



# Market Development Facility

- Fully funded by the Australian Government Department of Foreign Affairs and Trade (DFAT) and implemented by Cardno Emerging Markets.
- Applies the “Market Systems” approach to facilitate private sector development.
- Works primarily with private sector partners **on business innovation** to facilitate **systemic change**, improve **sector competitiveness** and **enable support markets** to function better in order to **improve the income** of small farms and firms and **create employment**.



# Where we work





# How we do it

- Apply the DCED Standard for Results Measurement
- Developed in-house systems on systemic change measurements and Women's Economic Empowerment
- Strong culture that results measurement is everyone's job and is key to informing good program design
- Shared resources and ready pool of experts who can be easily accessed: roving staff, central information platforms



**Paul Valemei** The renting of silage equipment is a service innovation that has real potential for growth beyond the actual silage bales production capacity/sales of the entrepreneurs (more so than we might have expected when setting this up?)... great example of intervention activities responding to feedback from the field/assessments...great to see the field rep also involved in the partnership signing :)

Like · Reply · Mar 11, 2016 4:27 AM from Web · 1 colleague liked this.



**Momina Saqib** we also have a machinery company on board about leasing its machines. next we jointly pitch this to a bank. to make it more attractive to a bank the machinery company has also agreed to buy back machines from the bank in case of payment issues. theres real potential for scale here.

Edit · Like · Delete · Mar 11, 2016 11:51 AM from Android · 3 colleagues liked this.



**Fiza Salim** DML is fully on-board with pushing rental services. One of our partners from Phase 1 is making it the central revenue stream of his business model, he says its taking off faster than silage sales. Another wants to invest in additional machinery to boost this revenue stream up because he's also getting a lot of demand. While we had not initially anticipated this from Phase 1, seeing the results we've included it as a specific change step for our Sindh partners, and are planning to do the same for our upcoming KPK partners.

Like · Mar 11, 2016 10:04 AM from Web



**Harald Bekkers** Fully agree, so that does the DML think about pushing rental services??

Like · Mar 11, 2016 10:01 AM from Web



**Fiza Salim**

VOTING TIME!

Next up: Photos of the entire team in the air

4 Attachments





**Results Measurement: Lessons from three countries**

# Building a Multi-Country Aggregation System

- Careful balance between consistency and flexibility
- Assessment of different impact spheres
  - Market systems
    - Strategies and systemic change framework
  - Businesses
    - Value of private sector investment leveraged
    - Value of additional market transactions
    - Number of innovations and business reforms
  - Beneficiaries
    - Effective outreach
    - Net additional employment
    - Net additional income



# Learning what to measure: Taking lessons across countries

- How to identify invisible access and agency aspects
- How to prioritize which of these are critical to your business model
- How to package this information for different audiences to get better buy-in and to leverage other businesses to do the same (important for systemic change)
- Can't apply conclusions across countries but can get ideas about where to look



# Learning how to measure: Taking lessons across countries

- Sharing practical tips: standardizing units of measurement
- Sharing methods: Full-Time Employment Multiplier
- Overarching frameworks based on best practices: Women's Economic Empowerment







# Conclusion

- Human process that relies on relationship and identity building continuously
- Adaptive management which identifies different skill-sets and adapts them to different contexts
- Build a system that's appropriate for different user groups

## Women's Economic Empowerment: Learning from the Indo-Pacific Region



By Fiza Salim, Miliana Ratu and Samira Saif

MDF has been awarded AUD \$800,000 through the Australian Government's Gender Equality Fund (GEF) over two years, to develop partnerships with the private sector that deepen MDF's impact on Women's Economic Empowerment (WEE).

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[www.marketdevelopmentfacility.org](http://www.marketdevelopmentfacility.org)