

# Training Programme



## Making Market Systems Work

Bangkok

24 April to 5 May 2023

## Introduction

The ***Making Market Systems Work Training Programme*** focuses on how to make development more effective and sustainable, to achieve greater impact, inclusiveness and scale. We have trained over 2,500 people from more than 100 countries.

***“Hugely engaging and professionally run... stands out in training and development.”***

***“The case studies... demonstrated real impacts on millions of poor people. I am convinced that this approach should be the way forward to make sustained impact that could be brought to scale.”***

***“Trainers were real practitioners and really understood the challenges in the field”***

***“It has been an amazing two weeks. You are influencing development thinking – keep doing it”***



**Venue: Pullman King Power Hotel, Bangkok, Thailand**  
**Dates: 24 April to 5 May 2023**

## Overview: rationale, objective and description

The training programme focuses on inclusive systems thinking and practice and explores the strategic and practical implications for organisations as they adopt this approach.

The programme is internationally recognised and builds on two decades of the Springfield Centre's experience in offering training on the *market systems development (MSD) approach*.

# Rationale for the training programme

## The development challenge

Annual aid spending has risen from USD42bn in 1960 to USD160bn in 2011, over USD1.5tn in the last decade. But the absolute number of poor people continues to increase. *Who wants to give forever?*

If aid is to be truly transformative, its impact needs to be sustainable and to affect the maximum possible number of people.

## The market systems development approach

Where systems function well, everyone – including poor and marginalised people – can benefit, at scale and sustainably. However, systems often don't function well, particularly for the disadvantaged.

The market systems development approach helps to understand and overcome the causes of dysfunctional systems, to unlock opportunities for disadvantaged people – and realise development goals.

People working in development therefore need the right types of knowledge and skills to work in and bring about transformational changes in market systems that result in lasting pro-poor impact.

***“it is probably an illusion to think that a one-time infusion of external assistance will lead to the indefinitely sustainable voluntary provision of most local public goods”***

(Kremer & Miguel, 2007)

***“Any development that is not sustainable is not development”***

(Dr Manmohan Singh,  
Prime Minister of India, 2004-14)

# Rationale for the training programme

## What's the focus?

The Programme has a practical emphasis on operationalising different aspects of the market systems development approach in different contexts:

- Understanding and assessing systems
- Sustainability and exit strategies
- Complementary roles of public and private organisations
- Supply-side and demand-side interventions
- Monitoring and results measurement

## Who should attend?

The Programme is aimed at anyone who wishes to harness market systems development to achieve wider socio-economic objectives, such as reducing poverty and inequality, improving health and welfare, or increasing jobs and incomes. Previous participants have included:

### Organisation types:

- Funding agencies
- Private foundations
- International NGOs
- Consulting firms
- Governments

### Organisation roles:

- Programme design
- Implementation
- Management
- Measurement
- Co-ordination and oversight

### Sectors:

- Agriculture
- Manufacturing and services
- Natural resources
- Inclusive business
- Governance and policy
- Health and education
- Water and sanitation
- Finance
- Trade
- Humanitarian relief

## Objective of the training programme

The Programme aims to develop participants' knowledge of and skills in the market systems development approach, its implications and uses for their organisations.

### **By the end of the programme, participants will:**

- Understand and have ownership over the rationale and principles of the market systems development approach
- Have developed knowledge of and skills in the required frameworks and tools to research, design and manage interventions
- Be aware of the diverse and innovative ways in which the approach can be applied to different systems and contexts
- Recognise the implications of the approach for their work and organisation
- Have generated new networks of support and learning among participants and faculty

# Description of the training programme

## Core skills classes in the market systems development approach

Participants are allocated to one of three 'core skills' classes for the duration of the programme, to provide an appropriate environment for interactive learning.

Core skills classes provide the central body of knowledge and skills to make sense of market systems development. These classes enable participants to understand (a) the rationale for a systemic approach (why it's important), and (b) the tactics needed to pursue inclusive and sustainable change in systems (what it is and how to do it). The key topics covered are:

- **Strategy:** understanding where market systems fit into inclusive economic development, offering access to basic services and fostering growth.
- **Diagnosis:** understanding systems, opportunities and constraints; examining the incentives and capacities of key actors, including business, government, and the not-for-profit sector.
- **Vision:** the centrality of sustainability and how to design interventions for lasting impact – what we want to leave behind when a programme ends.
- **Intervention and measurement:** designing and implementing interventions to stimulate systemic change, and practical approaches to assessing intervention progress and impact.

# Description of the training programme

## Supplementary classes on practitioner experience and lessons learned

These classes focus on different case studies or aspects of practitioner experience. They complement core skills classes by exploring the practical application of the market systems development approach.

Topics might include:

- Applying market systems development to different types of system, from agriculture, to media, to ‘public’ systems such as health, WASH and education
- System’s diagnosis in ‘markets in crisis’
- Understanding and influencing public and private stakeholders in market systems
- Partnering with the private sector
- The ‘art’ of facilitating change in market systems
- Measuring market systems development
- Managing market systems development projects

## The training team

Our training team has operated all over the world, in primary, secondary and tertiary sectors, ranging from agriculture and fisheries to textiles and tourism; from finance and media to education and water and sanitation.

We have worked with businesses, governments, civil society, NGOs, official development agencies and private philanthropists.

Our experience encompasses research, design, implementation, monitoring and evaluation, and management.

Although we do not expect them to do so, faculty and classes may be subject to change. Such changes will be communicated to the participants in advance, whenever necessary.

# Programme administration

## Programme fee: GBP £3,750

Fees are for tuition and materials only (lunch and refreshment breaks are provided on the ten training days). Participants are responsible for their own travel (including visa), transfers, accommodation and other subsistence costs.

Fees do not include banking charges for transmission of funds: please ensure that ALL bank charges (sending and receiving bank charges) are paid by the sending bank/sender of funds.

# Programme administration

## Application

Applications to the training programme will be closed on **Friday 24 February 2023** (or earlier if the programme is full). Notification of acceptance will be sent by e-mail. If you do not receive an email within one week of the application closing date, please contact us for confirmation.

Payment of the programme fee is by bank transfer only. On acceptance of an application, we will send an invoice and details of the bank account into which payment must be transferred.

Professional working proficiency in written and spoken English is essential.

Participants attend six to eight hours of class time daily. Class preparation may consist of one to two hours per night, depending on the nature of tasks. Sponsors will be notified of significant participant absences.

Applications can be submitted using our online form.

Should you have any problems using the online form, you can request a version in either Microsoft Word or PDF format. Completed forms should then be sent to the Programme Manager:

E-mail: [events@springfieldcentre.com](mailto:events@springfieldcentre.com)

**Apply Now**

# Programme administration

## Acceptance

Participants will be selected by Programme management according to professional background and group-mix needs. Once accepted, your place on the programme will only be secured once fee payment is received.

Please note that payment delays may lead to the offer of a place being withdrawn.

## Refund policy

**Non-acceptance:** If an applicant is not accepted onto the programme, then any programme fee paid (minus an admin fee of GBP50) will be refunded.

**Withdrawals:** Any withdrawals (cancellations) from the training programme must be submitted in writing to Programme management.

Withdrawals received by **Friday 24 February 2023** will qualify for a full refund, minus an admin fee of GBP50.

Withdrawals received after **Friday 24 February 2023** but before **Friday 24 March 2023** will qualify for a 50% refund on the training fee paid.

No refund of training fees will be given for any withdrawals received after **Friday 24 March 2023**.

# Programme administration

## Venue

The programme will be held at [Pullman Bangkok King Power hotel](#)

- 8 Rangnam Road, Kwaeng Thanon-Phayathai, Ratchathewi, Bangkok 10400
- Easy access to the BTS Skytrain network (Victory Monument station is a five minute walk) and the Airport Rail Link (Phayathai station).
- Approximately forty minutes' drive from Suvarnabhumi airport (allow one hour in busy traffic). The Programme will take place in the hotel's modern and spacious 'Sixth Floor' meeting rooms.
- A useful website for information about Bangkok is: <http://www.bangkok.com/information/>, which includes a good guide to the visitor attractions near each BTS network station.

## Transport

The venue accommodation booking form will list airport transfer options provided by the Pullman Bangkok King Power hotel. If you prefer to book transport directly then we recommend [AOT Limousine](#). Taxis are also readily available from outside the airport, via a ticketed queuing system. There is an Airport Rail Link that stops at Phayathai Station (a short distance from the hotel). The BTS Skytrain system is a convenient option for travel around the city.

# Programme administration

## Accommodation

Participants must make their own arrangements for accommodation in Bangkok. Participants should note that the programme begins with **registration** on **Sunday 23 April 2023** (16.00-18.00) and ends on the afternoon of **Friday 5 May 2023**.

Classes run Monday to Friday, starting at 08:30 and finishing around 17:00 each day. The weekend between the two training weeks is free. Due to the congestion in Bangkok, we recommend that participants book rooms at the event hotel, where we have negotiated reduced rates. The hotel accommodation form will be emailed along with notification of acceptance onto the event. If participants choose to stay elsewhere in Bangkok during the event, then we recommend that they select accommodation within a short walking distance to ensure a hassle-free journey to the training venue.

## Liability

Applicants are responsible for obtaining any necessary travel visas in time for the event. We are happy to provide letters of attendance to assist with visa applications (once payment has been received).

Participants are responsible for making their own arrangements for appropriate insurances (particularly in respect of cancellation, personal health, accident and possessions) in connection with their attendance at the training programme. If circumstances beyond the control of the programme management force a change of venue or postponement/cancellation of the event, the management accept no responsibility for losses incurred by the participant (beyond refund of the programme fee minus an admin fee).