



**PASTORALIST AREAS RESILIENCE
IMPROVEMENT THROUGH
MARKET EXPANSION**



USAID-PRIME (Pastoralist Areas Resilience Improvement through Market Expansion) is a five-year project aimed at increasing incomes of 250,000 households and enhancing resilience to climate change through market opportunities in Ethiopia's pastoral dry land areas.

The project achieves these goals through five objectives:

- Improving livestock and livestock products marketing systems
- Increasing resilience and ability to adapt to climate change
- Strengthening alternative livelihoods for people transitioning out of pastoralism through long-term market opportunities
- Improving household nutritional outcomes
- Enhancing knowledge management and learning of pastoralist issues

ALTERNATIVE LIVELIHOODS DEVELOPMENT

In Ethiopia's pastoral areas, chronic shock and stress pervade. PRIME promotes the increased resilience of pastoralists, agro-pastoralists, and those transitioning out of pastoralism by preparing for and successfully seeking out, securing, and thriving in alternative, climate adaptive livelihoods.

Alternative livelihoods provide additional income streams or entirely new livelihoods. For some, entrepreneurship is essential. For others, seeking meaningful employment is the key to better futures for themselves and their children. Demand for and supply of applicable skills, financial services, innovative technologies and services, and markets are essential for coping, adapting, and transforming.

PRIME APPROACH

Drawing from the Market Systems Approach, the PRIME consortium analyzes the services and environment essential for enabling the learning, growth, inclusion, and transformation of markets critical to dry lands. Only in supportive environments can the system thrive in providing:

- Skills training
- Inclusive financial services
- Value added technology
- Business support services
- Supportive policies essential for more competitiveness
- Inclusive and sustainable economic growth

Inclusive Financial Services

Inadequate coverage of appropriate financial services and products hinders inclusive economic growth in Ethiopia's

pastoral areas. PRIME works directly with microfinance institutions, banks, rural savings and credit cooperatives, industry associations, and government regulatory bodies to build capacity and develop pro-growth policies. Furthermore, the project works with insurance providers to develop products better suited to the realities of target households.

Climate Adaptive Technologies

PRIME enables producers and businesses to improve productivity and adapt to the changing climate by partnering with supply chain actors who introduce, market, and bring critical input, skills, and technologies to rural markets.

Employment and Entrepreneurship Development

PRIME supports private business, chambers of commerce, job placement agencies and government institutions instrumental to job growth by empowering them to create more and better employment and Entrepreneurship opportunities and expand markets for local produces in pastoral areas.

Scholarship Program for Skills Training

PRIME works with public and private technical and vocational training institutions (TVETs) to help those transitioning out of pastoralism accrue the employable skills necessary for today's market and to secure meaningful livelihoods.

PRIME INQUIRIES

Netsaalem Bahiru,
Alternative Livelihood Advisor
nbahiru@et.mercycorps.org,
+251 (0) 111.110.777

Mercy Corps Ethiopia
House #504 Mundy St. Piazza
Arada Sub-city, Kebele 01/02, Addis Ababa
www.mercycorps.org

