Reproductive Health Supplies Coalition
Vision for the MDA

Market Development Approaches Working Group
1 October 2012
Core principles guiding “Market Development”

• Increasing **Access** to a range of technologies & services
  • Ensuring **Availability** of services
  • Improving **Affordability** of services
  • Enhancing **Acceptability** of services available

• Assuring the **Quality** of technologies & services
  • Facilitating **Choice** in decision-making

• Ensuring **Equity** in opportunities for access and use

• Enabling **Sustainability** in production, procurement and distribution
Working within parameters

- Coalition’s core mandate – working through partnerships

- Future directions of the Coalition
  - Country engagement as primary beneficiaries
  - Targeted results, guided by theory of change, accountable within M&E framework
  - Heighten visibility and leadership in market development

- Workstream structure

- “Priming the Future” recommendations:
  - Improve access, choice and equity in existing country markets
  - Supporting introduction of new & improved technologies
  - Advocating for investments in, and supporting the ‘critical pathway’ for developing new technologies
  - Developing, packaging and distributing tools
Immediate priorities

➢ “Country engagement”
  ▪ With country representatives
  ▪ With RHSC regional structures
  ▪ Priority countries to focus MDA activities

➢ Workstream organisation and functioning

➢ Engagement with FP2020 Market Dynamics Working Group

➢ Work with RHSC secretariat to negotiate dedicated funding for MDAWG activities