

Exercise 2

MAP THE MARKET SYSTEM

In a nutshell:

The purpose of this exercise is to facilitate participants to use the Market Map framework to explore their market system and come to an agreement about how it works and how different market actors interact with each other.

Estimated time:

2-3 hours

When to use this exercise:

This exercise is suitable to help market actors reach Milestone 1 in the participatory journey.

Prerequisites:

Participants need to be familiar with the Market Map framework before you can facilitate this activity with them.

Objectives:

Participants form a detailed, shared understanding about how their market system works, building on their existing knowledge from each of their perspectives.

How it works:

1. Facilitators make sure that participants are familiar with the Market Map and are comfortable using it to explore their own market system.
2. Participants prepare some information about their role in the market system, the value that they bring to the system, and the relationships that their role depends on. See below for some examples of steering questions to give to the participants to help them. They then present this information back in small groups of 5-6 people (these groups can be put together on an adhoc basis) and the groups discuss the information, filling in any gaps that might have been found.
3. Then, all the participants come back together and use the information to create a Market Map of their market systems. Time is allocated for market actors to look over the map when it is finished and raise questions over possible omissions.

Supporting resources for the facilitator:

Refer to the Core Guidance Note: The Market Map for details about the framework.

Steering questions about the role of market actors:

- What part of the market system are you in? Are you a market chain actor, a provider of inputs and services, or an agent within the enabling environment?
- What roles / functions do you play? What other market actors do you interact with?
- What kind of interactions are these (e.g. one off trades, contractual arrangements, embedded services etc.)?
- What supporting inputs and services do you need to carry out your roles and functions?
- What major issues affect how you are able to carry out your roles/functions?
- What would happen to the market system if you were absent from it?