FSM Market Systems Development:
Let’s Turn Talk Into Action

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Image from http://fsm-e-learning.net/
Why Market Systems Approach?

• Systems approach talk but needs definition
• Supports government leadership where it exists; develops where it lacks
• Paradigm shift
  – Continue implementation to facilitation journey
  – Consumer perspective (especially poor)
  – Value chain (market system) perspective
• Operationalizes Collaboration
What’s a Market Systems Approach?

**Purpose**

*Scale and Sustainability: Improve Well Being of Numerous People*

**Scope**

*Exchange of Goods and Services: Know All Market Players*

**Principles**

*Address Root Causes of Market Failure vs. Symptoms*

*Think Exit Strategy: Make System Work Better Over Time*

*Facilitate, Catalyse, Partner, and Adapt*

Adapted from Springfield Centre Making Markets Work.
What’s a FSM Market System?

1. Understand the Market:
Who, how, and why is the market failing?

2. Analysis - Figure out Where to Start:
Prioritization, root cause, sustainability

3. Develop Work Plan and M&E Plan:
Who will do what?; how will it happen?

4. Start and Continue Learning:
Do, learn, adapt and track market change
Market Systems Monitoring
How do we know its working?

- Results chains and projections
- Demonstrable buy-in
- Crowding in not crowding out
- Resilience

From Springfield Centre Making Markets Work.
Taking This Forward – SuSanA
A Platform for Paradigm Shift

– Open global network of 280 partner organisations and 7600 individuals
– Focused on systems approaches and sustainability
– Working Groups, discussion forum, library, thematic discussions and webinars, face-to-face meetings, project database
– Working Group 2: Market Systems Development
SuSanA Working Group 2 Role in FSM

- Demonstrating the value of sanitation market systems development to stakeholders
- Increasing understanding, knowledge, skills to apply approaches
- Foster conversation about defining roles to support market systems development
- Identify documentation and evidence gaps
WG 2 Planned Activities 2017

• “Market Systems: How to?” Video Presentation & Forum Discussion Series

Tentative topics:

1. Dive into Market Systems Process
2. Develop a Winning Proposal
4. Utilise Market System Approaches in Emergencies
5. Facilitate Rather Than Implement

• Updating Working Group 2 Factsheet

• Participation in SuSanA’s Wikipedia Edit-a-thon for World Water Day 19th/20th March
Parting Shot: Make Market Systems Practical

How are you improving your market system?

What are your main market barriers?

• Know your market matrix
• Prioritize barriers
• Root causes
• Sustainability analysis
• Keep iterating until Nirvana
Resources

- http://susana.org/
- https://beamexchange.org/
- http://www.springfieldcentre.com/