PMSD TOOLKIT

Practical ACTION

MARGINALISATION ANALYSIS

In a nutshell:
Marginalisation analysis involves understanding who marginalised actors are, and the forces and structures that impact their choices and lives. It enables projects to be designed so that they maximise the involvement and empowerment of marginalised groups in market development.

Status:
Core Tool

Key principles:
By better understanding power structures and networks that reinforce, and benefit from, marginalisation **(Systems Thinking)**, action can be taken to ensure **participation**. Inevitably this will involve looking at the forces that drive marginalisation according to **gender**.

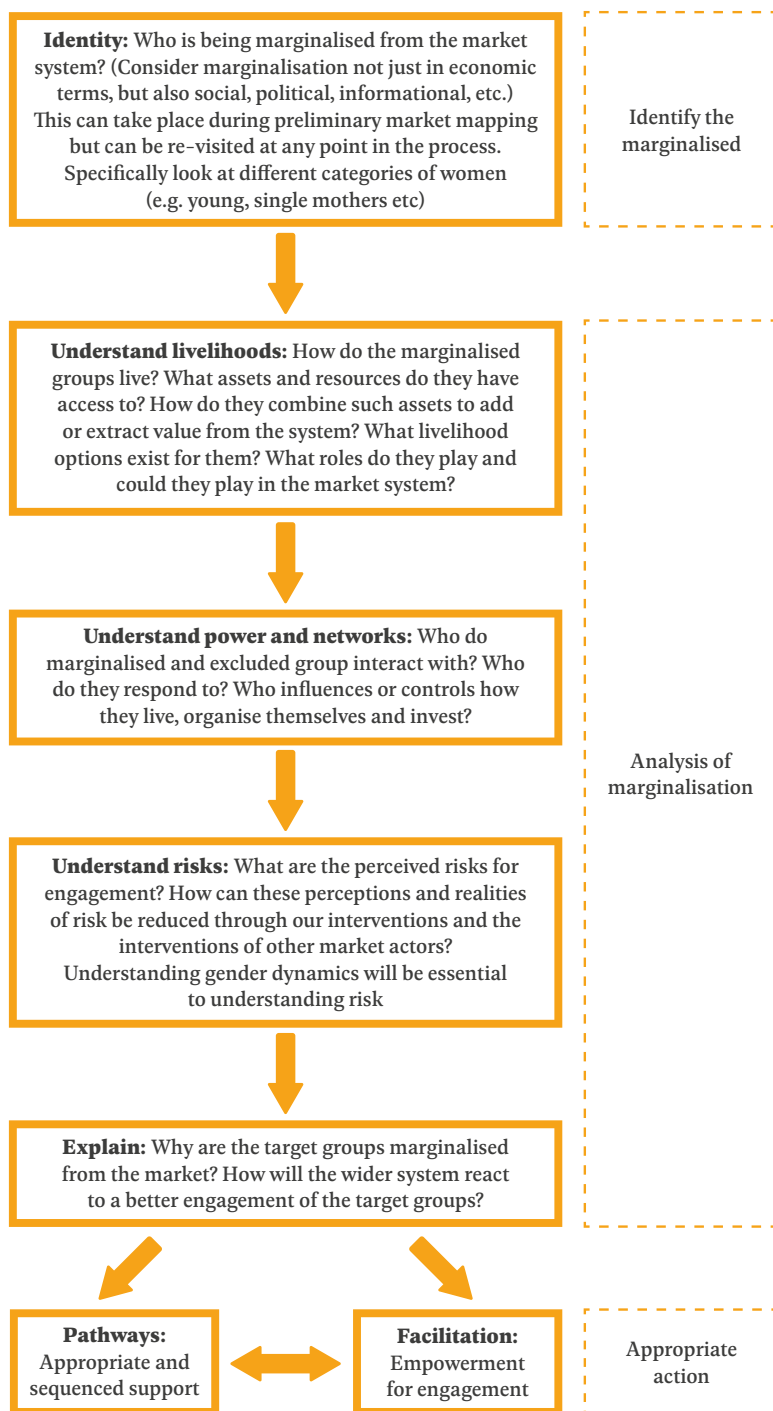**Preconditions and preparation:**
This analysis can be undertaken at any time. It requires critical thinking from staff, and sufficient access to communities to engage in conversations.

Outputs

Information on the characteristics of different marginalised groups, that can be used to update the market map if necessary. The insights from Marginalisation Analysis should inform Root Cause Analyses of the market system.

Marginalisation analysis is an iterative process of posing questions, engaging with communities, and interpreting the responses. The model below lays out the sequence of questions to be asked:

Figure 1: A model to gain deeper insights into the marginalised target groups

Identity: Who is being marginalised from the market system? (Consider marginalisation not just in economic terms, but also social, political, informational, etc.) This can take place during preliminary market mapping but can be re-visited at any point in the process. Specifically look at different categories of women (e.g. young, single mothers etc)

Identify the marginalised

Understand livelihoods: How do the marginalised groups live? What assets and resources do they have access to? How do they combine such assets to add or extract value from the system? What livelihood options exist for them? What roles do they play and could they play in the market system?

Understand power and networks: Who do marginalised and excluded group interact with? Who do they respond to? Who influences or controls how they live, organise themselves and invest?

Analysis of marginalisation

Understand risks: What are the perceived risks for engagement? How can these perceptions and realities of risk be reduced through our interventions and the interventions of other market actors? Understanding gender dynamics will be essential to understanding risk

Explain: Why are the target groups marginalised from the market? How will the wider system react to a better engagement of the target groups?

Pathways: Appropriate and sequenced support

Facilitation: Empowerment for engagement

Appropriate action

Outcomes/behaviour changes

This analysis may lead to greater self-awareness from marginalised groups, or from more powerful actors who start to reflect on their own role in perpetuating poverty. The challenge is to link these insights with market actors' self-interest, in order to motivate changes in behaviour.

Resources and templates:
Empowering Marginalised Actors Guidelines