



How can markets work for the poor? What approaches deliver impact at scale?

Meeting three, Tuesday 17th March 2009, at The [Brewery](#), Chiswell Street, London EC1Y 4SD

17.00	Registration opens
17.30-18.15	Introduction and panel presentations
18.15-19.00	Discussion
19.00	Reception and drinks

Speakers:	Alan Gibson , Director and Founder, Springfield Centre Dr William Kwesi Derban , Head of Community Relations, Emerging Markets, Barclays Dr Chris West , Director, Shell Foundation Jonathan Mitchell , Programme Leader, Tourism Programme, Overseas Development Institute
Chair:	Simon Maxwell , Director, Overseas Development Institute

Background to the meeting

Many initiatives of governments, companies, donors and NGOs, aim to help the poor engage in markets – selling their labour or products, or securing the inputs, finance and services they need. But too often the scale of impact is limited, the output unsustainable. New approaches are exploring how to make markets work for the poor – commercially, systemically and fairly. The emphasis is on finding scaleable solutions that combine the power of markets with the needs of poor people.

Purpose of the meeting

The meeting will explore 4 different approaches and the lessons they are generating:

- **'Making Markets Work for the Poor':** DFID supports an approach to developing markets that rejects direct market support or subsidy, and focuses on removing the obstacles that stop the poor benefiting from market participation. Alan Gibson, the Springfield Centre Director, will explain how the approach is being applied in practice, and its implications for how we should work in the future.
- **Commercial finance:** Barclays Bank is providing access to financial services to the unbanked. Dr William Kwesi Derban, Head of Community Relations, Emerging Markets at Barclays, will discuss the potential opportunities and challenges around reaching the poor at scale through commercial banking services

that meet their needs, and the implications that access to finance has for their wider engagement in markets.

- **Enterprise solutions:** the Shell Foundation promotes enterprise-based solutions, applying market principles and business DNA to generate sustainable and scaleable solutions. Dr Chris West, Director, will highlight the challenges that this approach raises for businesses and donors alike, and explore what is needed to make such approaches work in practice.
- **Value chain development:** ODI has been working to shift mindsets in tourism, to scale up impacts on poverty within the sector. Jonathan Mitchell, Head of ODI's Tourism Programme, will outline how a value chain approach challenges assumptions about the best options for the poor, and helps reveal why some value chains work so much better for the poor than others.

These are evolving approaches that challenge past assumptions. It is important to explore:

- How are these different - from each other, and from past practice? How are they evolving today?
- What evidence do we have so far that they are any better at delivering impact at scale?
- What are implications for companies, governments and other organisations seeking to harness markets for development gain?

Key resources on this meeting available on <http://businessfightspoverty.ning.com/events/how-can-markets-work-better> include

- A summary of the M4P concept ([M4P Synthesis](#)), [M4P Perspectives](#) (8 papers exploring its applications) and the [M4P Operational Guide](#)
- Information on [Barclays approach](#) to financial inclusion outlined on their website
- An overview about the [enterprise development approach](#) of the Shell Foundation and their latest [report](#) on enterprise solutions to poverty
- ODI's new [Briefing Paper](#) on use of value chain analysis of scale up poverty impact in tourism, and information on other value chain approaches to upgrading participation of small producers, such as from the [Danish Institute of International Studies](#)

The series: 'Harnessing the Power of Business for Development Impact'

This event is part of a meeting series that brings together company executives, practitioners, policy researchers, government and civil society to debate how the private sector will contribute to the development agenda, and how private-sector-driven development can be strengthened in 2009 and beyond.

For more information on this series visit:

www.events.businessfightspoverty.org

Material from previous meetings includes blogs by speakers, meeting summaries, audio-tape, and key resources.

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This event is sponsored by Barclays

