

> **Beyond gendered social norms - institutional biases and market norms**

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Systems, Norms and Markets

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March 21, 2017

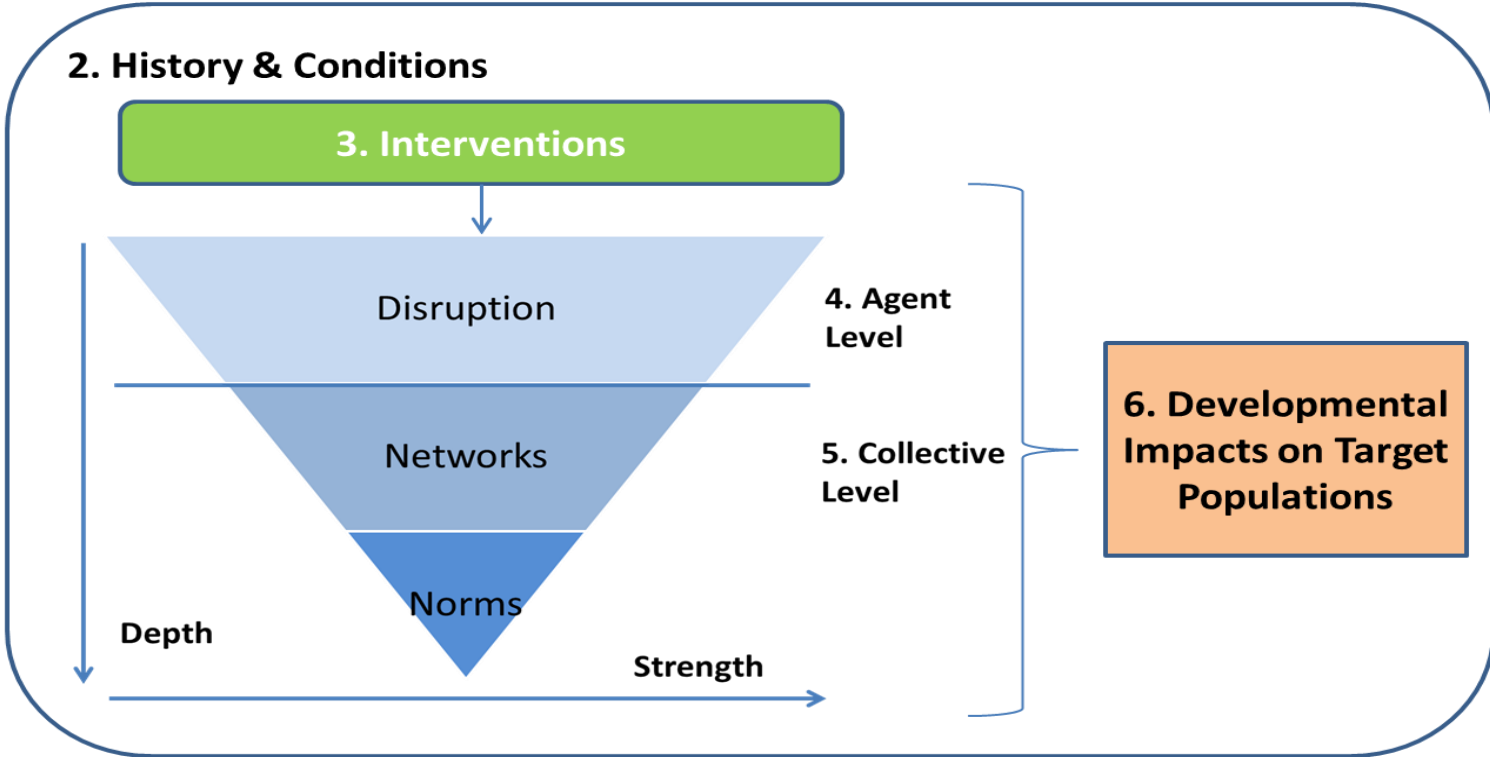
Why Norms in Market Systems?

Norms > key indicator for depth of systemic change

Source: MarketShare Associates. Disrupting Systems Change. USAID. 2016.

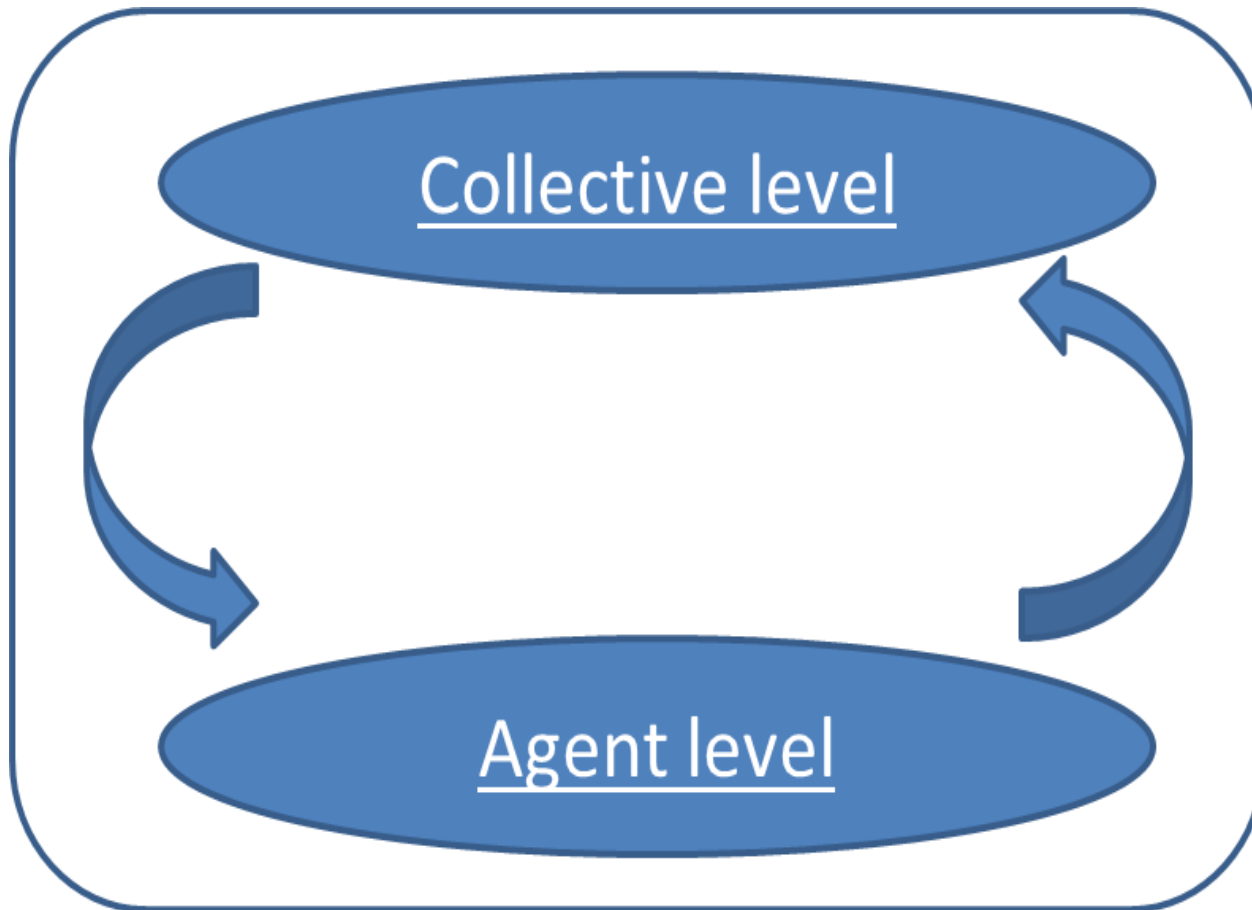
Disrupting System Dynamics Framework

1. Boundaries

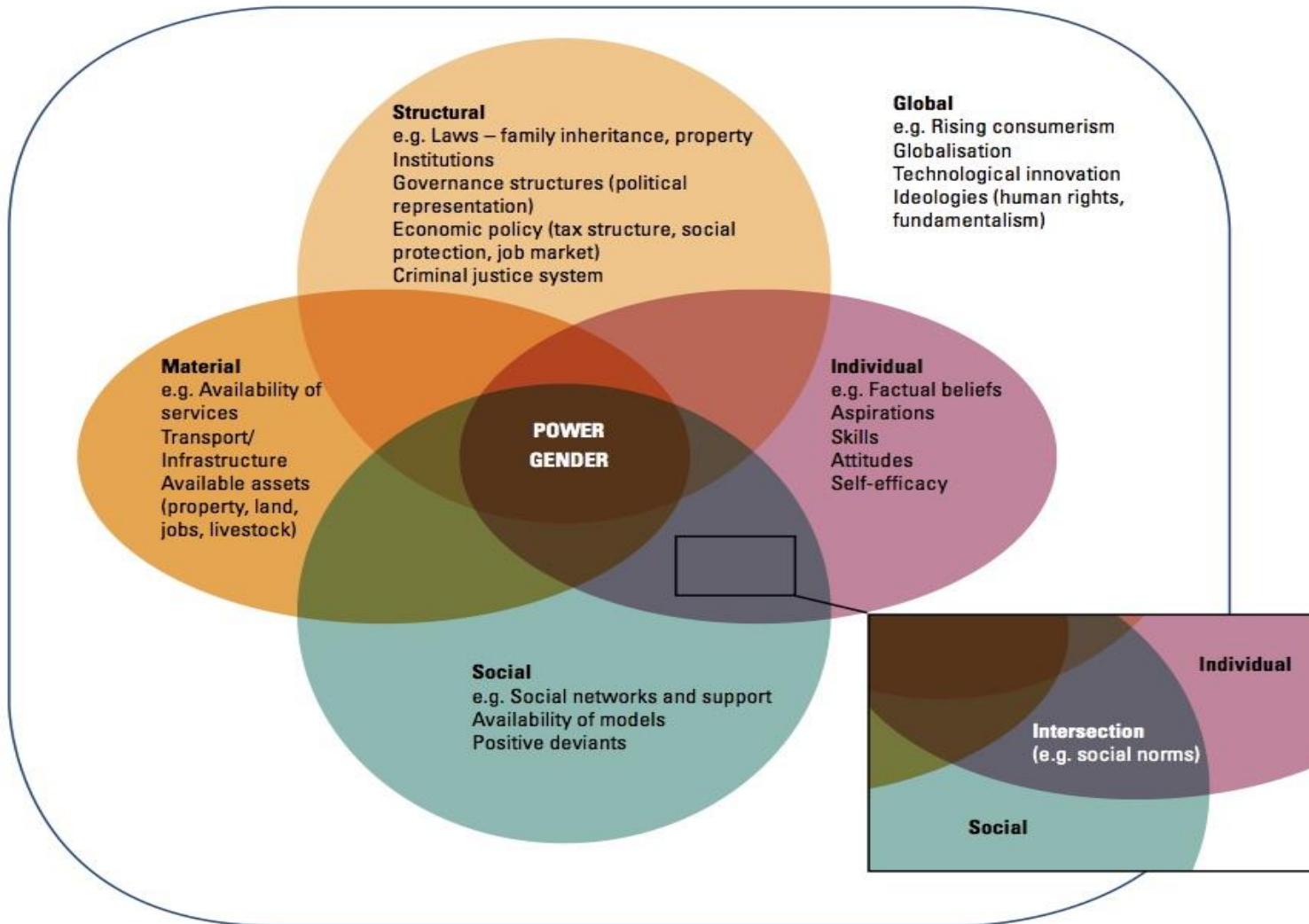


Source: MarketShare Associates. *Disrupting Systems Change*. USAID. 2016.

System Dynamics



Source: MarketShare Associates. *Disrupting Systems Change*. USAID. 2016.



Source: Cislighi and Heise (2017); *Measuring social norms: A learning report*. London: LSHTM

Defining Norms in Market Systems

The interaction between individual behaviors and collective behavioral “rules” that shape:

- a) how people behave and;
- b) how people expect others to behave

In order to either maintain or change how agents engage with markets.

Source: MarketShare Associates. Markel, et al. The Social Norms Factor. BEAM Exchange. 2016.

Social and Market Norms?

1. Are all norms inherently social?
2. Is there a distinction between social and market norms, and is it helpful?
3. Example please!

What does this mean for practice?

Shooting Free Throws



So what does this mean for market systems programmes?

- Social norms and economic incentives interact to influence behavior.
- Providing good information and demonstrations to people is not always enough to change behavior.
- Collective rules and expectations have a strong influence on people's behavior.
- We have to understand the strength or the “stickiness of norms” and incentives to know how to influence them.

Moving forward we should consider...

- Do not assume providing good information and a demonstration is enough.
- Identify potential social norms and economic incentives that could be constraining positive change.
- Look at social norms from a community / collective perspective, not only at individual beliefs.
- Once you name the norms, identify the different reference groups that influence these norms.
- Unpack each reference groups' incentives to support or sanction changes from a social, economic and moral standpoint.
- Understand bias as they pertains to norms (current situation, etc)
- Understand the potential sanctions and risks that come with promoting changes to social norms and behaviors in markets.
- Expect unexpected changes and be ready to learn and adapt!

Thank you!

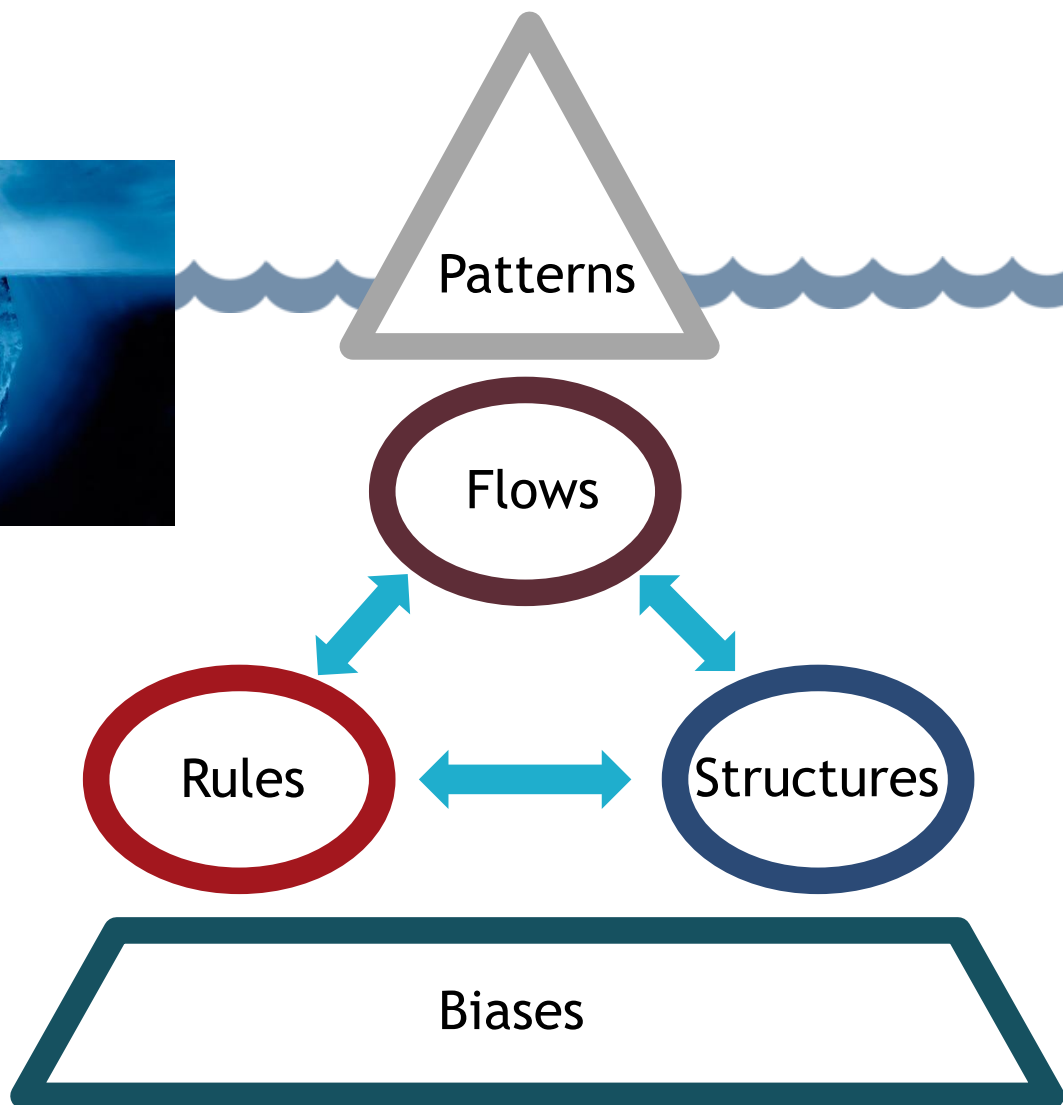
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Market Systems Approach and Informal Norms

Markets are complex social systems



Flows

- Information/finance
- Circulation
- Direction

Structures

- Diversity
- Distribution
- Bridging

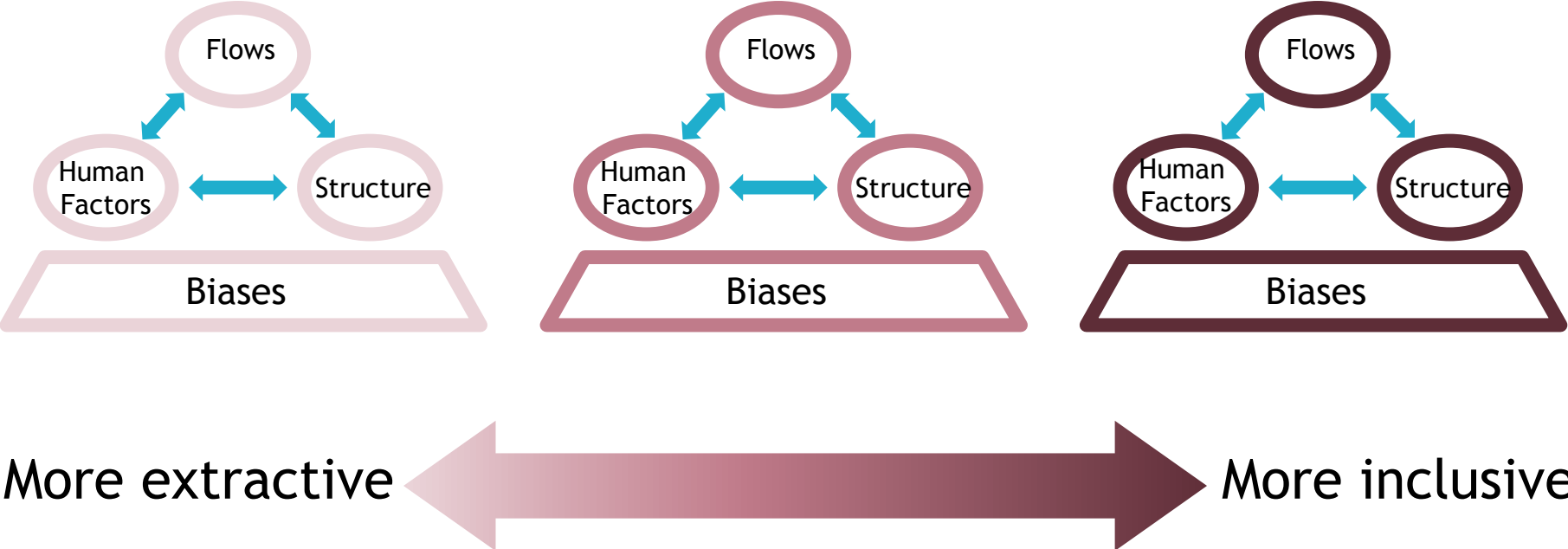
Rules

- Informal
- Formal
- Feedback/enforcement

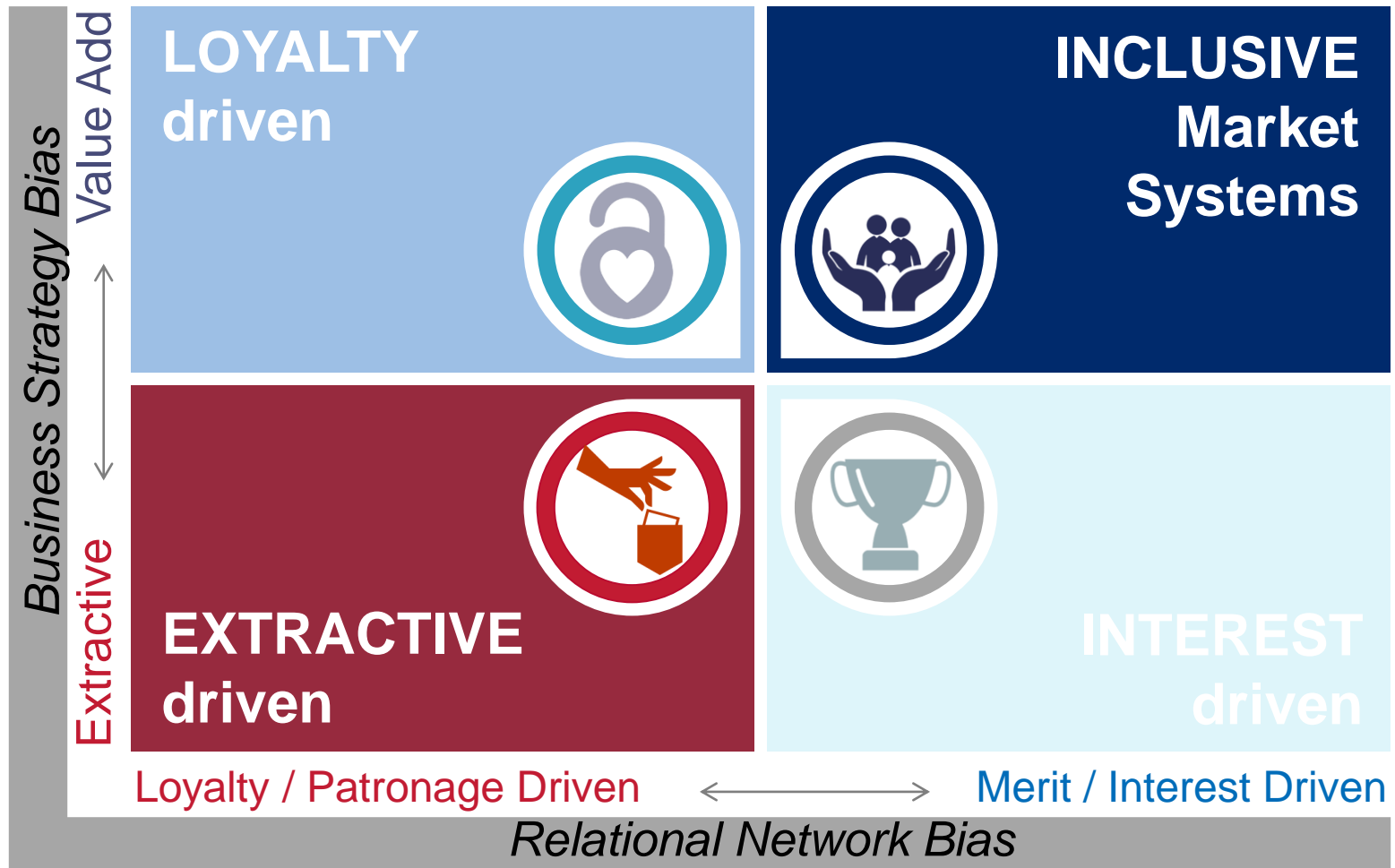
Biases

- Authority
- Loyalty
- Relative value

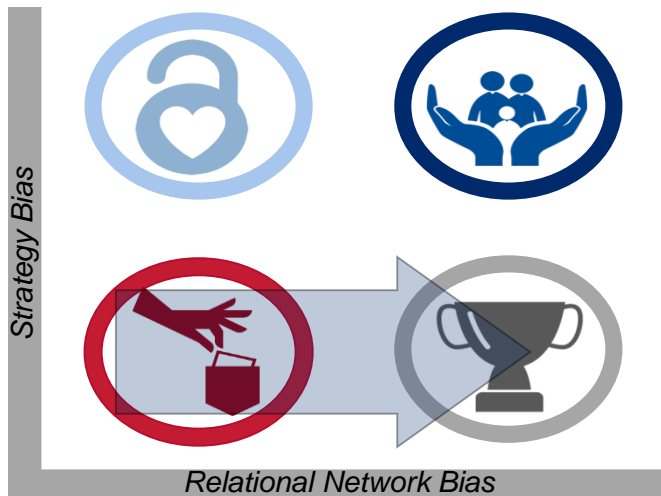
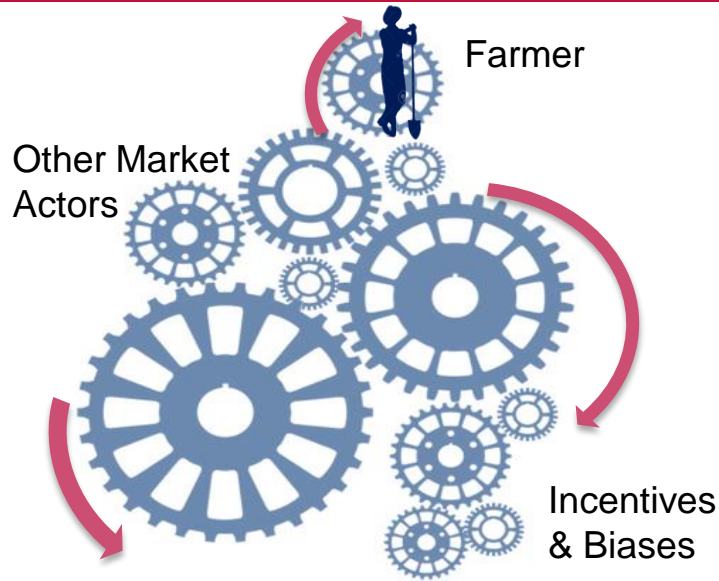
Biases in market systems



Inclusive market systems defined

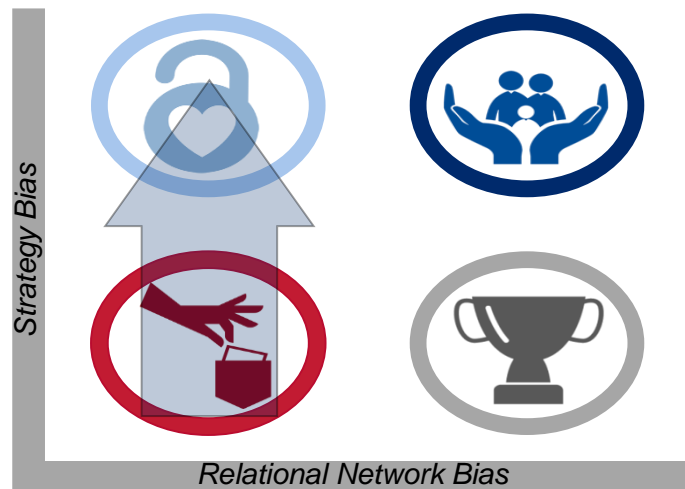
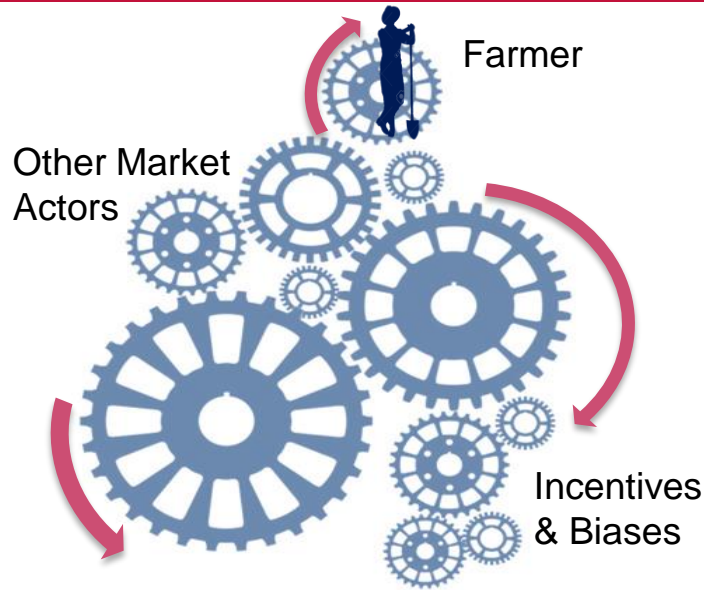


Informal norms and market systems



Network Biases	
Informal Norm	AVC Entry Point
Individual and Firm	Gender Norms Firm level customer/supplier churn, firm hiring practices
Hierarchy/social mobility	Gender norms, disputes patterns, entrepreneurship patterns, HR patterns
Cooperation/competition response	Disputes patterns, VC governance, cooperation drivers, competitive advantage drivers

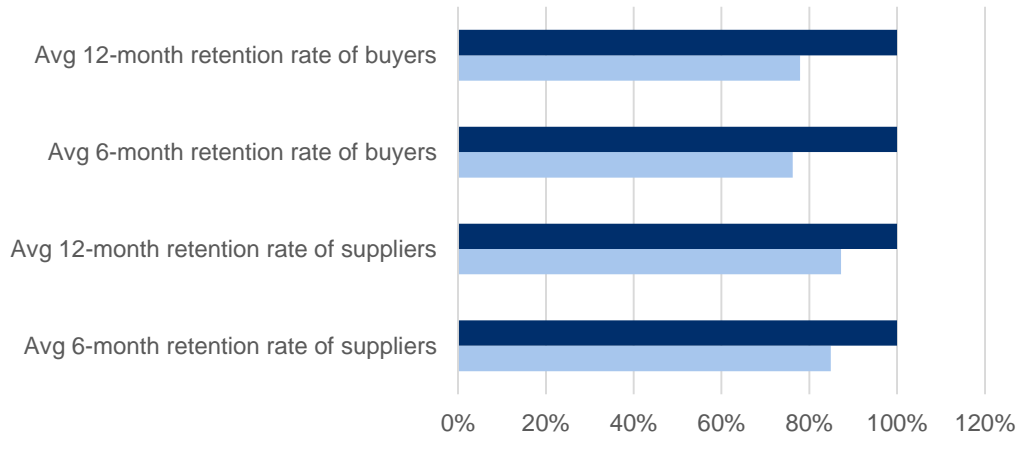
Informal norms and market systems



Value Addition/Growth Biases	
Informal Norm	AVC Entry Point
Firm growth	Governance patterns, marketing/branding practices, investment patterns, success metrics, HR performance metrics
Customer relationships	Market research investments, customer service practices, marketing/branding practices
Supplier relationship	Supplier performance practices, supplier co-investment patterns, disputes patterns
Cooperation and competition response	Firm response patterns to joint threats and opportunities, firm response to competitive pressures

Network biases and the related informal norms are more rooted/difficult to change

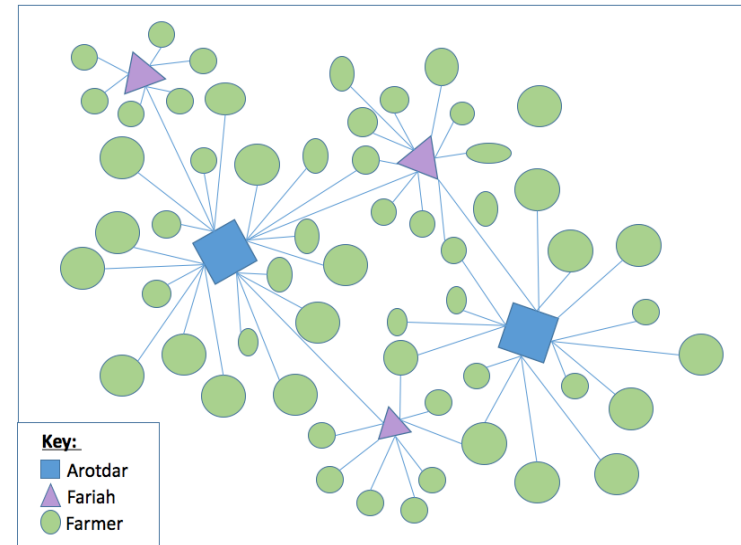
Traders' Retention of Suppliers & Buyers



■ Vegetable Traders in Jessore
■ Flower Traders

Churn data and the disputes/VC governance findings both indicate norms that create barriers to entering new networks/relationships

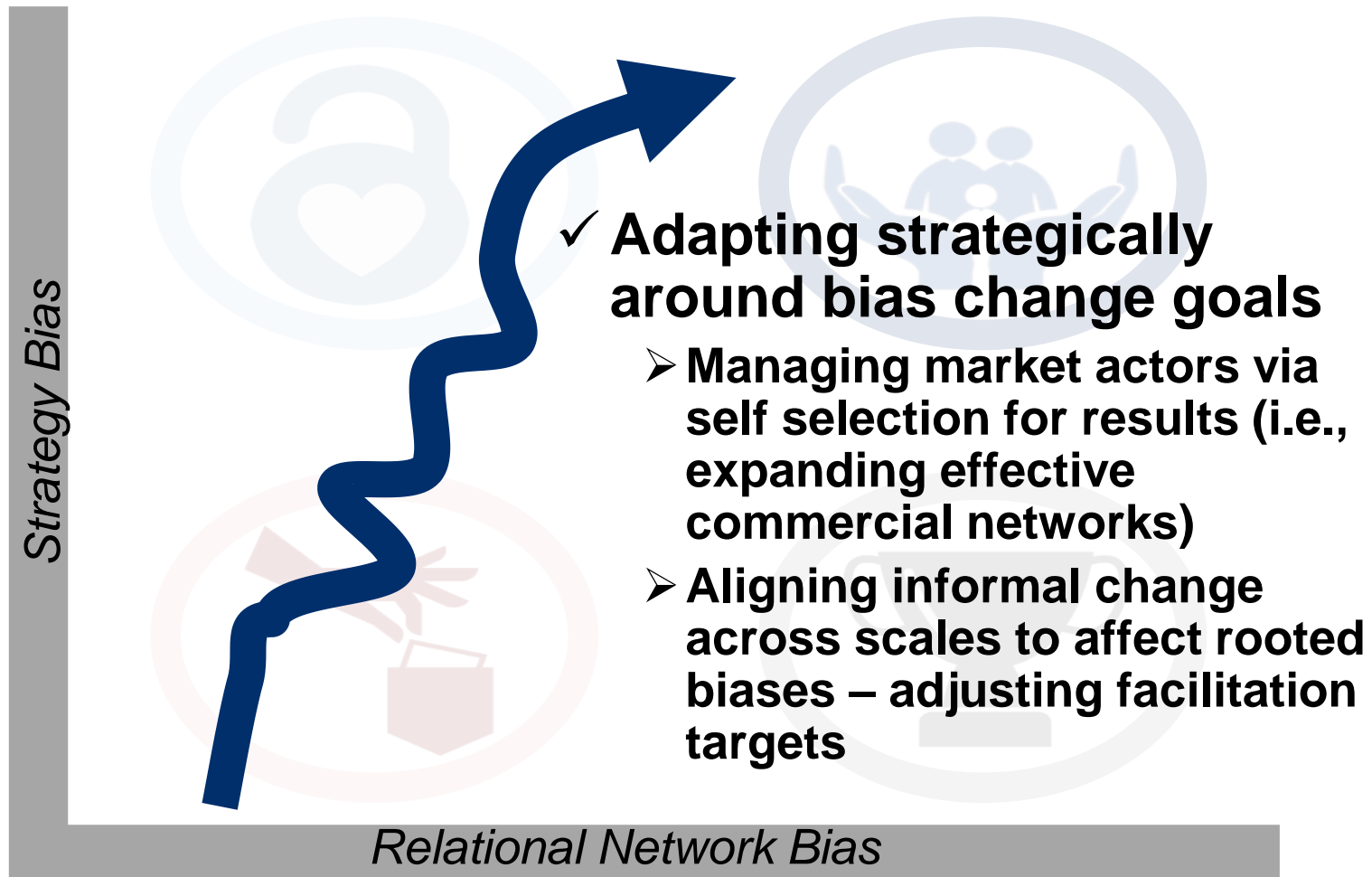
Example of Asymmetrical Co-Dependence



AVC's adaptive response

- Increased role of stakeholder methods to deal with threats and opportunities
- Increased role of lead firms as a means to improve VC governance – i.e., increased transparency and merit based relationships
- Increased role of specialized services markets for ag:
 - Ag: spraying, land prep, harvest, post harvest, transport, etc.
 - BDS: marketing, finance, ICT, research, etc.
- Increased role of emerging entrepreneurial eco-system including SME cluster/network platforms, venture capital, and accelerator models
- Increased role of leading commercial associations around networking, conveying, and advocacy functions

Durably changing informal norms requires effective adaptation





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Thank You

Q&A



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> Further Information



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