



FSM Market Systems Development:

Let's Turn Talk Into Action

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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

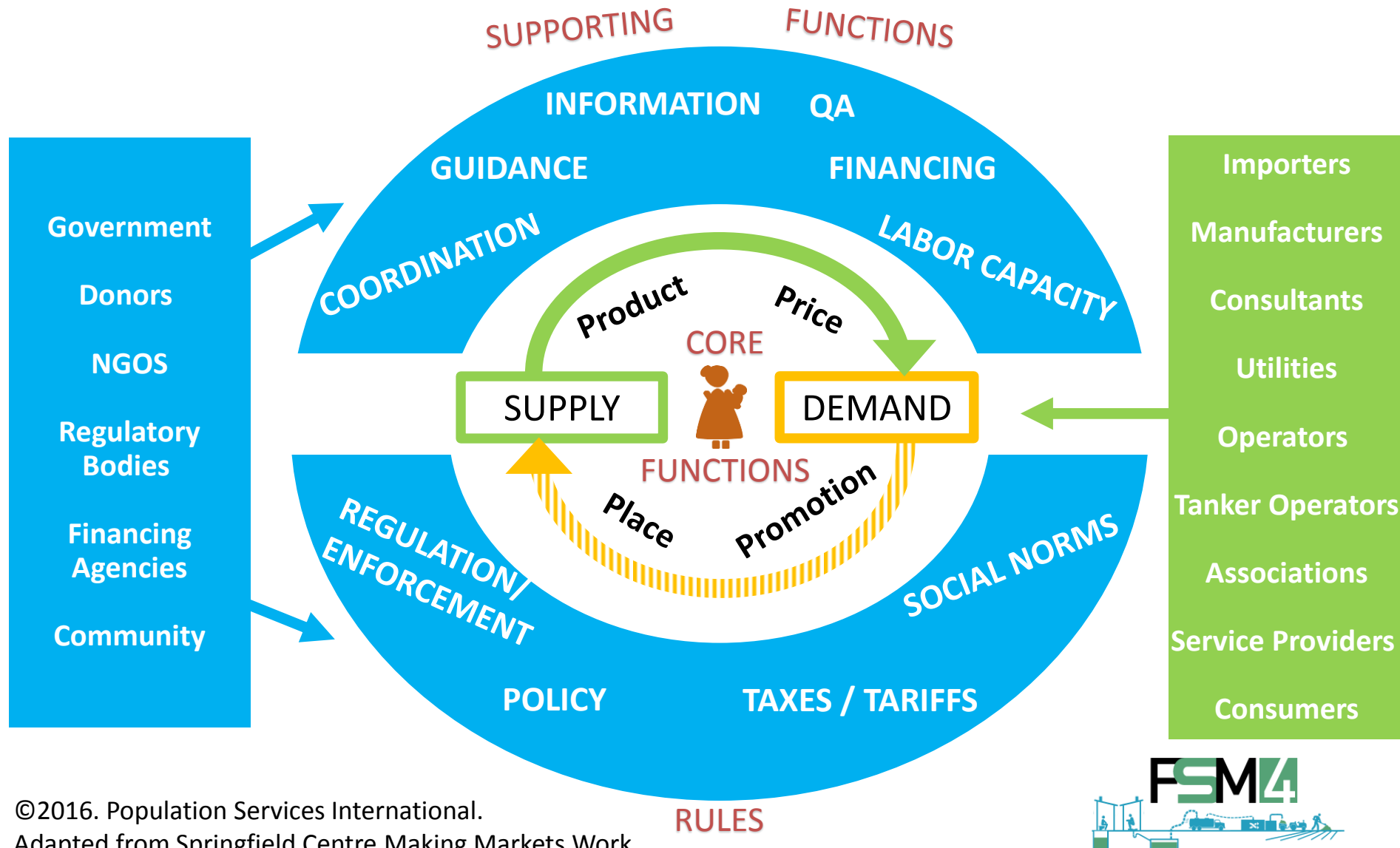
*Address Root Causes
of Market Failure vs.
Symptoms*

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

*Facilitate, Catalyse,
Partner, and Adapt*



What's a FSM Market System?



Market Systems Process

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?

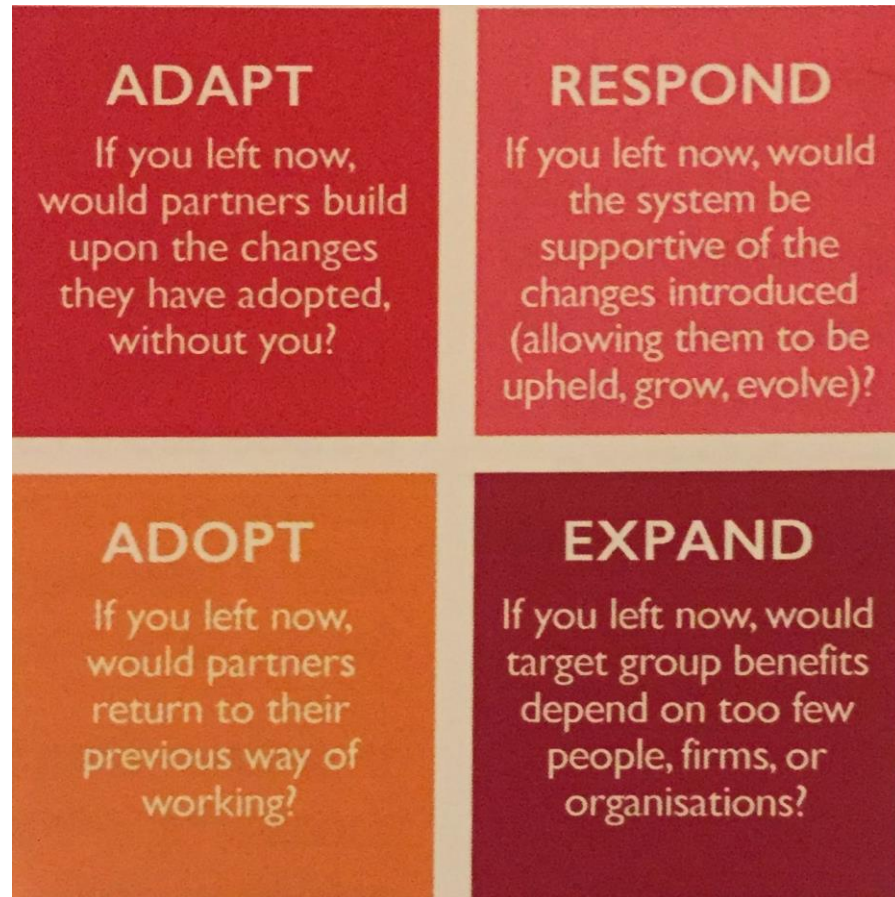
4. Start and Continue Learning:

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

sustainable
sanitation
alliance



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
 3. Role of Finance in Market Systems (Alternative Financing Models)
 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/>

