



Overseas Development
Institute

From the Wild Coast to Da Nang – the story of a journey

**How can markets work for the poor?
What delivers impact at scale?**

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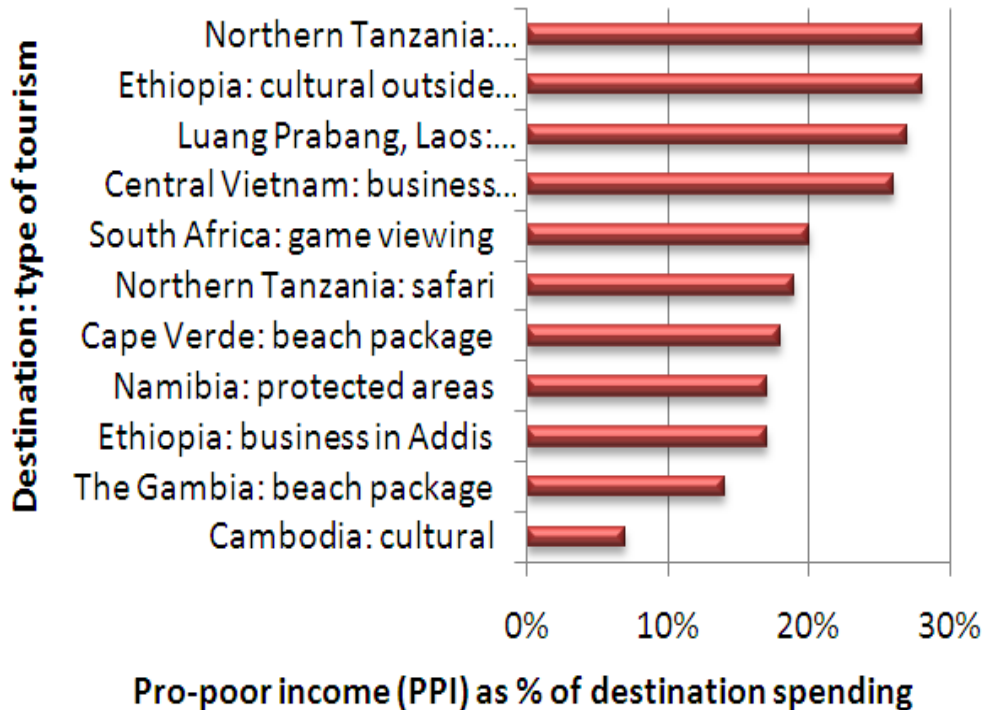
What doesn't work...

- Wild Coast of South Africa
- €12.9m community
'alternative' tourism project
- Supply-side interventions
- Little impact, no
sustainability, wrong roles



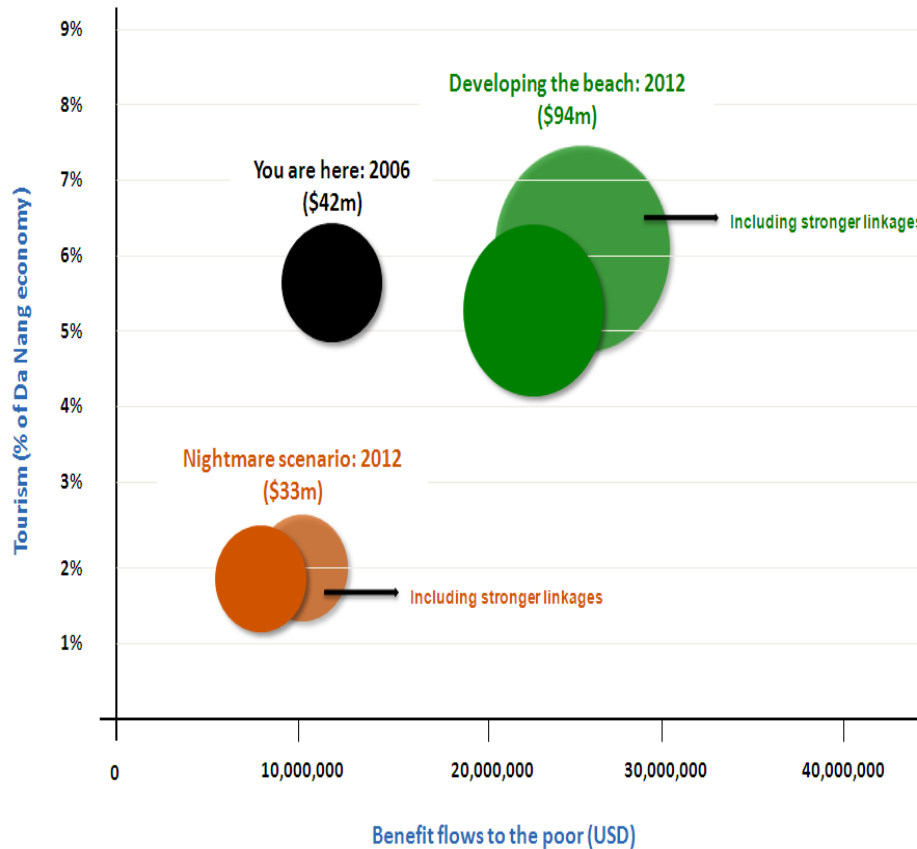
What might work...

Percent of in-country tourist spending benefiting the poor



- Pro-poor value chains
- Map the stakeholders
- Understand how the market operates
- Track revenue flows and incomes to poor
- Analyse blockages to poor accessing the market
- Diagnosis to action

What we are learning...



- Reducing poverty at scale requires working with mainstream markets
- Always start analysis with market assessment – don't assume
- Business and communities often 'get it' some development agencies struggle
- Barriers to poor are not always obvious