GEMS4 Theory of Change (Revised)

GEMS4 contributes towards poverty reduction in Nigeria by creating 10,000 new jobs and increasing incomes for 500,000 people, particularly for Impact poor people, especially women, in the wholesale & retail sector 1. Underlying constraints within key market systems are addressed successfully, particularly those relevant to poor people, especially women. Outputs 2. Key stakeholders pursue effective and systemic approaches to economic development Low-income traders & farmers receive better Direct Traders (especially the poor and prices for their produce and expand production: Improved access to affordable power for benefits women) have improved access to improved access to cheaper, higher quality traders (especially the poor and women); more finance: more efficient information stable supply of produces/products; optimal goods for traders (especially the poor and flow; improved quality and better business growth women) and consumers prices; more consumer options Reach Low-income wholesalers, retailers, micro retailers, farmers and consumers in urban and rural areas, especially poor people and women in the northern and southern Nigeria Support New local linkages are created in the supply New accessible and affordable services are New market mechanisms enable actors to market chain leading to improvements in the quality introduced to the market to enable operate more efficiently, productively & changes and market value of produce differentiation and competition among profitably **GEMS4** Influence stakeholders & leverage Provide technical & intellectual support to Identify and facilitate entry into markets, activities investments for key market facilities to stakeholders to influence adoption of facilitate capacity building of actors to take support optimal business performance on new roles; and/ or expand old ones innovations and new business models Problem Market actors struggle to acquire business Failure among wholesalers, retailers, micro Market actors have limited access to essentials (market system elements that are retailers, farmers and other actors to access business enablers (market elements that vital to creating and sustaining any form of business fundamentals (core and inextricable facilitate business efficiency, productivity, differentiation or competitive capability for market system elements required to operate growth and profitability) any business) any business within a market system) 3. Access Underlying 1. Access 2. Access 5. Access 6. Access 4. Access 8. Access 9. Access 7. Access constraints to to markets support skills Information technology finance logistics infrastructure energy

