

# Providing our expertise pro-bono to World Vision Australia

To support the transformation of the lives of disadvantaged in Niger  
Developing Guidelines for Acacia Market Scoping Study

*“Once again, thank you to all of you for the work and thought you put into developing these guidelines.*

*Your thinking and the way you have distilled the objectives of the research is incredibly helpful in trying to get our heads around this opportunity. Also, you have given us an excellent insight into the mix of methodologies that we should be considering and which approach is most suitable depending on which markets being targeted. As I mentioned yesterday, your work has really helped to clarify the road ahead and highlight the next steps and how we would go about them.”*

Markets Analyst, World Vision Australia

## **Project Background**

Working with communities to fight hunger in Niger by increasing the growth of Australian Acacia trees

## **Research Challenge**

World Vision asked us to develop some culturally sensitive research guidelines for World Vision staff to potentially adopt when they were in market evaluating the Acacia

## **Our Approach**

Identify potential markets and all relevant supply chain elements

Creating a recipe that helps World Vision evaluate which supply chains or elements are of interest

Providing a number of research methodologies suitable for the geographically, culturally and politically different environment.

## Outcomes for World Vision

World Vision used Lewers' guidelines to help clarify the range of potential research methodologies and validate their existing approach to the market study. World Vision used a mix of interviews, focus groups, community forums and market observation for its research.

Information gained from the research will be used to guide decision making on further market based work with Acacia growing communities in Niger.

[www.worldvision.com.au](http://www.worldvision.com.au)