

## ComMark's Funding Criteria

**High growth:** ComMark investments will contribute directly to sub-sector growth or to policy or regulatory change which is conducive to such growth;

**Pro-poor:** ComMark initiatives will contribute to the realization of sustainable benefits for large numbers of poor households, producers and consumers.

**Market development:** ComMark-supported initiatives will be conducive to the improved operation of existing markets and value chains; and will complement or 'crowd-in', rather than displace or 'crowd-out' private investment.

**Catalytic role:** ComMark will not intervene directly as a player in any market or sub-sector, but will support the operation of existing stakeholders to realize shared market development objectives.

**Sustainability:** The outcomes of ComMark-financed initiatives should be sustainable beyond the funding period. All interventions should be able to define a clear exit strategy.

**Risk & cost-sharing:** ComMark-financed initiatives will build on, or contribute towards the establishment of inclusive, risk- and resource-sharing partnerships between all the players in a particular sub-sector or market.

More details regarding funding criteria are available in the Disbursement Guide.

# An Introduction to The ComMark Trust



The ComMark Trust  
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Making Commodity and  
Service Markets work for  
the Poor in  
Southern Africa



The ComMark Trust aims to support and promote policy, institutional and operational initiatives that facilitate the development and improved operation of commodity and service markets for the benefit of the poor in Southern Africa. ComMark will focus on a limited number of key sub-sectors that offer clear potential to make a major impact on pro-poor growth and poverty reduction. Within selected sub-sectors, ComMark's operation will be based on the identification of clear areas of distortion or 'market failure', which inhibit the growth of sub-sector markets and business services restricting the ability of the poor to benefit from them.

ComMark will not itself aim to be a player in the markets it seeks to support and build. Rather, it will work with those statutory and non-statutory institutions which have the capacity, ownership and commitment to influence the operation of sub-sectors, with a view to improving their efficiency and pro-poor impact. Existing focal areas include the textile and apparel indus-

try, agri-business and tourism.

ComMark funds will be used to facilitate, improve and catalyse (as opposed to set up, manage or run) the operation of institutions, processes and practice which have a direct bearing on pro-poor market growth.

Much of the work that will be funded under ComMark will be targeted at improving policy, legal and regulatory frameworks in specific commodity and service markets, investigating and overcoming barriers to entry for emerging businesses, facilitating business linkages between large and small enterprises (many of the latter being from historically excluded communities), and enabling the establishment of commercial public-private partnerships.

ComMark will remain receptive to funding policy, research and operational initiatives which lie outside of its priority sub-sectors, and which demonstrate a strong potential for pro-poor impact through sustainable market development. To be financed, such initiatives would need to demonstrate clear conformity to ComMark's market development principles and criteria which are outlined in a more detailed Guide to ComMark, which is available directly from the Trust.

To achieve its development goals ComMark will invest its funds primarily, although not exclusively, through grant disbursements to project partners. Such

grants will be mediated by a legal contract which will detail the terms of the grant, the disbursement schedule and all associated narrative and financial reporting obligations. Such grants will support a variety of activities, but will normally not be available to finance the running costs of an organisation.

For further information and a detailed Guide on the project please contact the ComMark Trust on the numbers below or visit the ComMark web site at

[www.commark.org](http://www.commark.org)

or e-mail

[commark@commark.org](mailto:commark@commark.org).

ECIAfrica has been contracted by the UK Department for International Development (DFID) to implement the ComMark project over the next three to five years. ComMark is a major regional initiative, which will focus on activities in Botswana, Lesotho, Namibia, South Africa and Swaziland.

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