

**An Introduction to Inclusive and Sustainable Market Systems Development**  
**Session 1 - Market Assessment**  
**University of Guelph**  
**November 23, 2018**

Workshop Overview

This workshop is the first in a series of three workshops which will be delivered by MEDA over the course of the academic year. The workshop series, entitled *An Introduction to Inclusive and Sustainable Market Systems Development* is intended to introduce students to concepts, practice and case study examples. Key themes of inclusion and sustainability will be integrated throughout the workshops – in particular the mainstreaming of gender and environment/climate change considerations. Exposure to tools, mini cases and partnership experiences will be supplemented with exercises and group problem solving. Students who complete all three sessions will receive a course certificate.

The first session in this series is entitled Market Assessment and will provide participants with an introduction to how to research and analyze value chains / market systems for pro-poor and inclusive economic development initiatives. It will also introduce participants to how this research and analysis is translated into project design.

At the end of the workshop, participants will:

- Understand basic market/value chain development concepts
- Appreciate the importance of market assessment
- Be familiar with and able to use a variety of market research tools
- Understand how market assessment information is used to inform project design

Agenda

9 a.m. – 12:00 pm (with 15 minute break)	<b>Morning Session:</b>  <i>1. Introduction and Workshop Overview</i> - Meet participants, understand experience and expectations  <i>2. MEDA Background and Approach</i> - Introduce participants to MEDA and its approach to development  <i>3. Introduction to Market/Value Chain Development</i> - Develop an understanding of basic VC/market development concepts  <i>4. Market Assessment</i> - Introduce participants to the concept of market assessment and key market research/analysis tools
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12pm – 1pm	<b>Lunch</b>
1:00 p.m. – 4:00 p.m (with 15 min break)	<b>Afternoon Session:</b>  <i>5. From Market Assessment to Project Design</i> - Introduce participants to strategies used to translate market assessment information into project design – including strength and constraint analysis, and developing sustainable solutions and interventions  <i>6. Workshop review and wrap up</i> - Review key learnings, reflection and feedback