

# WORKPLAN 2022-2024

The Market Development Approaches  
Working Group

# WORKPLAN 2022-2024

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# ACKNOWLEDGEMENTS

The Market Development Approaches Working Group (MDAWG) would like to acknowledge our members for your contributions in prior meetings and surveys, which led to developing this workplan. Specific thanks are offered to the following members for their recent time, insights, and valuable inputs (listed alphabetically):

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# MDAWG Workplan

# MDAWG PURPOSE, OBJECTIVES AND COMMITMENTS

## PURPOSE & OBJECTIVES

The MDAWG will advance and operationalize RHSC's workplan through a global, neutral platform that convenes and fosters collaboration, sharing, and learning to:



Advance global understanding and market shaping practices to improve the availability, equity, quality and choice of RH supplies



Facilitate networking and collaboration among members and organizations interested in applying market development approaches to improve access to RH supplies



Provide thought leadership, technical expertise, and "global goods" to advance market development for RH supplies

## COMMITMENTS

MDAWG is committed to low-cost, high-impact initiatives that advance the 3Ms - money, markets, and movement for RH supplies, that:



Respond to and are driven by global to local market issues



Facilitate honest conversations and debate



Bolster new thinking, global knowledge, and collaboration



Leverage complementary strengths of RHSC's implementing mechanisms (e.g., manufacturers group, SSWG, and NURHT) and external groups

# 2022 - 2024 ACTIVITY CATEGORIES

Our workplan creation process led to the identification of three discrete activity categories for MDAWG. Our activities will leverage the comparative strengths of MDAWG and generate new value, beyond the contributions of other markets-oriented interagency groups and donor-funded initiatives. Members are encouraged, but not limited, to work across organizations, projects, as well as RHSC's IMs, to design and implement activities within the parameters of the three categories

**1** Discussion Series  
Market Reality Check



**2** Webinar Series  
Market Insights



**3** Global Goods



# 2022 - 2024 WORKPLAN ACTIVITY CATEGORIES

## 1 Discussion Series Market Reality Check

The purpose of this discussion series is to bring together industry experts, funders, and technical experts to foster honest, deeper conversations on the existing realities that influence market development for RH supplies - global to local.

Format: Panel and audience discussion

**Illustrative Topics**

- *New product introduction - What the role and the reality of private sector engagement?*
- *The Donation Paradigm: Reflecting on the impact of supply-side financing on health markets?*
- *Can the private sector serve the “middle”?*

## 2 Webinar Series Market Insights

The purpose of this webinar series is to share practical lessons, tools, and approaches that will bolster new learning and innovations in RH market development.

Format: Presentation and discussion

**Illustrative Topics**

- *The intersection between self-care and market development - practical tools for program design*
- *Quality Assurance - Considerations during a donor transition*
- *When there’s no commercial option (implants, DMPA SC): Strategies for market development*

## 3 Global Good

The purpose of this activity category is to jointly produce, adapt, and/or scale a “global good” that fills a gap/need and benefits RH market development at global, regional, and/or local levels. Ideal when funding is available to foster collaboration across members’ “day jobs”

Format: Various tools & resources

**Illustrative Topics**

- *RH Market Data Checklist and Glossary (list of metrics to support RH supply data harmonization, tracking and trends)*

# Contextual Background



# RHSC'S 2021 - 2025 WORKPLAN

In 2021, the Reproductive Health Supplies Coalition (RHSC) embarked on a new four-year agenda to make sure that people in the world's poorest countries can access and use a full range of affordable, high-quality reproductive health supplies.

The program of action is focused on achieving the four strategic pillars enshrined in our 2015-2025 Strategy: availability, quality, equity, and choice; it is built around the three key drivers of change (“3Ms”): money, markets and movement.



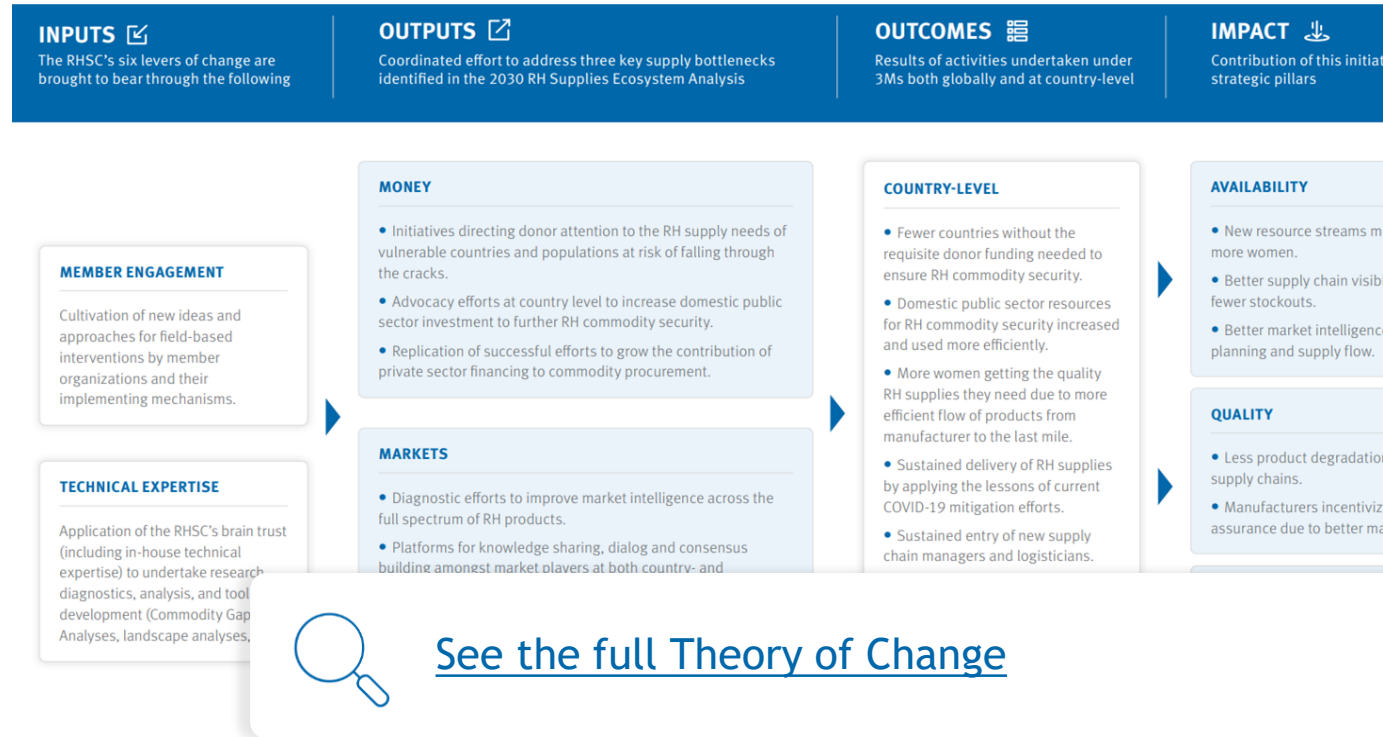
Operationalizing the Coalition's new workplan

Learn more about RHSC's workplan from this short brief

[Download the brief](#)

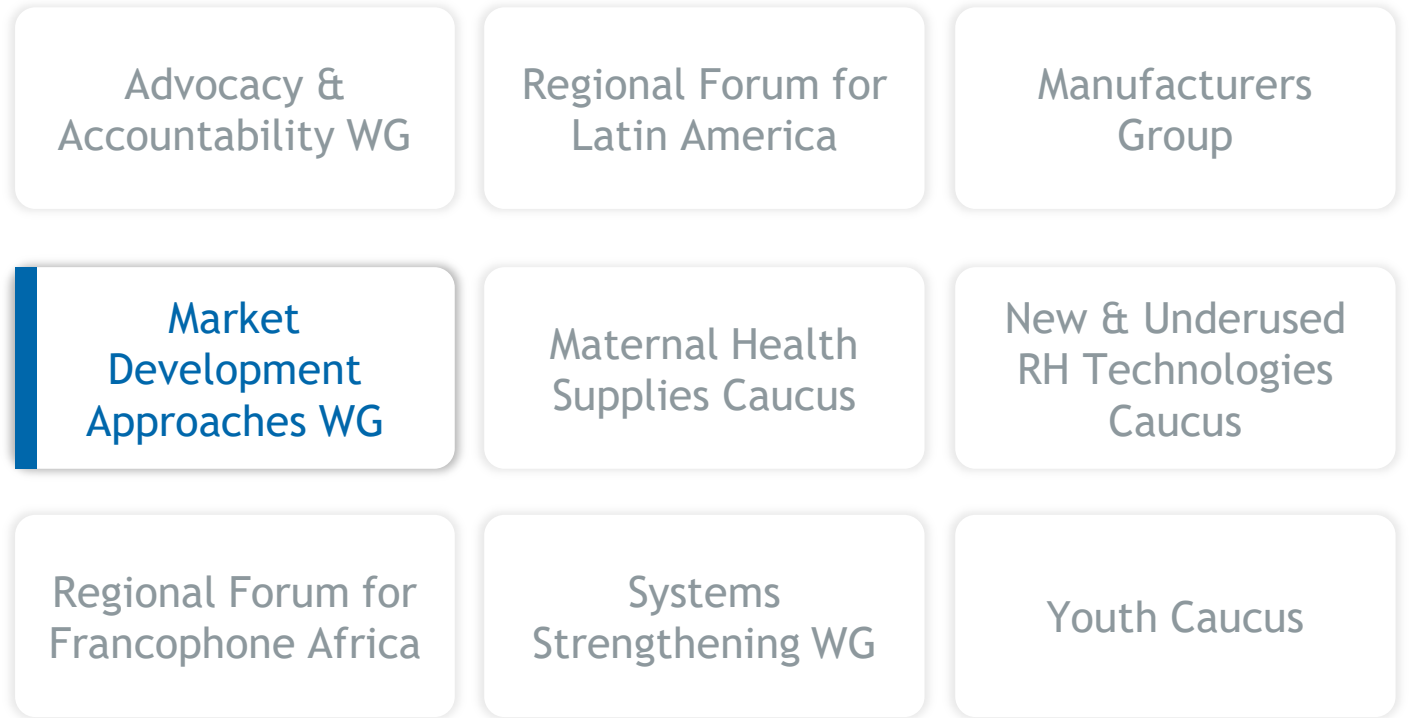
# RHSC'S THEORY OF CHANGE

As shown in in the Theory of Change, our journey from input to impact will yield outputs aimed at overcoming three key bottlenecks to commodity security identified in our recent [2030 RH Supplies Ecosystem Analysis](#).



# COLLABORATION AND SYNERGY TO IMPLEMENT RHSC WORKPLAN

RHSC members are dedicated to strengthening access to RH supplies in low- and middle-income countries. We believe the Coalition's new workplan will help move the needle in this effort. All the Coalition's Implementing Mechanisms (IMs), including MDAWG, have opportunity to contribute.



# MDAWG COMMITMENTS

The Working Group's objectives are pursued through organizational collaborations and discrete activities led by members. Given the impacts of the COVID-19 pandemic and various, emerging investments in market-driven approaches within the RH community, MDAWG will focus our attention on low-cost, high-impact initiatives that advance the 3Ms - money, markets, and movement for RH supplies.

MDAWG members are committed to supporting initiatives that:

- ✓ Respond to and are driven by global to local market issues
- ✓ Facilitate honest conversations and debate
- ✓ Bolster new thinking, global knowledge, and collaboration
- ✓ Leverage complementary strengths of RHSC's implementing mechanisms (e.g., manufacturers group, SSWG, and NURHT caucus)

# MDAWG'S MEMBER REPRESENTATION AND GLOBAL REACH

- Consultancy Firms
- Digital & Technology Companies
- Distributors & Wholesalers
- Donors/Foundations
- FP Associations
- FP Councils (local)
- FP Associations/ Networks (local)
- Global Agencies & Coalitions

- Social Marketing Organizations
- USAID Project Implementers
- Nongovernmental Organizations
- Research Institutions
- Pharmaceutical Industry
- Manufacturers (generic & innovator)



# MDAWG Workplan Process

# WORKPLAN CREATION TIMELINE AND PROCESS

## DECEMBER 2020

A brief survey was conducted to gather MDAWG members' inputs on priorities for the coming years.

## JULY 2021

A small team comprised of MDAWG members convened to identify priorities and generate ideas for an updated workplan. Utilizing a SWOT analysis, the team identified:

- opportunities and challenges which MDAWG is well-positioned to address
- refined objectives to align to the RHSC's Strategy.

## APRIL 2021

RHSC held a virtual meeting bringing together members from across the globe. During this meeting, MDAWG members brainstormed ideas that could advance market development resources, knowledge, and collaboration for RH supplies.

## OCTOBER 2021

The workplan is being vetted and strengthened with additional inputs from all MDAWG members.

## Strengths/Unique Advantages

- Caliber of MDAWG networks with leading market players involved, enabling access, market shaping efforts, and future strategic thinking
- Convening power to bring diverse groups and industry experts together on complex issues
- Linkage and collaboration with the Coalition's Manufacturers Group, NURHT Caucus, A&A WG and SSWG
- One-of-a-kind global conference to foster networking and collaboration
- Specific focus on markets for RH supplies





# Weaknesses

- The format of the workstream model, which has been used in the past, can be ineffective when only minimal funding is available to support members' time and efforts
- Innovation Fund grants' relatively small size and high effort



# Opportunities

- Increasing donor and government investment in market development and private sector engagement
- Shifts in the external RH supplies environment necessitates significant market development innovation and engagement among broader set of actors
- Shift towards locally-led, locally-driven initiatives
- Highest levels of member participation when MDAWG activities are linked to members' "day jobs"/existing projects
- Leverage RHSC's other IMs (manufacturers group, SSWG, NURHT) for larger, joint market systems "projects"



# Threats

- Working group participation fatigue/attrition due in part to other platforms (within and external to RHSC)
- Donors are beginning to withdraw commodity support (*also an opportunity*)
- Zoom/webinar fatigue, related to pressures faced by members during the COVID-19 pandemic

# Activity Recap

# 2022 - 2024 ACTIVITY CATEGORIES

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