



December 2015

## Market-based solutions and extremely marginalised communities

### Collection of promising examples

Studies have shown that it is often wealthier people in a community who benefit from market approaches to combatting poverty – men more than women, non-disabled more than disabled. ADD, the Coady Institute and the Institute of Development Studies are undertaking research, funded by the Rockefeller Foundation, to examine market-based solutions that have worked for extremely marginalised persons. As part of this research, **we are identifying promising examples of market-based solutions that improve the lives of extremely poor populations** – particularly, though not only, persons with disabilities, especially women – who are often some of the poorest and most excluded of all. This note defines the type of examples we are looking for, and how they will be used. Organisations with relevant examples are invited to complete the accompanying short template, providing basic initial information on the example.

#### 1. What type of examples are we looking for?

Examples must meet two basic criteria: (1) a solution or approach which is market-based and (2) which reaches or shows promise to reach extremely marginalised populations. There is no particular sectoral or geographical focus, and we would expect to include a diverse range of examples in the final research.

**“Market-based solutions” are being defined as:** initiatives and interventions that expand the diversity and quality of economic opportunities for marginalised populations, but also those that enable them to engage with markets in the first place – by addressing assets, skills, ‘resilience’ or the ability to manage risks, social relationships, and confidence and self-esteem. These could include (but are not limited to):

- Support for the self-employment or entrepreneurship of marginalised groups
- Inclusive business or value chain approaches
- Market systems approaches
- Self-help groups, graduation or ‘push-pull’ approaches
- Approaches enabled by digital or financial services.

**“Extremely-marginalised populations” are being defined as:** the poorest 5-10% of individuals or households. However, recognising that marginalisation is multidimensional, we are also considering other factors – groups that are excluded due to disability, gender, race, ethnicity, caste, age etc. Recognising that not all individuals in these groups are necessarily poor, we would ideally also look for some indication that the groups being reached are considered extremely poor.

As we are looking for ‘promising’ examples, we are not expecting them to already have clear evidence of positive impact. However, some early indication of the pathways through which these groups are able to benefit and the conditions that enable the solution would be desirable. We are also interested in examples of what hasn’t worked, and the learning that has been taken from this experience – and would very much welcome these cases.

## **2. How will the examples be used?**

Examples received will be shortlisted based on:

- fit with the research focus (i.e. a market-based approach that targets or benefits marginalised groups);
- innovation in the market-based solution;
- diversity of examples (e.g. spread of different market-based solutions)

If we get a high number of strong examples, then those for which more detailed information is available (e.g. which have been running for a longer period) will be shortlisted.

Shortlisted examples will be contacted to verify and seek further details, in order for us to write up a short case on the example. Verified cases will be given profile through inclusion in the final project report, with recommendations for how similar approaches could be rolled out more widely to eradicate poverty amongst the poorest communities, and in related project communications.

## **3. Next steps**

Organisations with promising examples of market-based solutions to benefit extremely marginalised groups are invited to share basic information through the accompanying short template. Please send completed forms, as well as any further documentation that might already be available (e.g. reports or case studies already published on the example, monitoring and evaluation reports) to Phil Reed at the Institute of Development Studies: [p.reed@ids.ac.uk](mailto:p.reed@ids.ac.uk). Phil can also provide further information regarding the project and the examples that we are seeking to document, if needed.

## **4. Further background**

Further information on the research can also be found at:

<https://www.ids.ac.uk/project/market-based-solutions-for-the-extreme-poor>

<http://www.add.org.uk/how-can-markets-help-eradicate-extreme-poverty>

[http://coady.stfx.ca/coady/media/news\\_releases/rockefeller/](http://coady.stfx.ca/coady/media/news_releases/rockefeller/)