IRC’s use of market-based approaches for livelihoods development
Goal: Resilience

The people we serve, especially women, youth and children, can mitigate and recover from conflict and natural disaster so that they are thriving and transforming their lives

Increased income for those living on less than $2 per day

Improved wellbeing through food security, nutritional status, psychosocial development, access to services, and agency and voice

Reduced risk of violence, exploitation and abuse against women and children

Connecting economic outcomes to wellbeing and violence prevention

Building a pathway from livelihoods protection to promotion

Increasing preparedness as first-responders

context analysis targeting learning
Where we work around the world
Who is involved?

- Economic Recovery and Development
- Research, Evaluation and Learning
- Youth and Livelihoods
- Nutrition
- Women’s Protection and Empowerment
- Market-based programs
- US Programs

Research, Evaluation and Learning
Nutrition
US Programs
Women’s Protection and Empowerment
Youth and Livelihoods
Economic Recovery and Development

From Harm to Home | Rescue.org
Who is involved in Microfranchising?

Market-based programs

- Economic Recovery and Development
- Youth and Livelihoods
- Women’s Protection and Empowerment
- US Programs
- Research, Evaluation and Learning
- Nutrition
A sad and frustrating story…
Insanity:
Doing the same thing over and over again and expecting different results

Albert Einstein
IRC’s approach:
• Youth selection;
• Business selection;
• Microfranchise business model development;
• Youth training;
• Product/service training;
• Savings-led financial services;
• MoUs between businesses, youth and IRC;
• Microfranchise start-up;
Results from pilot

- 100% of youth were still engaged in their micro-franchises seven months after start-up;
- 83% of youth reported making a profit and 16% of youth reported breaking even seven months after start-up;
- 100% of youth in Freetown and 48% of youth in Kenema opened savings accounts with local retail banks;
- 43% of youth reported saving money as their primary investment for profits;
Girls Empowered by Microfranchise (GEM), Kenya

Objective:
2400 girls supported to operate their own microfranchise

Activities:
• Design microfranchise models with selected businesses
• Train, monitor and support girls to engage in microfranchise businesses
• Evaluate
Who is involved?

- IRC
- Local training providers
- Open Capital
- GEM
- Nike Foundation, World Bank, Youth Employment Network, IZA
- IPA, Population Council, World Bank
- Darling, Kenchic, Dlight, Pure-Flow
- facilitator
- trainers
- management consultants
- business franchisors
- resource partners
- research partners
Results to date

http://www.bbc.co.uk/news/business-20300644
Commitment to learning

Key research questions:
- What is the impact of microfranchising on economic and wellbeing indicators?
- What factors create this impact?
- How does the impact of microfranchising compare to a training, mentoring and cash grant model?
Key program questions:
- How can new applications of microfranchising be applied e.g. rural livelihoods/production franchising?
Questions for discussion

What do you see as the critical success factors for microfranchising in your context?

What do you see as barriers to use of microfranchising in your context?

What would you want to learn in relation to the application and efficacy of microfranchising?