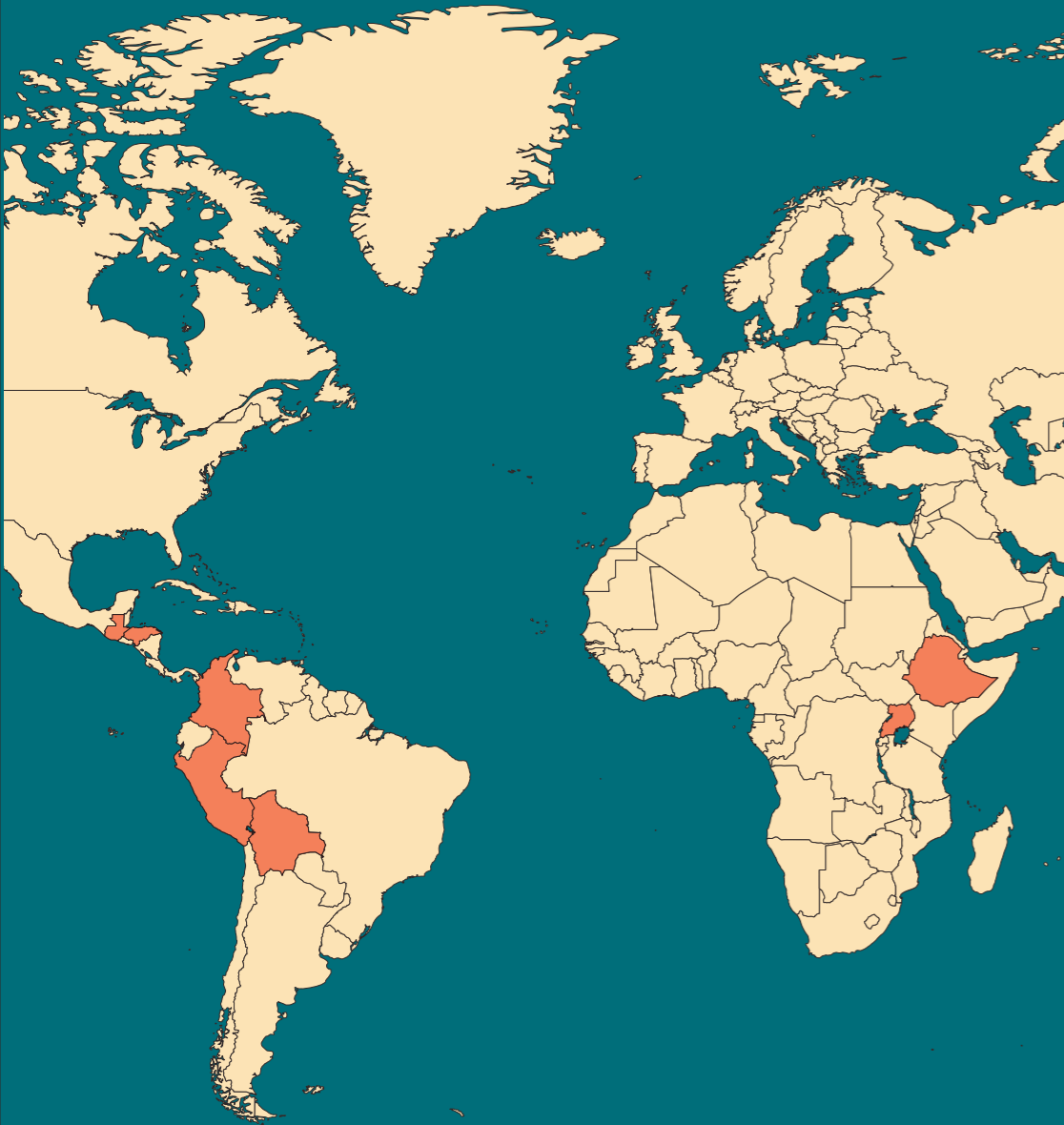


Map of AeA MSD Interventions

AeA is currently implementing projects with an MSD approach in Uganda, Ethiopia, Bolivia, Colombia, Guatemala, Peru, and Honduras.



Join us in transforming market systems and building a more inclusive and sustainable future



Market Systems Development (MSD):
Transforming Lives Through
Inclusive Approaches



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Ayuda en Acción is an international NGO dedicated to creating opportunities for growth and development alongside those who need it most. It supports individuals from childhood through youth, defining common goals, and fostering their talents and skills. The organization facilitates access to education and the transition to employment and entrepreneurship, empowering people to take charge of their own paths and achieve sustainable, lasting development in their communities.

Why We Adopt Market Systems Development (MSD)

The MSD approach promotes systemic changes that sustainably benefit women, youth, and other vulnerable groups by working with local actors and strengthening their capacities. This approach ensures that systems function in the long term in an inclusive, resilient, and scalable manner.

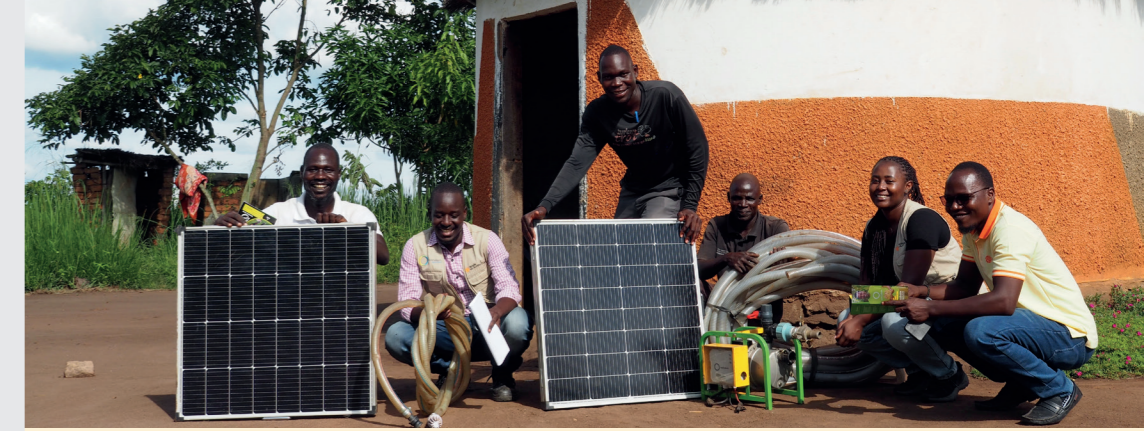


MSD Methodology

- 1 **Systemic Analysis**
Understanding the root causes of economic exclusion.
- 2 **Facilitation and Collaboration**
Working to facilitate and stimulate changes in the behavior of key actors.
- 3 **Sustainability and Scale**
Designing interventions that are sustainable and scalable, ensuring long-term benefits.

Key Principles

- 1 Systemic changes driven by local actors.
- 2 Inclusion of women and youth at all stages.
- 3 Promotion of public-private partnerships for innovative solutions.



SunScale Uganda

The SunScale (PURE) project contributes to poverty reduction, improved livelihoods, economic development, and environmental protection in northern Uganda through a market systems approach applied to renewable energy access.

Objectives

- ✔ Improve access to renewable energy for productive use among refugees and host communities in Adjumani, Obongi, and Lamwo districts.
- ✔ Enhance access to modern cookstoves to achieve cost efficiency, environmental protection, gender equality promotion, and mitigation of resource-based conflicts (fossil fuels) in the Adjumani district.

Key results

- ✔ More than 4,680 farmers have been educated about the benefits of solar water pumps
- ✔ Over 200 solar water pumps sold.
- ✔ Nearly 100 clean cookstoves have been distributed.
- ✔ Three companies are actively working in the area to promote sustainable energy solutions.



Economic growth Market development approach

