Designing a Strategy for Private Sector Engagement: Conducting and Using Inclusive Market Research
Feed the Future
Advancing Women’s Empowerment

Enhancing women’s empowerment and gender equality in agricultural systems and programming through design and learning services, implementation support, and best practice capture.
AWE Learning and Impact

- Provide gender equality and women’s empowerment design and learning services for USAID Missions
- Support Feed the Future Partners to implement activities that are gender-sensitive and empower women
- Capture, translate, and disseminate evidence of practices promoting improved agriculture systems outcomes and empowerment for women and girls
## Agenda

<table>
<thead>
<tr>
<th>CST Time</th>
<th>COT Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>El Salvador</td>
<td>Colombia</td>
<td></td>
</tr>
<tr>
<td><strong>9:00-9:10am</strong></td>
<td><strong>10-10:10am</strong></td>
<td>Welcome &amp; Instructions</td>
</tr>
<tr>
<td><strong>9:10-9:15am</strong></td>
<td><strong>10:10-10:15am</strong></td>
<td>Seminar 2 Overview</td>
</tr>
<tr>
<td><strong>9:15-10:00am</strong></td>
<td><strong>10:15-11:00am</strong></td>
<td>Inclusive Market Systems Principles &amp; Resources</td>
</tr>
<tr>
<td><strong>10:00-10:30am</strong></td>
<td><strong>11:00-11:30am</strong></td>
<td>Mission Learning: Fireside Chat</td>
</tr>
<tr>
<td><strong>10:30-10:50am</strong></td>
<td><strong>11:30-11:50am</strong></td>
<td>Mission Learning: Small Group Discussion</td>
</tr>
<tr>
<td><strong>10:50-11:00am</strong></td>
<td><strong>11:50-12:00pm</strong></td>
<td>Closing</td>
</tr>
</tbody>
</table>
Women’s Economic Empowerment
Mission Learning Seminar Series

Increasing Women’s Empowerment in Agriculture and Market Systems
Through Co-Creation and Private Sector Engagement

Guide or oversee private sector co-creation processes that effectively incorporates goals and approaches for women’s empowerment and inclusion

Understand and apply evidence-based approaches that can lead to the development of partnerships promoting transformative agriculture and market-based opportunities for women and youth

Understand and develop effective ways to collect information on business performance and progress related to women’s empowerment and inclusion goals
Women’s Economic Empowerment Mission Learning Seminar Series

Increasing Women’s Empowerment in Agriculture and Market Systems Through Co-Creation and Private Sector Engagement

1. Getting to Shared Value: Creating Alignment with the Private Sector to Achieve Inclusive Development Results
2. Designing a Strategy for Private Sector Engagement: Conducting and Using Inclusive Market Research
3. Creating Transformational Results: Engaging the Private Sector to Capture and Apply Evidence
Today’s Learning Goals

Understand what inclusive market research is, as well as principles and approaches

Be able to apply outcomes from inclusive market research to identify and engage potential private sector partners

Learn from examples and access resources for how to use inclusive market research to develop an evidence-based vision for engaging the private sector to expand opportunities for women and youth
Today’s Facilitators

Samantha Croasdaile  
AWE Team Lead  
Senior Gender and Agriculture Specialist  
EnCompass LLC

Mark Sevier  
AWE Technical Advisor  
Director  
Market Systems and Partnerships  
ACDI/VOCA

Jenn Williamson  
AWE Gender and Agriculture Systems Advisor  
Vice President  
Gender and Social Inclusion  
ACDI/VOCA
Today’s Presenters

Erin Markel
Co-Founder and Principal
MarketShare Associates

Melissa Matlock
Associate Director
Gender and Social Inclusion
ACDI/VOCA

Nathalie Renaud
Co-Deputy Program Office
USAID Colombia

Jorge Reyes
Project Management Specialist
USAID Honduras
Inclusive Market Systems Principles

Melissa Matlock
Associate Director of Gender and Social Inclusion, ACDI/VOCA
Why is inclusive market research important?

Inclusive market research is a cornerstone of inclusive development.

“Do nothing about them without them”
– Additional Help for ADS 201
Why is inclusive market research important?

- Essential to articulate vision and desired impact
- Strengthens programs and outcomes
- Define target populations and identify partners
- Reveal potential risks and risk mitigation measures
What is inclusive market research?

Inclusive research involves different social groups in research efforts and seeks to gather information on the context in which they exist. This includes groups traditionally excluded by society. (women, youth, PwDs, LGBTI, ethnic minorities, etc.)
What is inclusive market research?

- Inclusive research helps to:
  - Identify, understand, and explain gaps between excluded group and general population
  - Identify structural barriers and processes that exclude groups from participating in and benefiting from markets
  - Identify and understand win-win opportunities that benefit markets and women, youth, and others in programs
  - Can be standalone research or integrated into other research efforts

Inclusive market research examples:
- Gender and social inclusion analysis
- Market systems analysis
- Network analysis
- Norms Analysis
- 5Rs analysis
- Root cause analysis
- Political economy analysis
- Financial sector analysis
- End market analysis
- Business case
Principles of inclusive market research

- Do no harm
- Engage
- Intentional
- Ongoing
- Disaggregate
- Utilize
Using inclusive market research to identify partners

- Research and consultations from the inclusive market research phase can be used in different phases of partner identification & engagement.
- It can help to identify potential partners where there is alignment/shared goals on GYSI and areas of potential unique value that an Activity can bring to a partnership.

From ACDI/VOCA’s Partner Identification & Engagement Guide
## When to conduct and/or influence inclusive market research?

<table>
<thead>
<tr>
<th>Pre-Solicitation</th>
<th>Post-Award/Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDCS Development</td>
<td>Activity start-up phase:</td>
</tr>
<tr>
<td></td>
<td>• Analyses &amp; reports</td>
</tr>
<tr>
<td></td>
<td>• Work plan</td>
</tr>
<tr>
<td>Project and/or Activity Design</td>
<td>MEL/CLA and adaptive management</td>
</tr>
<tr>
<td>• Plans for analysis</td>
<td>• Pause and reflects</td>
</tr>
<tr>
<td>• Stakeholder engagement</td>
<td>• Annual reports</td>
</tr>
<tr>
<td>• Multi-phase solicitation approach/co-creation</td>
<td>• Work planning</td>
</tr>
<tr>
<td>• Activity solicitation and evaluation</td>
<td>Activity evaluations</td>
</tr>
<tr>
<td></td>
<td>• Mid-term</td>
</tr>
<tr>
<td></td>
<td>• Final</td>
</tr>
</tbody>
</table>
Research Tool:
Inclusive End Market Analysis
What is an inclusive end market analysis (EMA)?

An EMA studies:
• market opportunities
• barriers to entry
• production capability to meet market quantity and quality demands
• existing or potential competitive advantages for certain market segments (fresh produce, processed foods, etc.)

An Inclusive EMA studies:
• market opportunities and what groups can take advantage
• barriers to entry for different groups
• How inclusion or exclusion of different groups influences production capability to meet market quantity and quality demands
• existing or potential competitive advantages for certain markets
Why conduct inclusive EMAs?

The findings from inclusive EMAs can be used to develop strategies to improve **competitiveness**, **inclusivity** and **resilience** in one or more market systems/segments.

Complements other research to help define which sectors and/or market segments an activity will engage in.

To identify opportunities within a sector or market segment to influence gender equality and women’s empowerment, especially at scale.
When to conduct inclusive EMAs?

Inclusive EMAs can be 1-off or iterative, and typically reveal areas for further research and data collection.

Inclusive EMAs may be utilized at pre-solicitation or post-award during any stage of the project cycle, depending on needs and objectives.
Inclusive EMA Methodology

*Segment-Target-Position* framework is a buyer-centric approach that has been adapted to inclusive market systems development.

**Segment**
- Identify major market segments.

**Target**
- Evaluate the ability of the sector to supply to the different market segments. Rank and order market segments.

**Position**
- For the selected market segment(s), articulate a positioning statement that highlights the country’s competitive advantage.
Conducting Inclusive End Market Analysis

• Conduct consultations with a range of stakeholders (including buyers) on inclusion issues of excluded groups

• Weight the selection criteria for inclusion

• Complement the analysis with information from other analyses like GYSI, PEA, 5Rs, etc.
Inclusive EMA in Action
Social Norm Diagnostics

Erin Markel
Co-Founder and Principal, MarketShare Associates
MARKET SYSTEMS AND PARTNERSHIPS ACTIVITY

Advancing learning and good practice on market systems development and private sector engagement

www.agrilinks.org/msp

Market Systems and Partnerships Activity, Bronwyn Irwin (DAI), Erin Markel & Friederike Stub (MarketShare Associates)
**MSP’s Learning Agenda**

**Transformational PSE:** MSP aims to apply USAID’s principles of shared value, corporate relationship management and systems change to a multi-stakeholder context to encourage the adoption of a more sustainable and inclusive operating model.

**Practical Application of MSD:** MSP aims to build on MSD’s broad theoretical base, emerging lessons from application, and existing tools to develop and disseminate practical guidance for operationalizing MSD.

**Market Systems Resilience:** MSP aims to support strengthened resilience, a core objective of the GFSS, through a focus on MSR (the ability of a market system to respond to a shock or stress in a way that allows consistency and sustainability in the market system’s functioning).

**Social Inclusion:** MSP aims to strengthen inclusion within the context of MSD and PSE programming by strengthening the evidence base for and ability to assess benefits from social inclusion, with a focus on sustainability and Return on Investment (ROI).

**M&E and CLA:** MSP aims to advance best practice in M&E and CLA within MSD and PSE, build the evidence base for the assumed benefits of sustainability and scale, and contribute learning in key concerns such as monitoring market systems change and metrics ‘beyond leverage’ for PSE.
Why conduct social norms diagnostics?

Use social norms diagnostics to:

• Understand unexplained or ‘irrational’ behaviors

• Explain how system-level drivers influence individual behavior

• Explain differences between market segments like women’s and men’s behaviors, any why they are gendered

• Identify motivators and leverage points interventions to target and shape behavior
When to conduct social diagnostics

• Most relevant at **design and partnering stages** to determine how to address impediments to desired improvements and identify what interventions and partners to select.

• Can be applied at the **monitoring** as well as in **evaluation** to understand whether target behaviors and norms have changed.

• Can be utilized at **pre-solicitation or post-award** for design and partner selection as well as measuring change.
Social Norms Diagnostic Methodology

The **Behavioral Analysis and Norms Diagnostic (BAND) Tool** below, developed by MSA, comprises of five phases outlined below:

1. Identify the priority behavior change objective(s)
2. Diagnose and prioritize the inhibiting behaviors and behavioral drivers
3. Conduct a social norms deep dive
4. Design and validate interventions
5. Implement the interventions
Conducting Social Norms Diagnostics

Step 1: Identify priority behavior change objective(s)
Determine the priority outcomes related to business environment reform that the BAND tool will be used to understand.

Step 2: Conduct a social norms deep dive
- Conduct primary research to investigate how, why and by whom social norms are enforced, and how they influence behavior.

Step 3: Design and validate interventions
- Design interventions that support the desired behavior change.
- Validate these draft interventions with key stakeholders then finalize them.

Step 4: Implement the interventions
- Pilot and refine the selected interventions.
Illustrative Output: Behavioral Analysis and Norms Diagnostic (BAND) Tool

Prevalence

High
Norm 5: Vastu influences decisions

Medium
Norm 4: Some aspects of housing are a man's responsibility
Norm 2: Men are expected to make final decisions
Norm 3: Land titles are passed on to sons

Low
Norm 1: Men should not be undermined as they are the head of the household

Strength

Low
Medium
High

Key:
High
Medium
Low
Relevance to Charge Objective

Ownership of title / deed
Material selection
Selecting masons
Interior decoration

Instigating decision to start building
Financing
Design / layout
Supervising masons / construction
Repairs
Questions?
Mission Sharing: Fireside Chat

Mark Sevier
Technical Director, Market Systems and Partnerships, ACDI/VOCA
(Moderator)

Jorge Reyes
Project Management Specialist, USAID Honduras

Nathalie Renaud
Co-Deputy Program Office, USAID Colombia
Small Group Discussions
Thank you!
Want more information about AWE?

Contact us:

• AWE Activity Manager: Asli Kes, akes@usaid.gov

• AWE Project Manager: Samantha Croasdaile, scroasdaile@encompassworld.com

• For more information please click on our Menu of Services

We hope you will join us for Seminar 3!

Please reach out for more ideas on Mission support and engagement