MERCURY

Market Systems Development: Designing Inclusive and Sustainable Market Interventions

4 – 8 April 2027
Cairo (Egypt)



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Market Systems Development: Designing Inclusive and Sustainable Market Interventions

Ref: 16454_1021344 **Date:** 4 – 8 April 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction:

This comprehensive training provides development professionals with the skills and tools to facilitate systemic, scalable, and sustainable change in markets that impact the poor and marginalized.
Rooted in the principles of the Market Systems Development MSD approach, this course equips participants to analyze market dynamics, design inclusive interventions, and work with market actors to stimulate long-term economic growth without dependency on aid. Whether you work in agriculture, employment, financial inclusion, or private sector development, this course helps you understand and apply the MSD framework for impactful programming.
This course aligns with international best practices, including the Donor Committee for Enterprise Development DCED guidelines, and real-world case studies from across the globe.

Targeted Groups:

- Program and project managers in development organizations
- Technical advisors and market facilitators
- Donor agency staff and policy advisors
- Private sector development practitioners
- Monitoring and evaluation M&E professionals
- NGO staff involved in livelihood, agriculture, youth employment, and economic development projects
- Government officials are working on inclusive market reforms

Course Objectives:

By the end of this course, participants will be able to:

- Understand the core principles and rationale behind the Market Systems Development MSD approach
- Analyze market systems and identify constraints to pro-poor growth and inclusion
- Design sustainable, facilitative interventions that stimulate systemic change
- Apply tools to engage market actors and build ownership in market development
- Integrate cross-cutting themes such as gender inclusion, climate resilience, and youth empowerment
- Monitor systemic change and evaluate sustainability and scale
- Avoid common pitfalls and challenges in market facilitation
- Align program design with donor expectations and global best practices

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Targeted Competencies:

- Market systems analysis and diagnostics
- Systemic thinking and facilitation skills
- Strategic program design
- Partnership and stakeholder engagement
- Adaptive management and learning
- Gender and social inclusion in economic development
- Monitoring, evaluation, and results measurement MERL
- Communication and influencing market actors

Course Content:

Unit 1: Foundations of Market Systems Development:

- What is MSD? Origins, evolution, and rationale.
- Understanding market failures and systemic constraints.
- Principles: sustainability, facilitation, scale, and leverage.
- Comparing MSD with traditional development approaches.

Unit 2: Market Systems Analysis and Diagnosis:

- Conducting market assessments: frameworks and tools.
- Identifying root causes vs. symptoms.
- Mapping core, supporting functions, and rules.
- Engaging stakeholders in participatory analysis.

Unit 3: Designing Inclusive and Sustainable Interventions:

- Facilitation vs. direct delivery: roles and responsibilities.
- Intervention logic and results chains.
- Designing pilots for scale and sustainability.
- Integrating gender, youth, and climate resilience in interventions.

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Unit 4: Engaging and Partnering with Market Actors:

- Building trust with private- and public-sector players.
- Identifying incentives and aligning interests.
- Tools for co-creation and risk-sharing.
- Capacity building and exit strategies.

Unit 5: Monitoring, Learning, and Adaptive Management:

- Introduction to systemic change and sustainability frameworks.
- Measuring results: indicators and attribution.
- The DCED Standard for Results Measurement.
- Using feedback loops for adaptive programming.

Unit 6: Common Challenges and Practical Applications:

- Dealing with power dynamics, market distortions, and resistance.
- Case studies: agriculture, labor markets, finance, and services.
- Lessons learned from successful and failed MSD programs.
- Role plays, simulation exercises, and action planning.