

FAST FACTS

United Nations
Development Programme



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Resilient nations.*

The Markets for Change - Fiji, Solomon Islands and Vanuatu Project

The Markets for Change project is a six-year, multi-country initiative that aims to ensure marketplaces in rural and urban areas of Fiji, Solomon Islands and Vanuatu are safe, inclusive and non-discriminatory, promoting gender equality and women's empowerment. Market vendors are predominantly women, and marketplaces offer important venues to effect women's social and economic change.

This Markets for Change (M4C) is a UN Women project, implemented in partnership with UNDP and supported by the Australian Government.

Improving the socio-economic security and rights of market vendors especially women market vendors (Outcome 2)

Through this project under the framework of outcome 2, UNDP aims to:

- Improve lives of women market vendors through better financial and business competencies.
- Increase access by women market vendors to financial services such as credit, micro-insurance and livelihood protection
- Improve market vendors business and leadership skills
- Increase production and incomes for producers, market vendors and the vulnerable
- Improve knowledge management and production of knowledge products.



Luganville Market

Markets for Change (M4C Project)

- Goal: Markets that are safe, inclusive and non-discriminatory will promote gender equality and the empowerment of women
- Countries: Fiji, Solomon Islands and Vanuatu
- Duration of the project: Six years started in April 2014
- Financial support: Primarily Government of Australia; other financial support includes UN Women
- Executing Agency: UN Women
- Responsible Party (to support Outcome 2): UNDP
- Implementing partners for Continuing Market Business Education (CMBE): Provincial and Municipal Governments of Fiji, Solomon Islands and Vanuatu; and regional banking corporations

Continuing Market Business Education (CMBE)

Municipal markets in Fiji, Solomon Islands and Vanuatu provide an important urban space for thousands of small business people from both urban and rural communities to trade as market vendors (MVs). Women make up the majority, from 75-90 percent of these vendors. MVs have traded for many years and learn business skills by trial and error. Majority of MVs have limited opportunities to strengthen their business through better financial education, progressive business skills and practices, timely information and access to financial services.

In addition, the livelihoods of MVs are unprotected - their income and livelihoods suffer heavy losses in the face of any natural disasters, illness or unexpected expenses. The CMBE will deliver appropriate training, space and conversations to improve and strengthen the financial literacy and business practice of MVs especially women market vendors.

CMBE activities – Vanuatu

- UNDP, in partnership with National Bank of Vanuatu, delivers training to market vendors in the area of financial literacy, improved business practices, record keeping, customer service and building the confidence of women vendors to perceive themselves as women in business. One-day monthly training will be delivered over three months in eight markets: Luganville Market, six Shefa Markets including three Ring Road markets, and Port Vila Central Market.

- The CMBE training will be offered over three months. Round 1 will be compulsory for MVs to take before training under Round 2. All MVs can freely participate in Round 3 activities.
- UNDP promotes women market vendors' access to financial services by connecting market vendors and financial service providers such as savings, micro-credit, micro-insurance, livelihood insurance to make their services known, understood and used by market vendors.
- In addition, UNDP will partner with health education providers, local government and market vendors to promote health and wellbeing, within the market for healthier and happier market vendors. A special focus on health will address the reproductive health and rights of women market vendors.

Round 1: Improve Your Financial Literacy

1.1. Basic Financial Literacy (5 hours)

Round 2 A: Improve Your Market Business

2.1. Customer relations and produce presentation (1 hour)

2.2. Pricing your produce (2 hours)

2.3. Keeping your records (2 hours)

Round 2 B: Improve Your Market Business

2.4. Savings and loans (1.5 hours)

2.5. Business start-ups (3.5 hours)

Round 3: Market Business Seminars (can be organized any time of the year)

3.1. Introduction to Microfinance (2 hours)

3.2. Social protection for you and your family (2 hours)

3.3. Mobile Skills: use your mobile phones for financial services (2 hours)

3.4. Financial Services Fair @ the Market (1 day)



Signing of the probono agreement between National Bank of Vanuatu and UNDP in Vanuatu

Continuing Market Business Education (CMBE) in Vanuatu

- Market vendors at eight markets in Vanuatu: Luganville Market, six markets including three Ring Road markets, and Port Vila Central Market
- Expected number of participants: 800 women market vendors yearly for three years.
- Implementing Partners: Ministry of Local Authorities, Port Vila Municipal Council, Luganville Town Council, Shefa Provincial Government Council and National Bank of Vanuatu



Luganville Market

For more information, visit: www.fj.undp.org

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