassenstiftung's partner institutions essentially target micro, small and medium-sized enterprises (MSME), low and middle income earners and also socially marginalized groups in a bid to generate jobs or provide financial services to the broad population.

Essentially, it focuses on the following six thematic priority areas, designed to foster financial inclusion:

- 1 Capacity Development
- 2 Financial Literacy
- 3 MSME Finance
- 4 Institution Building
- 5 Rural Finance
- 6 Green Finance



BUSINESS GAMES

A core module of knowledge transfer in leading financial institutions and universities

Business Games made by Sparkassenstiftung have become an international brand for an innovative interactive learning experience. Learning with simulations is knowledge far away from dry theory. Interaction, practical exercise and the motivation to finish the game as the winner lead to a high learning success.

The participants always interact in groups, taking the role of managers and simulating the transactions and decisions of a bank, a microfinance institution, a small business or even a private household. In doing so, the

existing own knowledge is applied directly and expanded by sharing experience with the other players.

Discussions within the groups and the competition between them are essential parts of the didactic concept. Simulations allow a risk-free trial and error approach. In contrast to the real practice, erroneous decisions made here only inflict damage on virtual capital. Each decision has an impact on the course of the next simulation round. The identification of the reasons and the analysis of contexts are the main learning objectives of the simulations.

Based on the interpretation of results and the evaluation of competitor performance, teams are pursuing their goal to be successful.

Since the 1990s, Sparkassenstiftung has developed and used Business Games to train professionals and managers in developing countries and emerging countries. International and local instructors, who were specially trained by Sparkassenstiftung, evaluate the results of each round and analyze them in depth with all participants.



Sparkassenstiftung offers **7 Business Games** for different target groups. Overall, some **3,000 trainings** with more than **65,000 participants** have been conducted in over **40 countries** since the nineties with outstanding results and participant satisfaction.

FAMERS BUSINESS GAME

Successfully manage a farm

Farmers Business Game is a **highly interactive training for smallholder farmers, emerging farmers and agricultural entrepreneurs** who want to improve their skills for a successful and sustainable farm management.

In the haptic board simulation Farmers Business Game, participants manage a farm with the aim to improve their agricultural business. In the course of the training, they form teams and choose crops to cultivate their fields, taking into consideration the revenue compared to

the costs. In the beginning only crops are available, after a while livestock can be added. Each team tries to reach a high quality of farm and a high quality of life. The simulation transmits a deeper understanding of peculiarities of farming such as seasonality and prepares

for unexpected events. The material is available in various languages and can be translated and produced in any local language. The material is tried and tested in many courses and cultural contexts all around the world.



Farmers Business Game: The goal of the simulation is to manage your farm in a successful way.

OBJECTIVES

The interactive training approach for agricultural entrepreneurs and farmers



The overall objective of the Farmers Business Game is to promote **financial literacy and raise awareness for the importance of financial planning**, applying an experience-based approach.

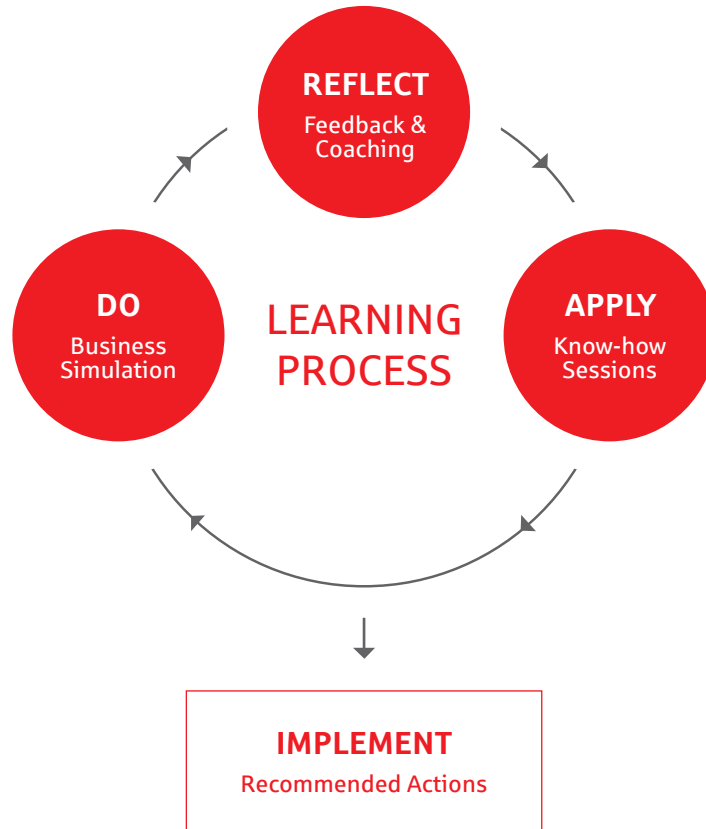
Participants of the training learn how to manage a farm successfully and sustainably and how to deal with unforeseen events.

- Obtain knowledge of crop selection and different cropping systems.
- Gain an understanding of sales and customer relationship management.
- Define, manage and analyze financial statements to increase bankability and thereby secure future financing options.
- Make a reasoned planning of costs and investments.
- Learn about the advantages of a long-term business planning.
- Become familiar with options to mitigate risks related to harvesting, uncertainties and seasonality.
- Understand possibilities for risk mitigation through savings, loan products or insurances.

SET UP

The learning process is characterized by four phases

- 1** The participants are divided into small groups, each group assumes the leadership of a farm, takes management decisions and gains an insight into internal and external factors that influence the performance of their agricultural business (**Do**).
- 2** The participants receive a feedback and reflect their progress within the simulation as well as their own actions (**Reflect**).
- 3** The participants apply their newly acquired knowledge during the training (**Apply**).
- 4** In transfer sessions, the simulation encourages the participants to implement their newly acquired skills in their business practice (**Implement**).



TRAINING OF TRAINERS

The general approach to rolling out this training

A training for local multipliers ("training of trainers") is performed by experienced international trainers.

The ToT is followed by an application of the training material in practice where trainers form

teams of two multipliers to lead the first courses for the target group.

The local multipliers attend a workshop for advanced trainers to exchange their experiences as trainers and a follow-up

training session, at the end of which a special trainer certificate is handed over to each trainer.

Becoming a **qualified and experienced trainer** for the Farmers Business Game.

IMPORTANT LESSONS LEARNED

Learning effects of the Farmers Business Game



The learning effects of the Farmers Business Game are very tangible.

- Increase financial and agricultural knowledge about managing a farm by selecting crops and livestock while taking into consideration harvesting times and arising costs.
- Raise the understanding of financial statements and long-term planning by applying financial tools like cash flow statement, income statement, profit and loss statement and a balance sheet.
- Understand the role of different business stakeholders like customers, neighboring farmers, financial institutions and staff on the farm.
- React to unexpected events and risks, take precautions against them and plan necessary measures, both in the financial and the non-financial sphere.
- Together with experienced trainers, complex situations are broken down, decision options and best solutions are actively discussed in groups and set against real business practice.



Gain sound **management skills** while enjoying an interactive training session.

IMPRESSIONS

Successfull participants around the world





PARTICIPANT COMMENTS

Positive feedback underlines the success model of the Farmers Business Game

” It completes and explains the ‘puzzling mosaic’ of farming.

” This seminar was the best among the other ones that I attended. I highly appreciate the experience of the trainers and their ability to explain complicated things in a simple way.



” The game is very addictive and exciting.

” I especially liked the unexpected events, which taught us to be very careful while deciding and taking action.

” I liked the fact that we were actively involved in the seminar and not only listening to the trainers.

” I really liked the activity. We learned so much about making decisions and problem solving. Thank you so much!

” Excellent training program. Should be standard training for every farmer.



Interested?

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