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INTRODUCTION

Sarah Sahlaney

Associate Director of Social and Behavior Change and Gender, ACDI/VOCA

Sarah Sahlaney, Associate Director of Social and Behavior Change and Gender at ACDI/VOCA, develops SBC interventions for ACDI/VOCA's projects. She uses SBC tools to examine agricultural and market systems behaviors. She also supports gender integration efforts in ACDI/VOCA projects in West Africa and South Asia.



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#AVFacilitatingChange



Social and Behavior Change and Market Systems

AGENDA

| 9:00 – 9:15 | Welcome |
|---------------|----------------------------------|
| 9:15 – 9:45 | Keynote Speaker: Lucho Osorio |
| 9:45 - 10:15 | Keynote Speaker: Lenette Golding |
| 10:15 - 10:25 | Q&A for Keynote Speakers |
| 10:25 - 10:30 | 5 Minute Break |
| 10:30 - 11:00 | Panel |
| 11:00 - 11:20 | Panel Q&A |
| 11:20 - 11:30 | Closing Remarks |



Social and Behavior Change and Market Systems



KEYNOTE SPEAKER Lucho Osorio

Lucho Osorio is an independent consultant with more than 20 years of experience in international development and inclusive market systems. His expertise includes organizational learning, capacity building, participatory market systems analysis, strategic planning, program design, and more.





KEYNOTE SPEAKER

Dr. Lenette Golding

Program Director for Alive & Thrive

Dr. Lenette Golding, Program Director for the Alive & Thrive program in Nigeria, has a unique background in social and behavior change and public health communication. She is an active leader in CORE Group's Social and Behavior Change Working Group and an assistant adjunct professor in global health at Emory University.





Lucho Osorio

Market Systems Development (MSD)

Realizing the dream of sustainable poverty reduction at scale

By Luis E. (Lucho) Osorio-Cortes



Get 836 million people out of poverty by 2030. (1)

You have USD 140 billion per year to do it. (2)

= USD 1.4 per month per person!

Sources:

- (1) United Nations, SDGs: http://www.un.org/sustainabledevelopment/poverty/
- (2) OECD-DAC:

https://public.tableau.com/views/AidAtAGlance/DACmembers?:embed=y&:display count=no?&:showVizHome=no#1

Poll: What would YOU do?

- 1. Quit my job.
- 2. Convince politicians of all countries to increase the minimum wage by USD 1.4/month.
- 3. Get private companies to buy more from the poor.
- 4. I would do #3 but more is needed.
- 5. I would do something totally different.

What must happen for this to happen? Type in the box



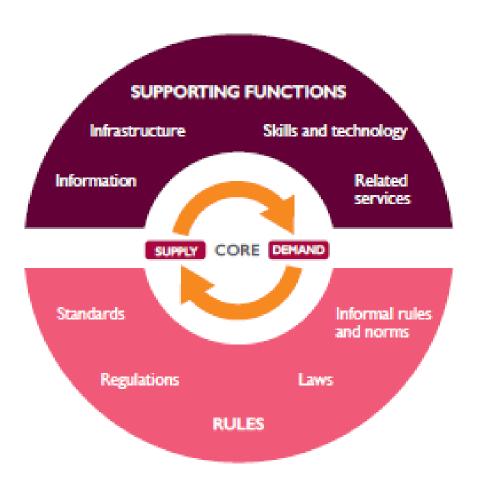
Someone must be buying.



What else do you have to see? Type in the box



What else do you have to see?



Source: Springfield

Centre



Market Systems Approach

- A way of understanding markets that matter to people living in poverty
- Addresses the underlying causes of poor market performance
- Improves inclusiveness, efficiency, and productivity
- To create lasting changes that have a large-scale impact

Adapted from: https://beamexchange.org/market-system/ and M4P Operational Guide, Springfield Centre (2015), 2nd Edition.



The MSD approach is a paradigm shift

Basic premises that underpin MSD:

- 1. Markets are everywhere The poor are already participating in markets.
- 2. Economic growth is the main contributor to poverty reduction and the core motivator of change.
- 3. Poverty is a symptom of several actors and factors interacting.

Is it really a paradigm shift?

| TRADITIONAL DEVELOPMENT | MARKET SYSTEMS DEVELOPMENT |
|--------------------------------------|--|
| FOCUS ON THE POOR | FOCUS ON THE SYSTEM |
| THE POOR ARE BENEFICIARIES | "THE POOR" ARE MARKET ACTORS WITH UNTAPPED POTENTIAL |
| POVERTY REDUCTION DOMINATES | BUSINESS VIABILITY DOMINATES |
| WHAT DO THE POOR NEED? | HOW DO PEOPLE BEHAVE AND WHY? |
| WHAT CAN THE POOR PRODUCE? | WHAT DO CONSUMERS WANT? |
| DIRECT DELIVERY | INDIRECT |
| DEVELOPMENT AGENCIES AS DRIVERS | DEVELOPMENT AGENCIES AS FACILITATORS |
| LINEAR (1+1 = 2) | EXPONENTIAL / SYNERGIC (1+1 > 2) |
| SCALING UP VIA REPLICATION OF PILOTS | SCALING UP DRIVEN BY INCENTIVES |

What are some of the "hot topics" in MSD today?

Hot Topics:

Scaling Up



Why do people decide to copy what others do?

Hot Topics:

Resilience



Why do people keep on trying in the face of adversity?

Hot Topics:

Behavioral Economics



How do we assess risks and make decisions?

Hot Topics: Complexity





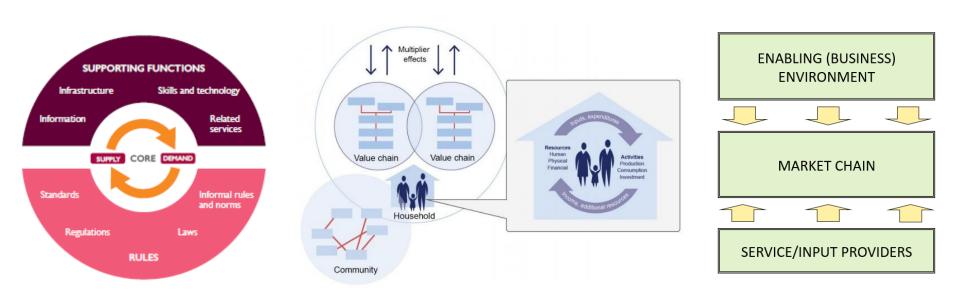
Individuals' behaviors =>
 group behavior?

How do we use MSD in five steps? (Theory of Change):

1. We understand the system.



Influential Models for Analysis



Sources: Springfield Centre, USAID's LEO Project and Practical Action

Springfield Centre – Síntesis del Enfoque M4P, p.28

They understand their own system and

2. <u>We</u> create good conditions for <u>them</u> to experiment with new ways of doing things.



3. We pay attention to how well they adopt new ways of doing things.



4. We help them to communicate what is working well and lessons learned to other market actors.



5. We pay attention to how the system is improving on its own.

MSD Theory of Change (in a nutshell)

Create appropriate conditions

- For market actors
- Driven by self-interest
- To make their own system
- More inclusive, productive, and efficient

Connections with SBC:

- Effective MSD facilitators must understand how multiple actors make sense of reality, and what motivates them to change it or defend it
- MSD forces us to understand our behavior as practitioners and organizations
- The better we use SBC, the less time and money we need to spend trying to get market actors to do things differently. We can also predict better if a project will struggle or fail.

At the end of the day...

"These are human value chains who happen to produce coffee."

- Pablo Ramirez

Thank you!

Lucho Osorio-Cortes

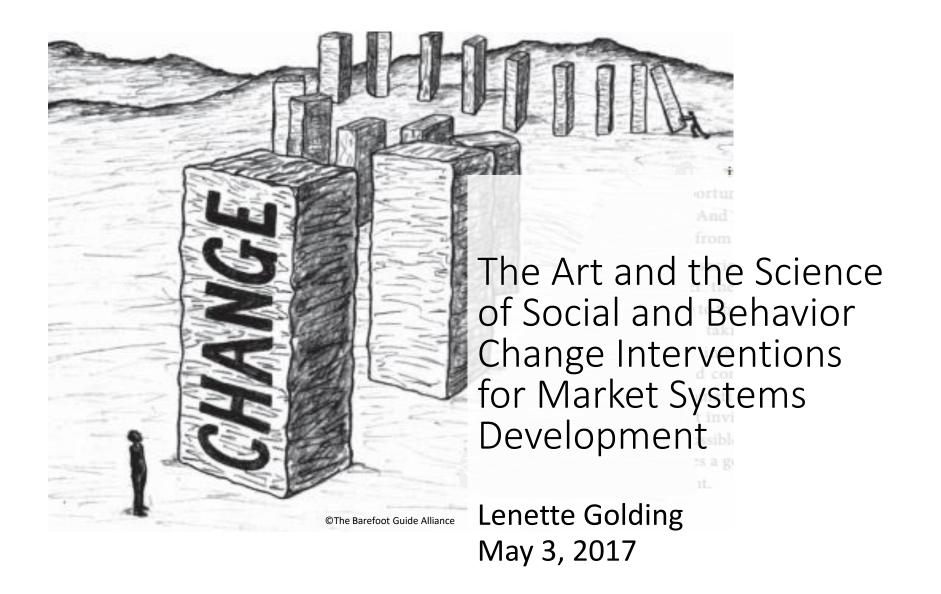
luchokool@gmail.com

t: @alchemistbutter



Lenette Golding

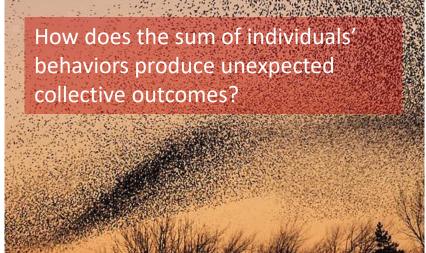
Program Director for Alive & Thrive







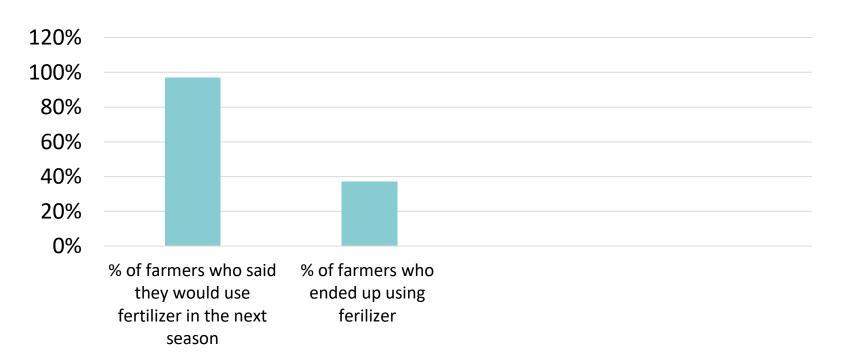




Duflo, E., Kremer, M., and Robinson, J. (2011). "Nudging Farmers to Use Fertilizer: Evidence from Kenya." American Economic Review 101 (6): 2350-2390, October 2011.



Drop-Off between Intention and Action



What do we mean by social and behavior change (SBC)?

 Write three words in the chat box that you think of in terms of social and behavior change.

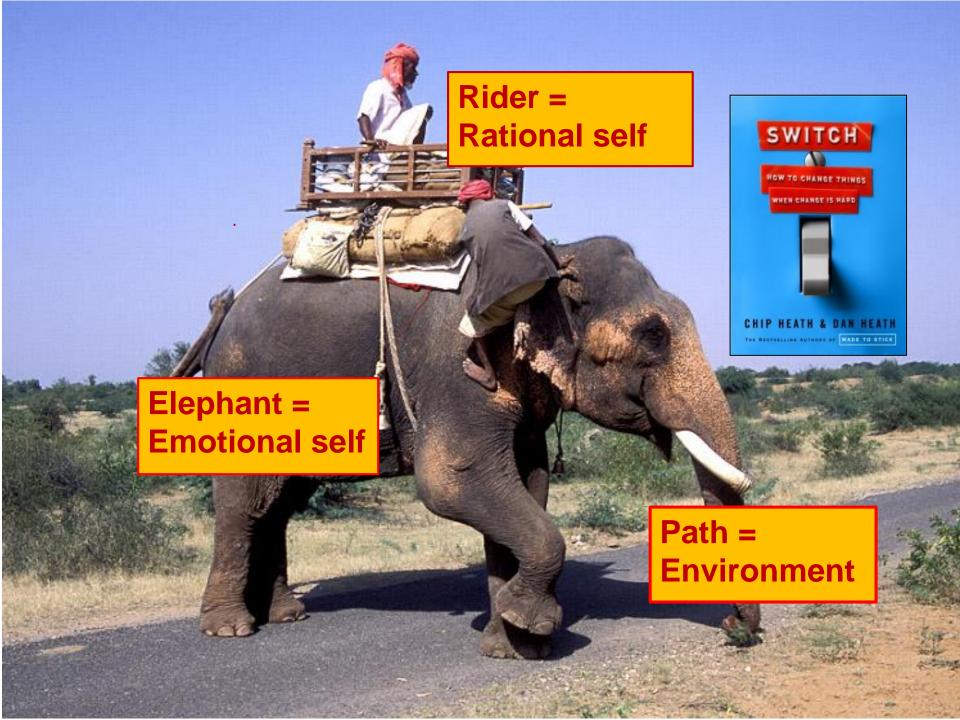
Behavior Change

- Individual as a locus of change
- Research-based
- Knowledge, attitudes, and practices
- Timed and targeted communication using a mix of media channels and participatory methods

Social Change

- Community as the unit of change
- Transforming the distribution of power
- Cultural practices, societal norms, and structural inequalities
- Timed and targeted communication using a mix of media channels and participatory methods

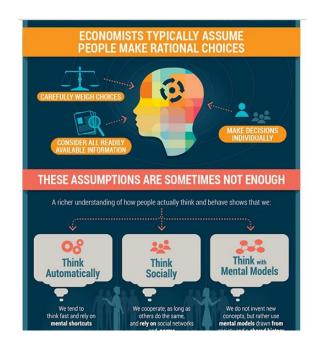
Source: UNICEF C4D



Fun! Easy! Popular!









World Bank. 2015. World Development Report 2015: Mind, Society, and Behavior. Washington, DC.

At least once a year, hundreds of millions of parents face a decision about school enrollment. Higherincome parents are probably choosing which school
their children will attend or which after-school activities to sign them up for. For many parents in lowincome settings, the choice is starker: whether or not
to send their child to school at all. Imagine a poor
father who chooses not to enroll his son in secondary
school. The assumptions policy makers think underlie
this decision will likely affect the remedies they design
to address low investment in education and other
behaviors associated with poverty.

Poverty is not simply a shortfall of money.

The constant, day-to-day hard choices associated with poverty in effect "tax" an individual's psychological and social resources. This type of "tax" can lead to economic decisions that perpetuate poverty.

they might pursue a strategy of persuasion to assist someone like this father. Or if they assume that the decision to keep a child out of school results solely from a political and economic system that is inherently stacked against poor people, they might advocate quotas or a large-scale redistribution of resources.

Both these narratives of poverty offer an incomplete picture of decision making and choice. The first places little emphasis on constraints beyond the control of the decision maker—such as the fees associated with attending school or the absence of enforceable compulsory education laws, which could coerce parents to send their child to school. The second narrative does not address the cognitive resources required to make a decision, especially when material resources are in short supply and when people's willingness to act upon their desires may be constrained (Mullainathan and Shafir 2013; Perova and Vakis 2013).

If this father lives in rural India, for example, he is most likely making his decision in May, nearly five months after the harvest—five months after he has earned most of his income for the year. While the returns to secondary education might be high and he might have been able to save funds for tuition, a number of other, more immediate concerns might be competing for his attention and his resources. He might

and the second s

"What matters is the mortar, not just the bricks."

- Margaret Heffernan

Five Principles

- Know exactly who your group is and look at everything from their point of view
- Action is what counts (not beliefs or knowledge)
- People take action when it benefits them; barriers keep people from acting
- All your activities should maximize the most important benefits and minimize the most significant barriers
- Base decisions on evidence, not conjecture, and keep checking

Implications for Market System Development

Behavioral Design Principles:

- Reduce cognitive burden
- Reduce the need for self-control
- Make decision making easy use rules of thumb
- Use micro-incentives increase positive consequences
- Set up reminders and encourage people to make specific plans

In terms of social and behavior change, it is important to:

- Follow a proven process
- Don't guess!
- Focus on a few key behaviors
- Use multiple channels and platforms
- Inspire emotions around the change
- Facilitate an enabling environment





Q & A

Please type your questions in the chat area.



5 Minute Break

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Social and Behavior Change and Market Systems

PANELISTS











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FACILITATING
BEHAVIOR CHANGE:

Social and Behavior Change and Market Systems

1

How did you first become aware of the overlap between SBC and market systems?



Cheryl Turner



Romain Kenfack



Anna Garloch



Erin Markel



Sarah Sahlaney

2

How did you learn more about these two topics and the overlap between them?



Cheryl Turner



Romain Kenfack



Anna Garloch



Erin Markel



Sarah Sahlaney

3

What was a surprising finding or an "aha" moment that you had when working with market systems and SBC approaches?



Cheryl Turner



Romain Kenfack



Anna Garloch



Erin Markel



Sarah Sahlaney



Q & A

Please type your questions in the chat area.



Closing Remarks

Next Steps

- Collaborative White Paper
 - Presenter essays
 - Contributions from you!
 - Survey with panelist questions responses will be included as co-authors
- Thank You!



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Thank you!

