

> Reviewing the evidence - how effective is the MSD approach?

Thursday 24th October 2019



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BEAM Exchange



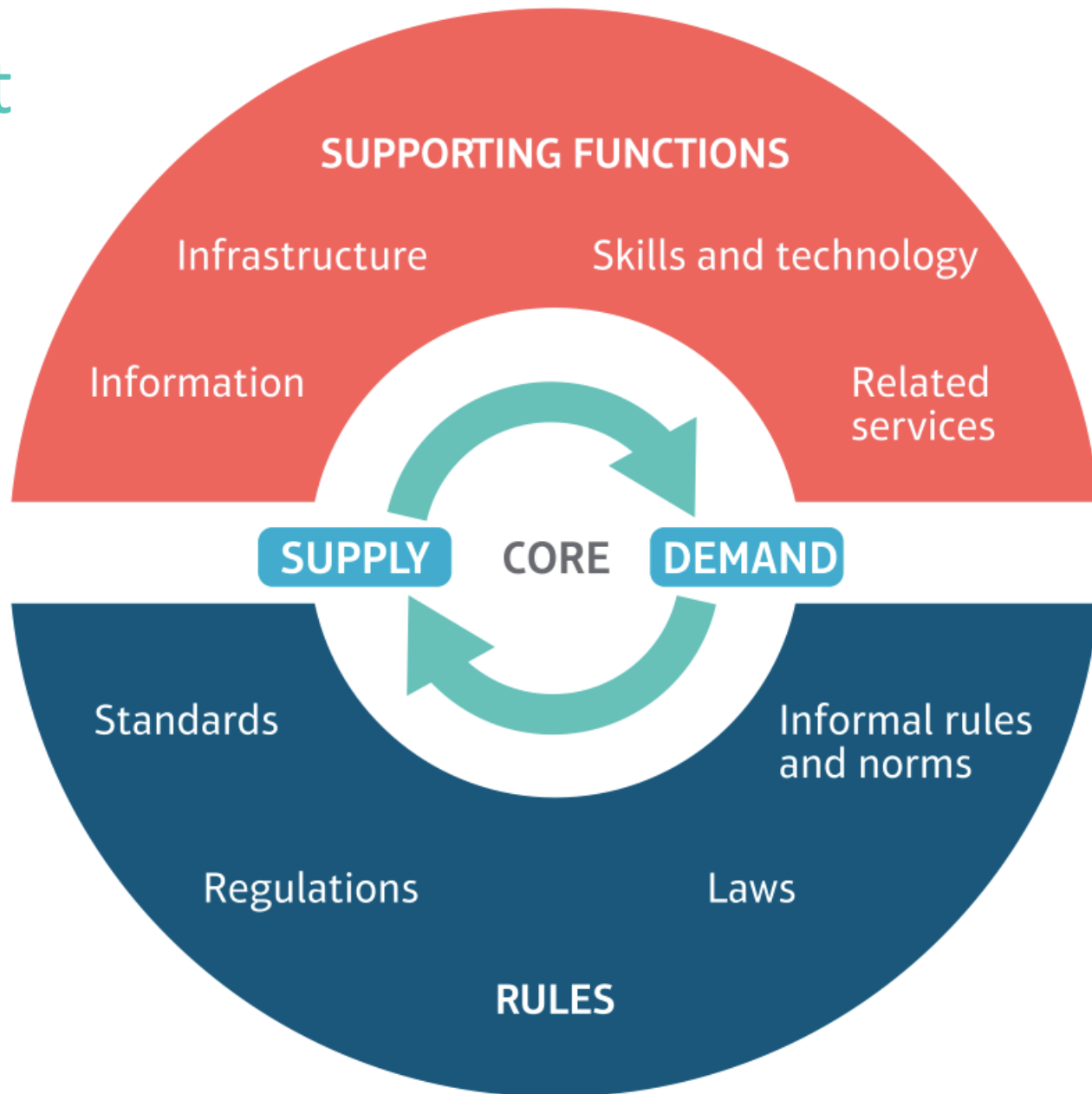
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Private sector development
consultant



**Adam
Kessler**
DevLearn



The market systems lens



Source: M4P Operational Guide (2015)

BEAM's Exchange GOALS



1. Capacity building:

expand and strengthen the cadre of capable well-informed practitioners at all levels in our field

2. Coherence:

build consensus and consistency about the meaning, principles and practices of the market systems approach

3. Credibility:

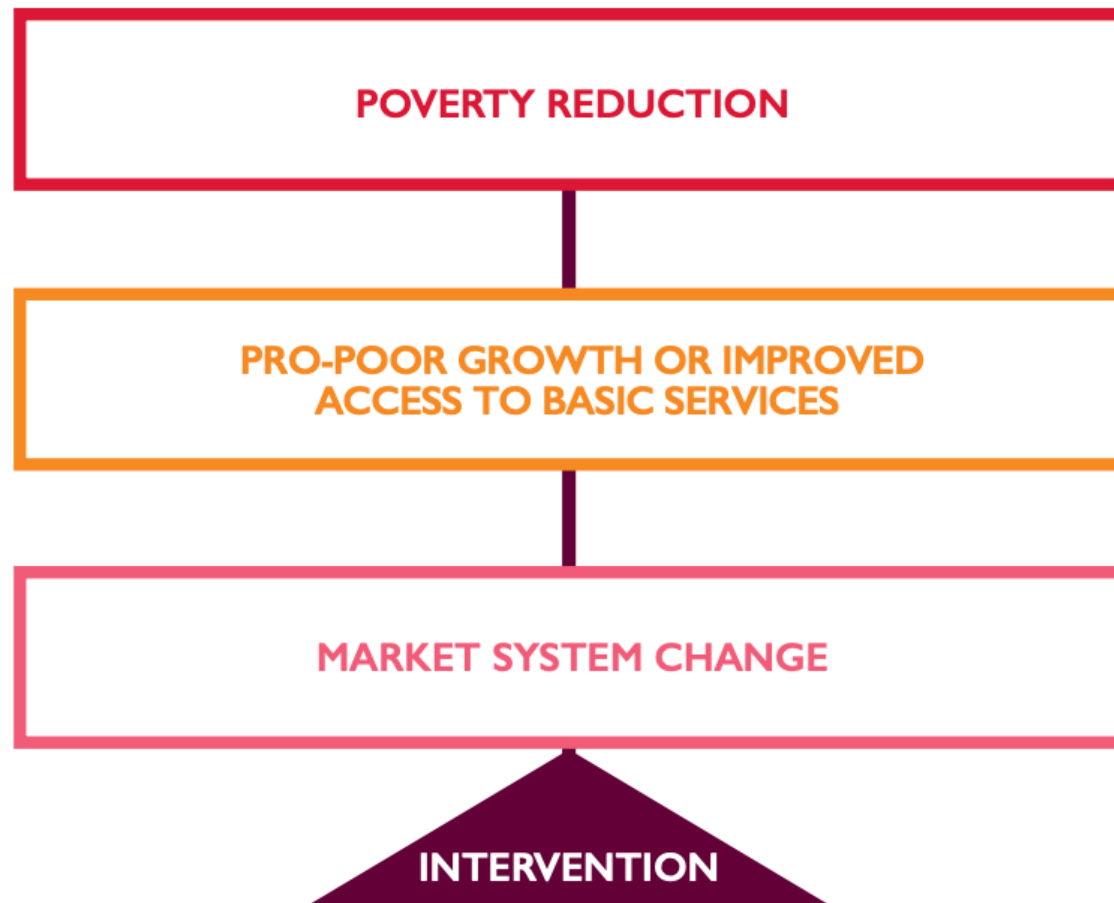
compile, synthesise and raise awareness of the evidence that describes the impact and effectiveness of the MSD approach

Evidence inclusion criteria

- Relevant:** Aligned with the objective of the BEAM evidence base
- Accessible:** Publicly accessible or available on the BEAM website
- Transparent:** Clear about the methodologies of data collection and analysis that are used to measure results
- Credible:** Methods of data collection generate a credible dataset, and methods of analysis generate credible results.
- Cogent:** Presents a convincing argument

Review point	Mar 2016	Mar 2017	Dec 2018
# of evidence documents	70	97	151

Result levels in the Evidence Map



Types of intervention area in the Evidence Map

- Access to finance
- Access to information
- Input supply
- Marketing of products
- Product or service quality
- Coordination along the value-chain

Evidence map

● LOW CONFIDENCE

● HIGH CONFIDENCE

○ TOTAL

		Country ▾	Resource type ▾	Method ▾	Data source ▾	Sector ▾
		RESULTS LEVEL				
		Intervention Results that show direct outcomes of MSD interventions	Systemic change Results that show enduring changes in the targeted market system	Growth and access to services Results that show the targeted market is functioning better for poor people	Poverty reduction Results that indicate a correlated reduction in poverty	
TYPE OF INTERVENTION	Improved access to finance	3 5 8	6 4 10	2 4 6	3 11 14	
	Improved access to information	5 6 11	3 7 10	8 5 14	2 14 16	
	Improved input supply	4 8 12	7 7 14	3 3 6	5 17 23	
	Improved marketing of products	2 5 8	2 5 7	5 2 7	3 14 17	
	Improved product / service quality	2 6 8	11 6 17	6 5 11	6 18 24	
	Improved value chain coordination	12 10 22	10 9 19	7 5 12	9 18 27	<

Evidence map



LOW CONFIDENCE



HIGH CONFIDENCE



TOTAL

Country ▾

External review ▴

Method ▾

Data source ▾

Agriculture ▾

Any

Case study

External review

Impact evaluation

Internal review

Project monitoring
report

RESULTS LEVEL

Intervention

Results that show direct outcomes of interventions

Market change

Results that show changes in the market system

Growth and access to services

Results that show the targeted market is functioning better for poor people

Poverty reduction

Results that indicate a correlated reduction in poverty

Improved access to finance



Improved access to information



Improved input supply



Improved marketing of products



Improved product / service quality



Improved value chain coordination



TYPE OF INTERVENTION



RESULT LEVEL

Poverty reduction

INTERVENTION

Improved input supply

RESOURCES

23

Documents listed here show impacts on poverty, attributable to interventions that improved access to information for private enterprises, their suppliers or customers in the targeted market system.

e.g. changes in income, nutrition, health or well-being experienced by women and men living in poverty

HIGH CONFIDENCE (17)

NEW Market Development Facility (MDF) phase 1 - Annual aggregation of results 2016

NEW Systemic change in the fodder market for smallholder farmers in Pakistan

NEW Second wave report on maize subsector in Sumenep

NEW Beyond income

NEW What can be achieved in Women's Economic Empowerment

NEW Market Development Facility (MDF) phase 1 - Annual aggregation of results 2015

NEW ELAN RDC annual report 2017



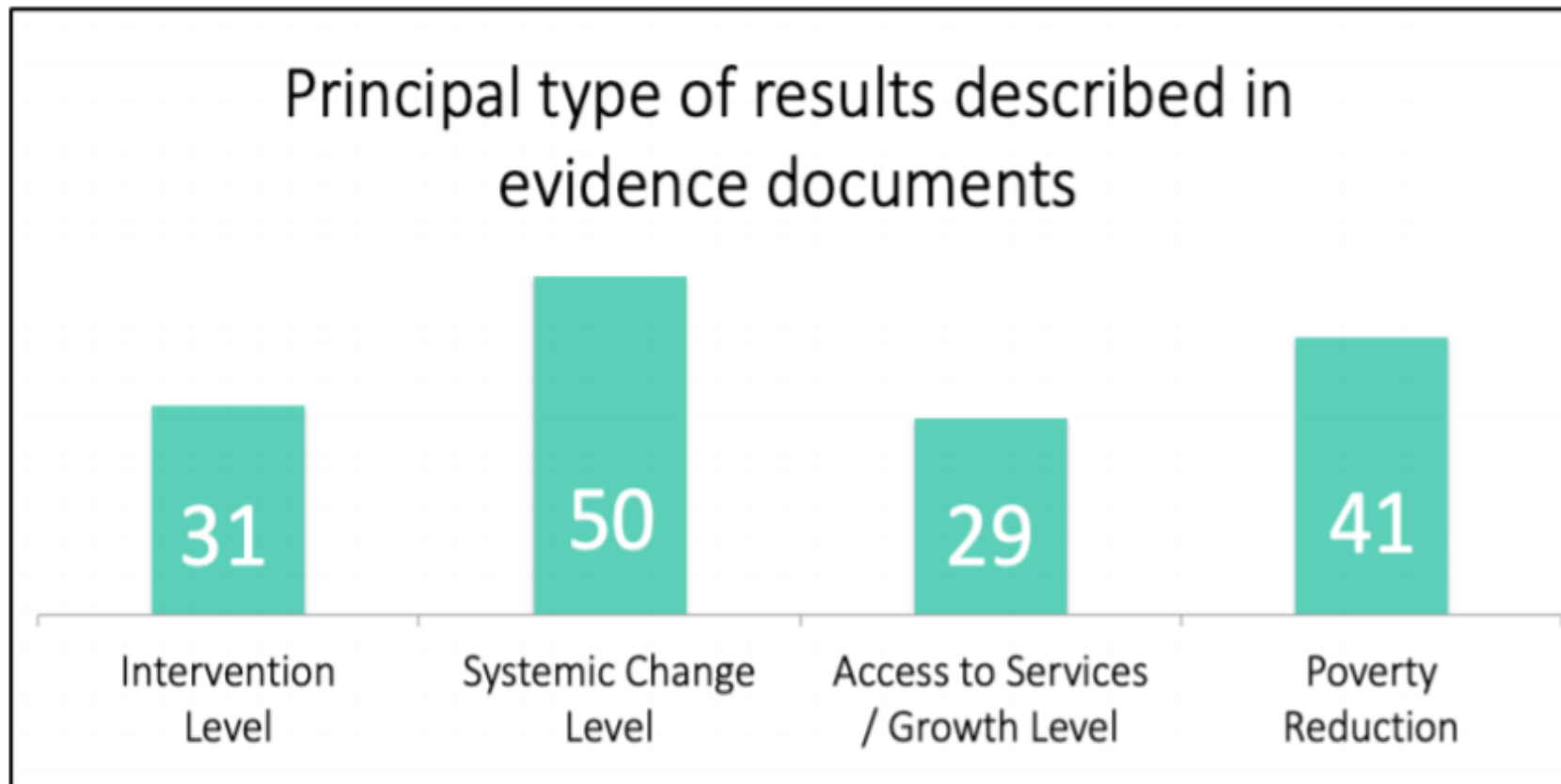
Evidence review: Terms of reference

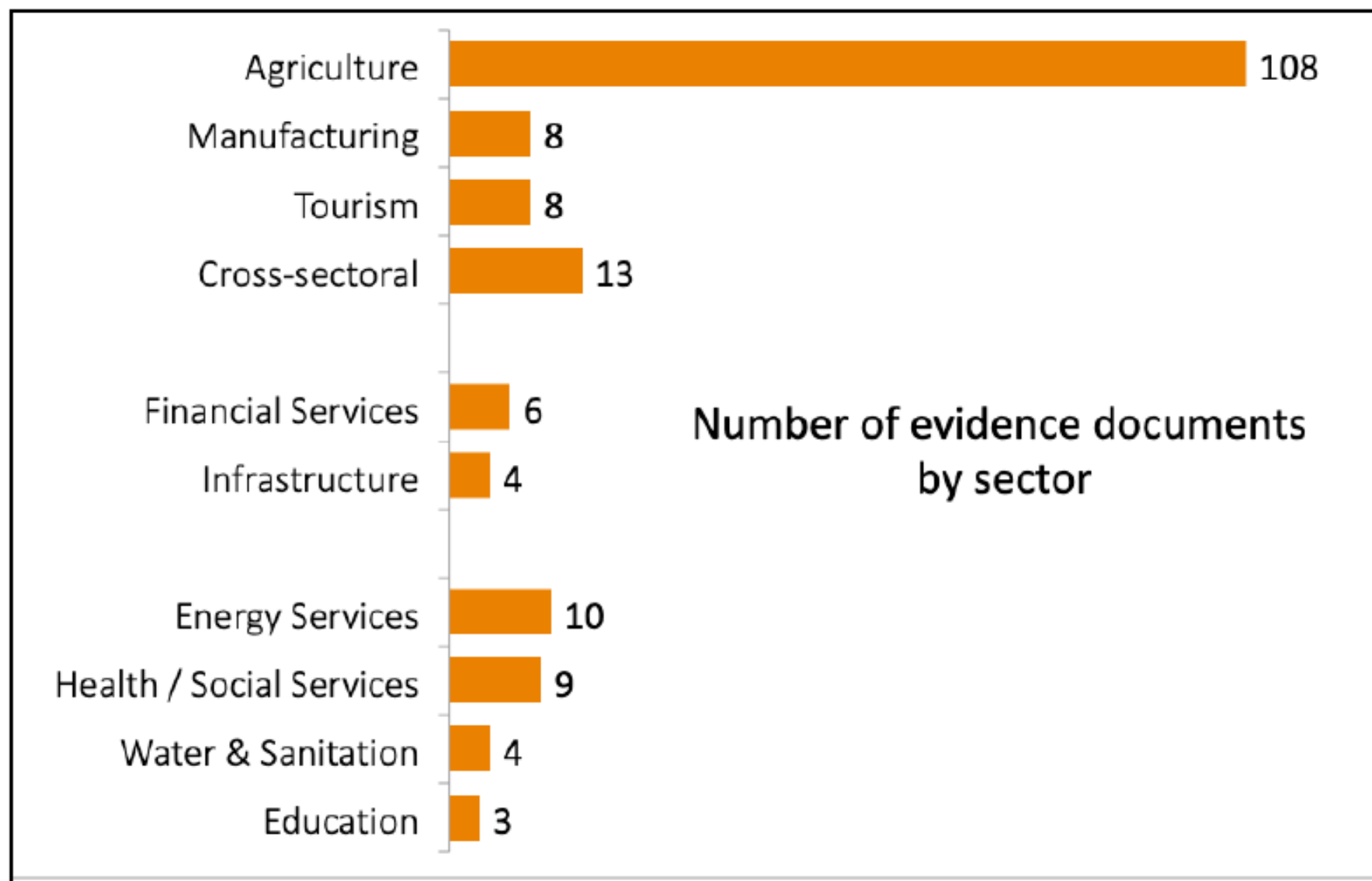


What does the BEAM evidence base tell us about:

- The outcomes of MSD interventions
(market systems change)
- The impact of MSD programmes
(poverty reduction)
- The cost-effectiveness on the MSD approach
- Your conclusions & recommendations









PRISMA

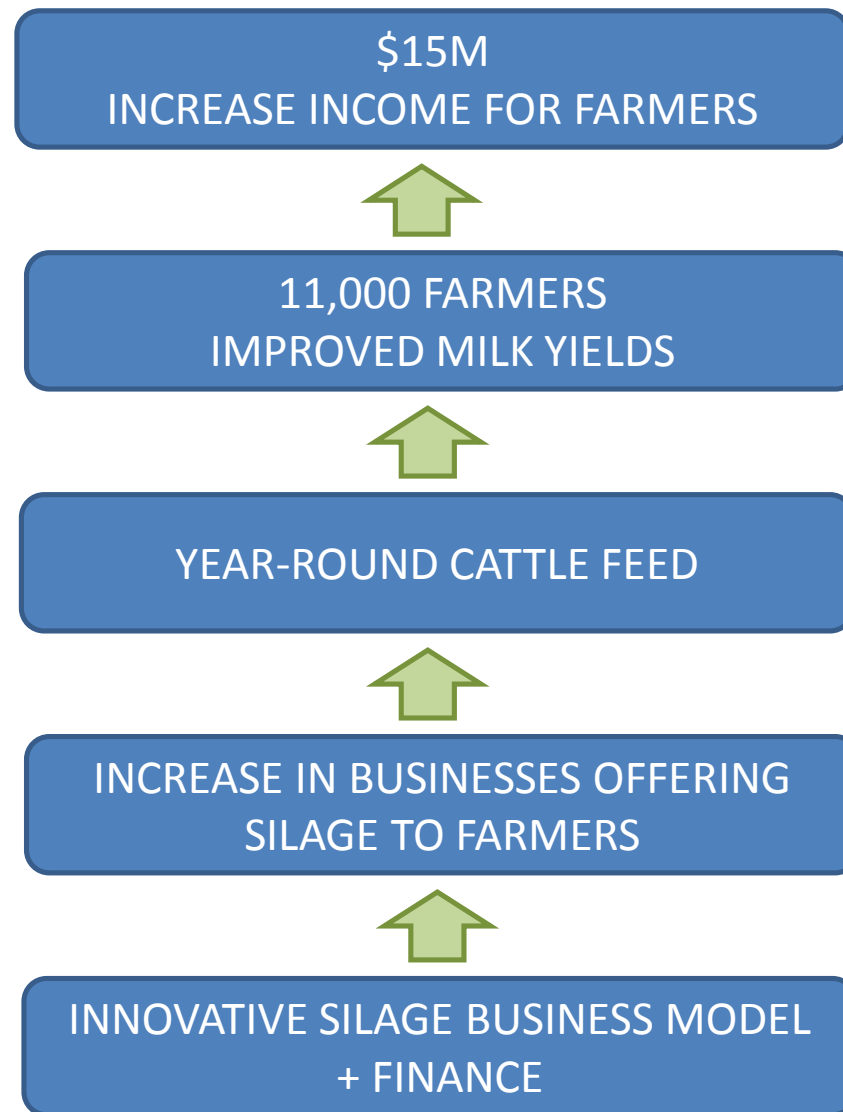
Promoting Rural Income through
Support for Markets in Agriculture

ENABLE²
Enhancing Nigerian Advocacy
for a Better Business Environment)))

MDF Market
Development
Facility

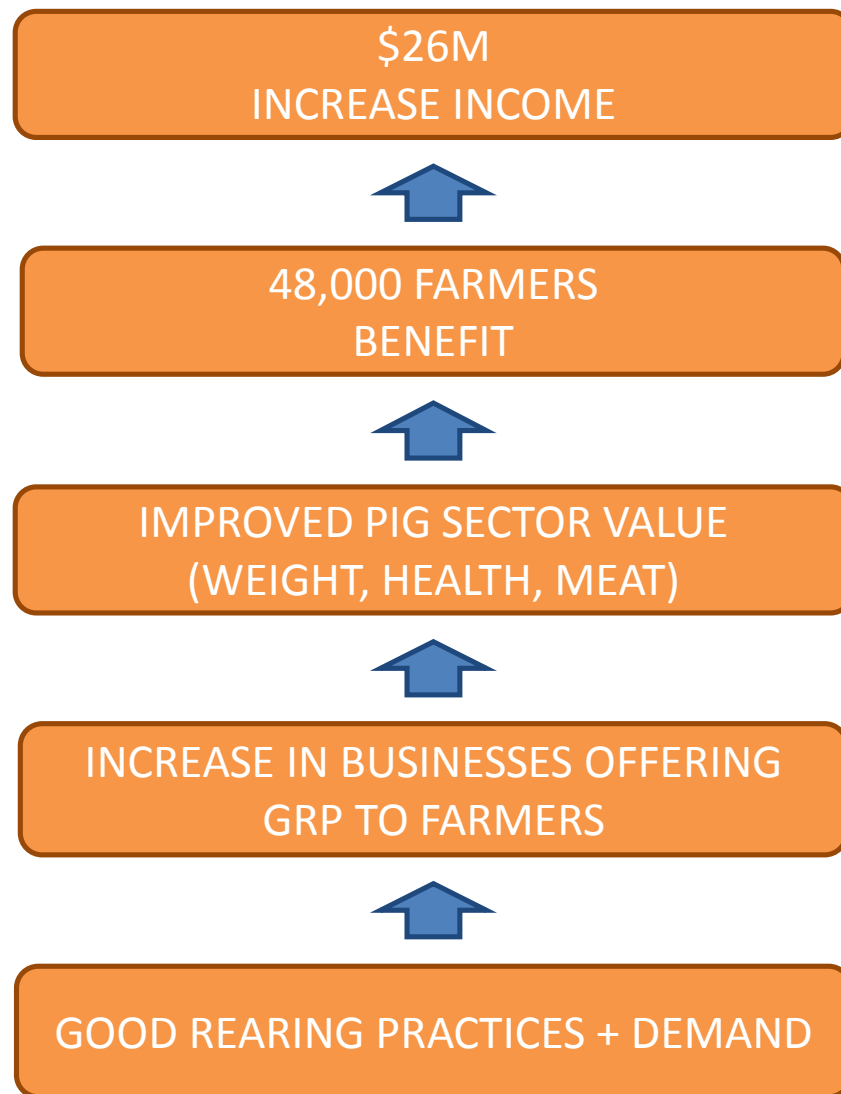
MDF Market
Development
Facility

Cattle Silage



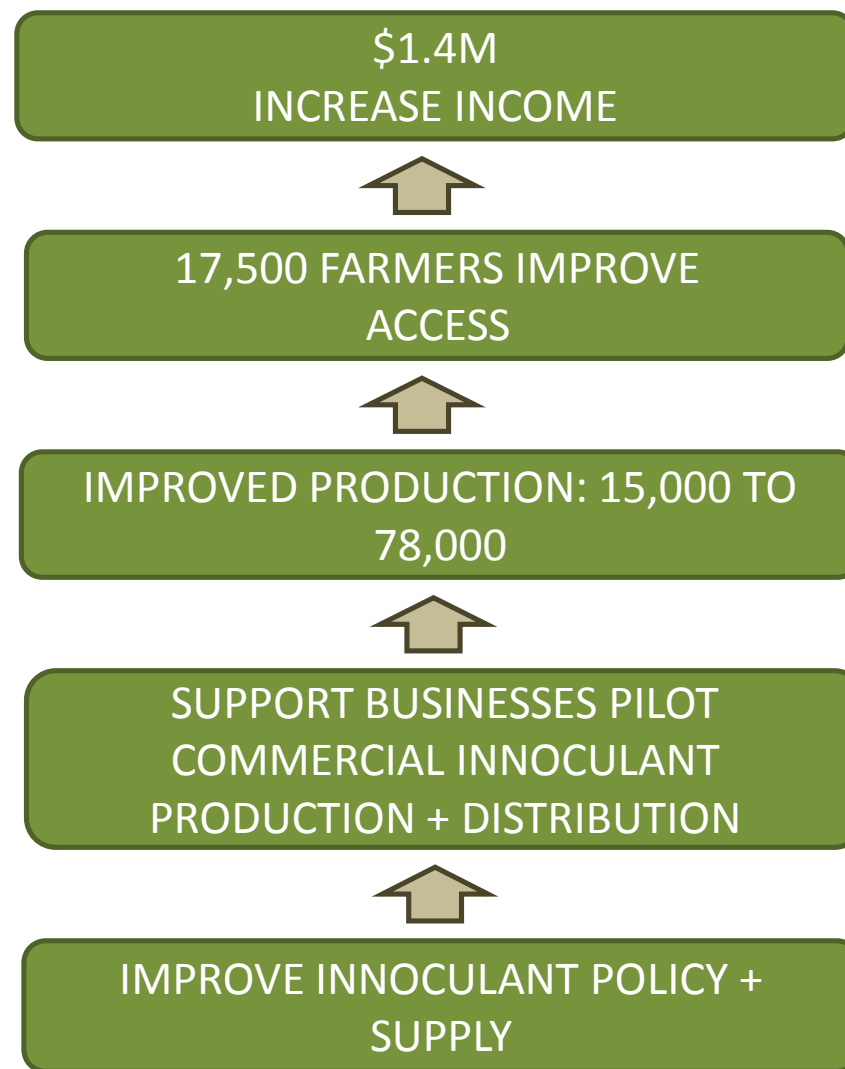
PRISMA

Promoting Rural Income through
Support for Markets in Agriculture





Soybean Malawi





- Reliant on internal reviews
- Reliant on project-focused case studies
- Publication bias
- Focused on programme logic, not implementation logic



Over 50 new resources in 2018

- Only 8 discuss VFM
- Only 4 clear VFM

Challenges:

- Ex-post data absent yet that's where results are!
- Requires change in how programme spend date is collected
- Conceptually challenging /limited



- MSD is challenging for evaluation
 - Self-selecting
 - Lack of control
 - Adaptive
 - Complex
- Research should be:
 - Longitudinal
 - Independent
 - Theory based

- Clearly define aspect of MSD under evaluation
- Moving from project-based research to:
 - Comparative studies
 - Market system based
- Ex post evaluations

