

Exercise 6

CREATE A SHARED VISION OF THE FUTURE

In a nutshell:

The purpose of this activity is to energise market actors to work together strategically to change the way the system works.

Estimated time:

60 – 90 minutes

When to use this exercise:

This exercise is suitable to help market actors build on Milestone 2 and progress towards Milestone 3 in the participatory market mapping journey.

Prerequisites:

Participants need to have a largely shared understanding about their market system, have discussed their problems with each other and framed them as systemic blockages. Exercises ‘Map the market system’, ‘Your problem is our issue’, ‘Put myself in your shoes’ and ‘the mediators’ can be used to reach this point.

Objectives:

- Participants review the Market Map of their system and update it if necessary;
- Participants construct a vision of how the market system could look like in the future, when these issues have been addressed;
- Participants strengthen their appreciation and commitment to coordinating changes in the way they do business to move the market system towards the vision of the future.

How it works:

- Facilitators ask participants to review their discussions about blockages in the system and ways to address them against the Market Map that they have constructed previously. This works well when the Market Map is pinned up on a large wall so that participants can crowd around the map.
- In small groups, each focusing on one blockage, participants discuss how the market system might look different if the blockage was addressed. Facilitators encourage participants to consider how other parts of the market system might respond to these changes with knock-on effects.
- The groups report back to each other, providing the opportunity for members of other groups to feed their perspective on each blockage. The facilitators help the participants to capture the emerging vision of how the market system might look in the future visually on the Market Map.

Supporting resources for the facilitator:

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