M4C AT A GLANCE

The M4C project has four major outcomes that contribute to its overall goal of

“ensuring that marketplaces in rural and urban areas are safe, inclusive and non-discriminatory, promoting gender equality and women’s empowerment”
Markets for Change has supported:

- 7500 Market Vendor Association (MVA) members.
- 84% Of the 7500 members are women.
- 13 of the 19 MVAs now have women holding the majority of leadership positions.
- 10 of the 19 MVAs are now headed by a woman.

And trained:

- 2500+ WOMEN MARKET VENDORS ON FINANCIAL LITERACY AND BUSINESS PRACTICES.
- 1000+ WOMEN ON IMPROVED AGRICULTURAL PRODUCTIVITY.

Stakeholders:

- 19+ MARKET VENDOR ASSOCIATIONS
- 3+ COUNTRIES (Fiji, Solomon Islands and Vanuatu)

Varanisese Maisamoa
President of the Rakiraki Market Vendors Association - Fiji
Markets for Change has mainstreamed **women’s participation in infrastructure** through three outcome areas of the project using the following methods:

--- **Voice and participation** - through the empowerment and inclusion of Market Vendor associations in decision making processes in market management and infrastructure;

- **Gender mainstreaming** with market management as “duty bearers” to ensure that management is able to engage with women market vendors, and are able to, and ensure inclusion of women’s views;

- **Joint actions** – scoping studies, design meetings, infrastructure meetings – completed jointly
VOICE AND PARTICIPATION

Multi level stakeholder consultation and engagement -

women vendors identified the necessity for better market infrastructure to address their needs.

consistent consultations with women vendors lead to their voices being heard and their issues addressed.

The ‘needs list’ identified by the women vendors followed consistent multi party consultation meetings to finalise the gender responsive infrastructure projects for each market site.
Management, monitoring and reporting of project

- UN Women Infrastructure checklist
- Infrastructure consultants engaged
- Technical steering committee
- Timely meetings and site visitations
- Infrastructure update at quarterly governance meetings
- Payment milestones
GENDER MAINSTREAMING WITH DUTY BEARERS

Cost sharing initiative – ownership of the project by the National and Local government.

Government of Fiji investment - Municipal markets

<table>
<thead>
<tr>
<th>No. of years</th>
<th>No. of Markets</th>
<th>Total investment (FJD)</th>
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<tbody>
<tr>
<td>2014-2018</td>
<td>17 Markets</td>
<td>20,989,000</td>
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UN Women investment into Municipal markets

<table>
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<tr>
<th>No. of years</th>
<th>No. of Markets</th>
<th>Total investment (USD)</th>
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<tbody>
<tr>
<td>2014-2018</td>
<td>8 markets</td>
<td>3,001,456</td>
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Safety and Discrimination – improved systems and processes to address safety and discrimination of women vendors

Disaster Preparedness – Disaster management plans driven by women

Universal access – Fully integrated universal access design for all market projects.

Gender Responsive Budgeting – influence allocation of funds and resources
CHALLENGES

Land tenure issues/ Lack of available space for extension of markets

Political will – takes time and consistent efforts to influence politicians

Inadequate technical staff and Financial and technical capacity within municipalities

Natural disasters and climate change - intensity and frequency of natural disaster is on the rise in the Pacific
RESULTS

- Enabling environment
- Economic opportunities for women
- Leadership opportunities for women
- Safe space for women at the market
UN Women is proud to support market vendors associations across the Pacific in partnership with UNDP.

Markets for Change is supported by the Government of Australia, the project partnership has expanded to include funding support from Global Affairs Canada.