

## Shaping Market Systems for Inclusive Growth

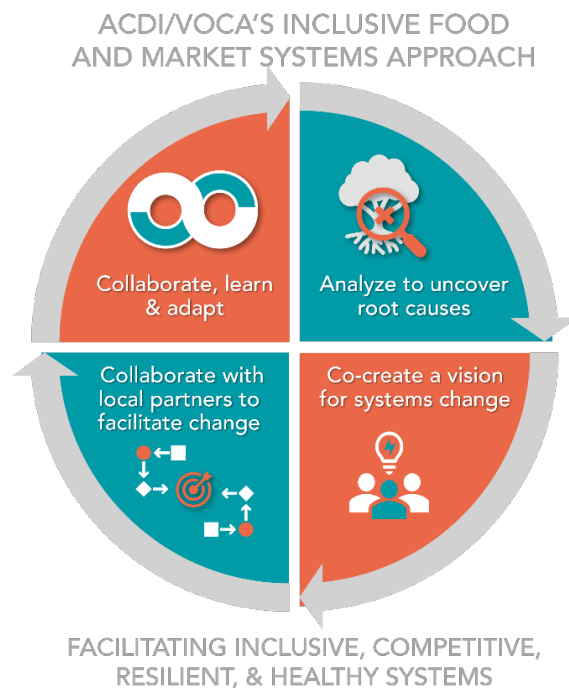
ACDI/VOCA is dedicated to empowering people to succeed in the global economy. Our work helps vulnerable populations engage in their local market system as buyers, sellers, and employees who come together to trade goods and services, improving lives and livelihoods for all.

**Since 2014, ACDI/VOCA has implemented 31 large-scale market and food system development projects benefitting more than three million participants.**

ACDI/VOCA applies systems thinking approaches and tools to address complex economic development, social inclusion and food security problems.

We help market systems function better on their own through the design and facilitation of scalable, sustainable and locally owned solutions.

Our approach begins with **analysis**, looking beyond the symptoms to uncover the root causes of poor market performance. We identify local champions and together develop a **strategy** for changes that a system needs. We align our resources and **collaborate** with local partners to facilitate that change. Along the way, we identify partnerships and monitor, evaluate, **learn, and adapt** as we discover new information that evolves our strategy.



ACDI/VOCA is a global development design and delivery partner that has implemented effective economic and social development projects in nearly 150 countries since 1963. Learn more at [www.acdivoca.org](http://www.acdivoca.org). To contact our Market Systems team, email [marketsystems@acdivoca.org](mailto:marketsystems@acdivoca.org).

## INCLUSIVE

ACDI/VOCA considers achieving gender equality, female empowerment, and the inclusion of marginalized groups as essential to creating [inclusive](#) market systems. The participation of these groups expands markets, introduces new products and services, and strengthens supply chains. Their diverse perspectives enhance problem solving and risk management in the market and across the community. To facilitate inclusivity, we

- **build the business case.** We conduct market research, [build a business case](#), and provide economic incentives for the private sector to work with marginalized groups.
- **guide policy.** We foster a dialogue between industry and government leaders at the national and local levels to improve policies affecting women, youth, and other groups.
- **influence social norms.** We use social research and behavior change methods to influence unwritten community rules that prevent certain groups from participating and benefiting.
- **expand access and capacity.** We deliver workforce development programs, support women and youth entrepreneurs, and train farmer cooperatives and associations to [strengthen group connections, marketing, and the quality of goods and services](#).

## COMPETITIVE

ACDI/VOCA helps businesses and industries respond to opportunities in both domestic and export markets through investments, partnerships, and market access. To facilitate competitiveness, we

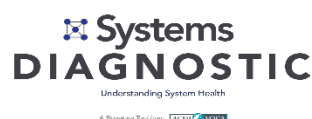
- **conduct research and analysis.** We help buyers and suppliers identify opportunities and constraints through research on [trade, production, and systems analysis](#).
- **engage the private sector.** We seek to understand businesses before deploying a diverse set of [private sector engagement](#) tactics and tools. Our approach builds partnerships that develop, test, and adapt new technologies and business models designed to create lasting market-based solutions to development challenges.
- **improve access to finance and catalyze investment.**  
We promote the growth of enterprise by helping businesses receive financing and helping financial institutions and investors improve and expand their offerings. Our subsidiary [AV Ventures](#) invests in small- and medium-sized enterprises that otherwise struggle to access growth capital.



## RESILIENT

ACDI/VOCA is a leading practitioner and thought leader in market systems resilience, helping communities withstand, adapt, and transform in the face of shocks and stresses. We do this by building and investing in resilient systems through:

- improving structures for decision-making and communications
- supporting rapid collection of data and evidence for decision-making.
- facilitating connections with other markets and supporting services.



Resources like our [systems diagnostic tool](#) help partners understand how a market system and the people in it are becoming more resilient.