



'Market Driven' Strategic Principles

*Mercy Corps' strategy is to operationalize our Vision for Change in transitional environments through community-led, **market driven** programs.*

Poverty-Focused

Mercy Corps believes in confronting the development challenge of poverty and works to reduce income poverty.

Systemic Approach

Mercy Corps believes that poor people exist within complex systems as consumers, workers and producers and that more effective functioning of market systems can be a means through which income poverty is addressed.

Evidence-Based Intervention and Knowledge Management

Mercy Corps believes in conducting analyses -market, conflict, political economy-that influence our intervention decisions and form the basis of quality measurement systems. We believe in synchronizing indicators internally and with best practices and in learning from this evidence base.

Contextually Driven

Mercy Corps believes in tailoring solutions based on the context around the poor. Analysis considers underlying causes why the poor are not benefitting, global and local influences and prospects for systemic change within the specific contexts of transitional environments where we operate.

Sustainability

Mercy Corps believes systemic change is based on a vision of how a market will work more effectively and inclusively without aid actors in key market roles. We enter market systems knowingly and clearly differentiate our role as facilitator from market actor. When we choose to take on a key market function, we do so structured as a commercial enterprise.

Partnerships

Mercy Corps believes change happens through ownership by private, civic and public sector stakeholders. We believe in not undermining local actors' valid roles but facilitating and strengthening linkages which improve market systems for the poor.

Crisis Creates Opportunities

Mercy Corps believes crisis can create opportunities. We respond to short-term needs (symptoms) while remaining aware of and focused on long-term development processes (causes) and the opportunities to 'build back better'. When we conduct relief interventions we do so according to the following strategic objectives: meet immediate basic needs; leverage the private sector as part of the response; minimize market distortions, jumpstart the private sector, promote the re-emergence of markets and laying the foundation and relationships for market development.