



MARKET SYSTEMS  
SYMPOSIUM|2022

# LEARNING SYNTHESIS

MAY 9 - 19, 2022

HOSTED VIRTUALLY

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# LETTER FROM THE CHAIRS



MARKET SYSTEMS  
SYMPOSIUM | 2022

To the Market Systems Symposium & wider international development community,

We are delighted to share that the fifth annual Market Systems Symposium was a great success!

In preparing for MSS2022, a myriad of uncertainties still existed over the accessibility of ease-free travel, so we decided to host MSS2022 virtually for the third year.

Even in this virtual setting, we appreciated more than ever the opportunity to convene and focus on strengthening this community of dedicated market systems development professionals.

This year, the Symposium honed in on five thematic areas supported by several cross-cutting themes. Participants were particularly excited by the introduction of Food Systems and the continuation of Climate Adaptation & Conservation in Market Systems as central tracks and are looking forward to continuing these focuses in years to come.

We'd like to take a moment to recognize the journey that we, as Symposium participants, have been on since the first Symposium in 2018. Though we faced a considerable challenge in 2020 when we were abruptly forced to adapt the Symposium from an in-person to a virtual event, what we once viewed as a setback has proven to be an immense opportunity this year.

We are incredibly excited to return to Cape Town for MSS2023. Still, as we are deeply inspired by the inclusion that the digital Symposium presented, we will host MSS2023 as an in-person and virtual hybrid event. Over the past five years, our community has grown immensely, quadrupling in size, in no small part due to the accessibility of a virtual event.

Further, much momentum was generated in MSS2022, and with the need to connect with practitioners over geographies, we are pleased to announce our communities of practice online platform, [MSDhub](#) to buttress the MSS community.

We continue to support hosting safe spaces for industry members to come together for dialogue, debate, and deeper dives into the most pressing industry issues. Thank you for your part in this community and your commitment to learning and supporting our industry as it grows and moves forward.

Sincerely,

A handwritten signature in black ink, appearing to read 'Margie &amp; Mike'.

Margie Brand & Mike Field

Symposium Co-Chairs



# COLLABORATING PARTNERS

We'd like to thank this year's Collaborating Partners, without which the Market Systems Symposium 2022 would not have been possible.



**Terwilliger Center for  
Innovation in Shelter**



# HIGHLIGHTED SPEAKERS



Abigail Martuscello,  
Vikāra Institute



Aissata Himmelfarb,  
Palladium



Alex Gachoud,  
ICRC



Amanda Saville,  
Palladium



Andrew Drozynski,  
DevWorks International



Andy Hunter,  
Vikāra Institute



Anne Namakula,  
Contour Consult Ltd



Appiah Boakye,  
WUSC



Araminta Hesketh,  
Private Sector Retail  
Institution



Arjun Bhoopal,  
Gatsby Africa



Ashley Boddie,  
RTI International



Avery Ouellette,  
RTI International



Caroline Allen,  
Vikāra Institute



Catherine Macharia-Mutie,  
Tanager



Cathy Phiri,  
Corus International



Cecilia Rivera,  
Swisscontact



Charity Hanif,  
Winrock International



Chris Henderson,  
Practical Action



Daniel Gies,  
CNFA



Daniel Langfitt,  
DAI



Danielle Niedermaier,  
Land O'Lakes Venture37



Deepak Visvanathan,  
Habitat for Humanity



Deyzes Pereira,  
Technoserve



Dominic Graham,  
CNFA



Drew Wheadon,  
Tetra Tech



Dumisani Nyoni,  
Vikāra Institute



Dun Grover,  
ACDI/VOCA



Dyna Khonde,  
Catholic Relief Services



Eduardo Tugendhat,  
Palladium



Elisabet Montgomery,  
Sida



Ellie Wong,  
World Vision Australia



Emmanuel Otim,  
Mercy Corps



Emmet Murphy,  
Land O'Lakes Venture37



Erastus Kyalo,  
ACDI/VOCA



Eva Sanou,  
IFDC



Gabriela Caceres Flores,  
GOAL



Husam Nino,  
Mercy Corps



Isaac Cowan-Gore,  
ILO



Jason Eaves,  
Discovered Markets



Jean-Marc Cuvilly,  
DAI



Jennifer Weatherall,  
Catholic Relief Services



John Rachkara,  
Mercy Corps



John Chettleborough,  
Practical Action



Juan Manuel Sanchez,  
Creative Associates



Julie Fischer,  
DevWorks International



Karri Byrne,  
SCALE



Kathryn Merckel,  
ACDI/VOCA



Katie Paguaga,  
Palladium



Krishna Mohan,  
Catholic Relief Services



Kristin O'Planick,  
USAID



Kristina Mastroianni,  
Niras International



Lauren Keller,  
Winrock International



Luca Crudeli,  
ACDI/VOCA



Margie Brand,  
Vikara Institute



Mark Wood,  
Tetra Tech



Martha Byanyima,  
Land O'Lakes Venture37



Mary Beggs,  
Tetra Tech



Maxwell Olitsa,  
IFDC



Melissa Schweisguth,  
USAID



Michael Field,  
Vikara Institute



Miguel Cabal,  
Dexis



Mike Klassen,  
Independent



Nate Hulley,  
USAID



Natia Vepkhvadze,  
DAI



Nicole Goldin,  
Abt Associates



Patrizia Fracassi,  
FAO



Paul Faeth,  
Abt Associates



Peter Saling,  
Winrock International



Prachi Maheshwari,  
Abt Associates



Raed Nimri,  
Mercy Corps



Rahel Diro,  
Tetra Tech



Rajiv Pradhan,  
Swisscontact



Richard Choularton,  
Tetra Tech



Roland Charles,  
VSO



Ryan Bourque,  
DAI



Sabine Jiekak,  
Tetra Tech



Sahar Al-Rufai,  
CNFA



Sarah Bove,  
TechnoServe



Sarka Sengezener,  
Creative Associates



Serena Stepanovic,  
World Vision



Sergio Rivas,  
ACDIVOCA



Shubert Ciencia,  
Oxfam



Silas Ochieng,  
Niras International



Sonja Hofstetter,  
Swisscontact



Stephanie Monschein,  
Dexis



Tamam Noor,  
World Vision Australia



Thabo Hermanus,  
Private Sector Financial  
Institution



Thom Sinclair,  
Bixal



Titianne Donde,  
RTI International



Tuyet Tran,  
DevWorks International



Virginia Zaunbrecher,  
Congo Basin Institute -  
UCLA



Wendy Gaitara,  
Habitat for Humanity



Wilson Leonardo,  
IFDC

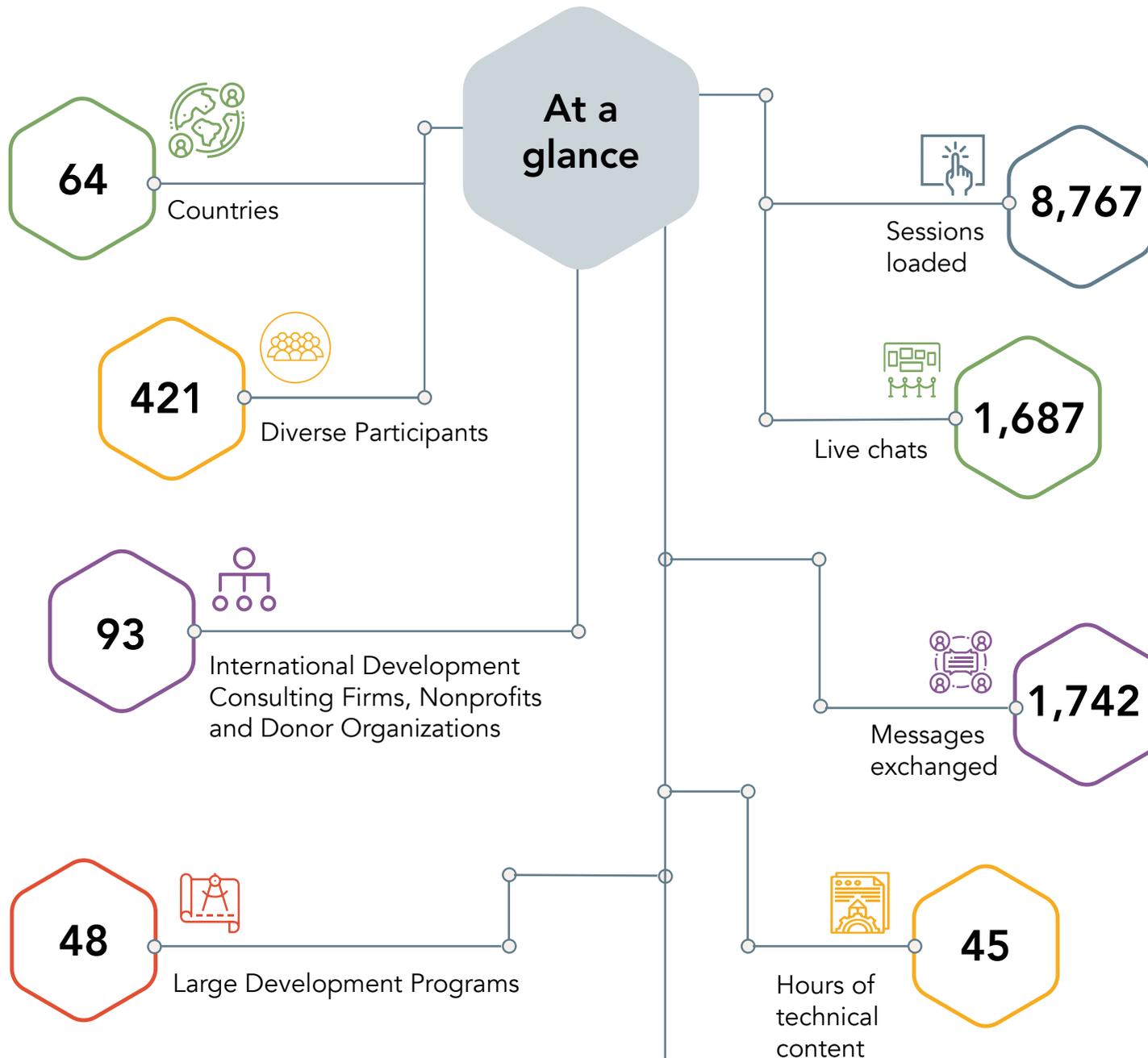
# SYMPOSIUM IMPACT

“ The diversity represented at MSS really stood out for me. Both participants and speakers represented a variety of voices that all international development events should strive to match. For me, participating in the Symposium is a valuable part of facilitating a learning loop between programmatic, practical learning and the latest theory on driving impact - connecting across partners and geographies.

Kristin O'Planick, Market  
Systems Team Lead, USAID  
Bureau for Resilience and Food  
Security (RFS)



# 2022 EVENT STATISTICS



## Representation

MSS2022 convened a diverse audience from all over the world with 421 participants joining from 64 different countries. This global group came together to represent 48 large development projects and activities from 93 international development consulting firms, nonprofits, and donor organizations working across the globe.

## Core Themes

- Food Systems
- Climate Adaptation & Conservation in Market Systems
- Market Systems Resilience
- Urban Market Systems
- Monitoring, Evaluation & Learning

## Cross-Cutting Themes

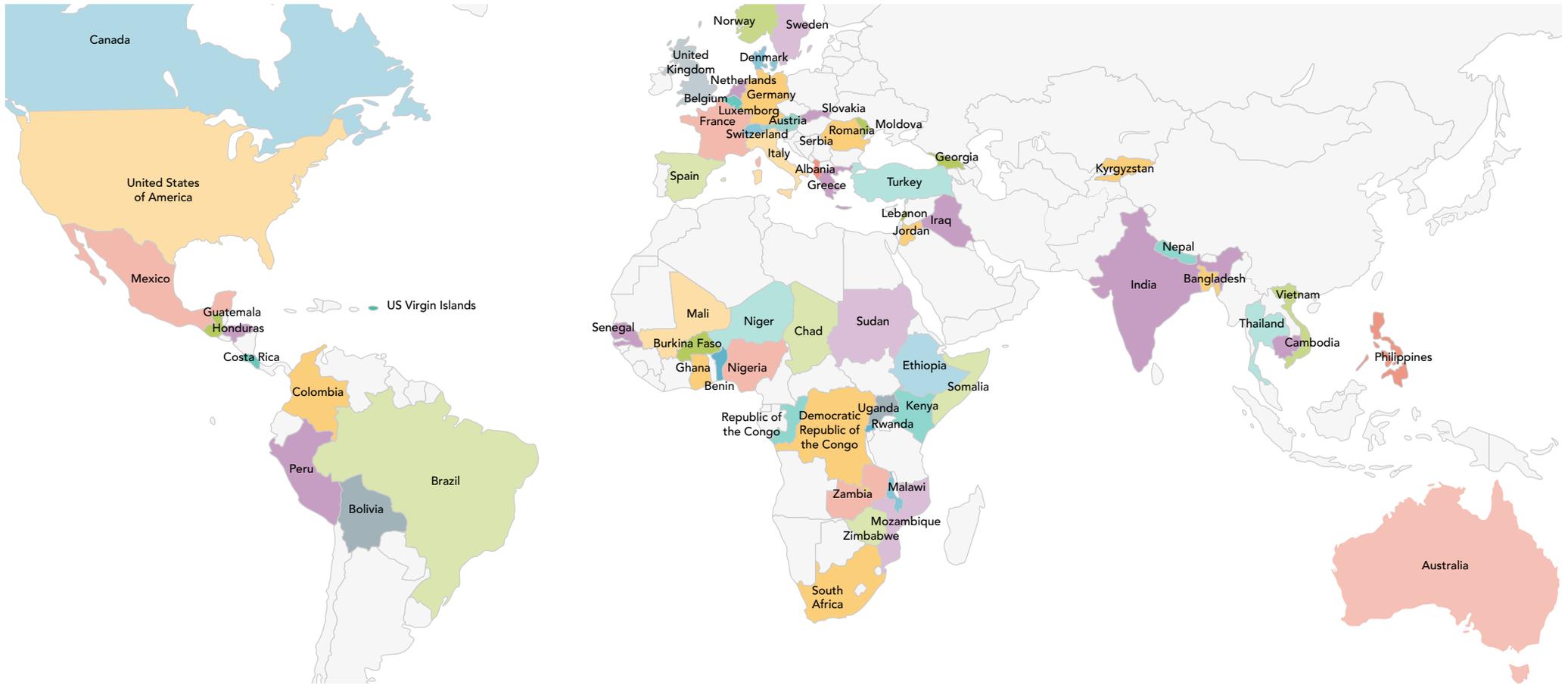
- Private Sector Engagement
- Financial Market Systems
- Adaptive Management
- Social Inclusion

# Organizations Represented

- Abt Associates
- ACDI/VOCA
- Adam Smith International
- AHT GROUP GmbH
- Alight (formerly ARC)
- Agribusiness Market Ecosystem Alliance (AMEA)
- Austrian Development Agency
- Be the Bridge Consulting
- BEAM Exchange
- Bixal
- Biodiversity International
- Cardno International Development
- Catholic Relief Services
- Chemonics International
- CNFA
- Congo Basin Institute - UCLA
- Contour Consult Ltd
- Corus International
- CRDF Global
- Creative Associates
- DAI
- DCED
- Denise Mainville Consulting
- DevelopmentAid
- DevWorks International
- Dexis Consulting Group
- Discovered Markets
- European Commission
- Eureka Idea Co
- Fair & Sustainable Consulting
- Fana Adviso
- Food and Agriculture Organization of the United Nations (FAO)
- Fronteras Capital
- Gatsby Africa
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- Global Communities
- GOAL
- Habitat for Humanity's Terwilliger Center for Innovation in Shelter
- Handicap International
- HEKS-EPER
- HELVETAS
- Honest Foods
- icipe
- Impact LLC
- Impact Management
- International Committee of the Red Cross (ICRC)
- International Development Enterprises (iDE)
- International Executive Service Corps (IESC)
- International Fertilizer Development Center (IFDC)
- International Federation of Red Cross and Red Crescent Societies (IFRC)
- International Center for Tropical Agriculture (CIAT)
- International Labor Organization (ILO) International Rescue Committee (IRC)
- Land O'Lakes Venture37
- Lutheran World Relief
- LuxDev
- Market Development Facility
- Marketlinks
- Mennonite Economic Development Associates (MEDA)
- Mercy Corps
- MarketShare Associates
- Musika Development Initiatives Zambia
- Netherlands Embassy
- NIRAS International Consulting
- Norwegian Refugee Council (NRC)
- Organization of Rural Associations for Progress (ORAP)
- Oxfam
- Palladium
- Pangea Africa Ltd
- Pess Development Initiatives
- PIND Foundation
- Practical Action
- PROGEDA - Turkey
- Resonance
- RTI International
- Sida (Swedish International Development Cooperation Agency)
- Swisscontact
- Tanager
- Trust Consultancy and Development (TCD) - Turkey
- TechnoServe
- Tetra Tech
- The Alliance Bioversity CIAT
- The Canopy Lab
- The Palladium Group
- U.S. Overseas Cooperative Development Council
- Ultimate Business Strategies Ltd
- United Nations Industrial Development Organization (UNIDO)
- United Nations Capital Development Fund (UNCDF)
- United States Agency for International Development (USAID)
- Vikāra Institute
- Voluntary Service Overseas (VSO)
- Welthungerhilfe
- Winrock International
- World Vision Australia (WVA)
- World Vision United States
- World University Service of Canada (WUSC)

## Programs Represented

- AFD's Promoting Economic Revival of Microbusiness and Agriculture (PERMA)
- Bill & Melinda Gates Foundation's Impacting Nutrition and Gender through Innovative Technical Exchange in Agriculture (IGNITE)
- DFAT's Strongim Bisnis
- DFID's LINKS – Powering Economic Growth in Northern Nigeria Program
- DGIS-Netherlands-funded 2SCALE - Toward Sustainable Clusters In Agribusiness Through Learning in Entrepreneurship
- Embassy of Sweden's Transfer Efficient Agricultural Technologies through Market Systems (TEAMS) Program
- Feed the Future Bangladesh Horticulture, Fruits and Non Food Crops Activity
- Feed the Future Knowledge, Data, Learning and Training (KDLT) Activity
- Feed the Future Mali Sugu Yiriwa, Sikasso Subzone
- Feed the Future Market Systems and Partnerships Activity
- Feed the Future Mozambique Innovations (FTF Inova) Activity
- Feed the Future Orora Wihaze Activity
- Feed the Future Rwanda Hinga Weze Activity
- GIZ's Transboundary water management, adaptation to climate change and resource conservation in the Waza-Logone Wetland"
- Government of Canada's Innovation in Non-Traditional Vocational Education and Skills Training (INVEST) Project
- Government of New Zealand's CSmart
- Ikea Foundation's Transforming Rural Economies and Youth Livelihood (TREYL)
- Multi-donor funded Achieving Sustainability Towards Healthcare Access (ASTHA)
- Multi-donor funded Cacao+Sostenible
- Multi-donor Funded Gender Transformative & Responsible Business Investment in Southeast Asia (GRAISEA)
- Multi-donor funder Innovation for Sustainable Agriculture (ISA) Project
- Multi-donor-funded Joint Program on Shock Responsive Social Protection in the Autonomous Region in Muslim Mindanao (BARMM)
- SDC and FDFA's Dynamic Markets for Farmers - Sustainable Cocoa and Honey Uganda
- SDC and FDFA's funded Inclusive Coffee
- SDC's Formation et Insertion des Jeunes au Tchad (FORMI)
- SDC's Local Agricultural Entrepreneurship Promotion Program (PROMEL)
- SDC's Promoting Private Sector Employment (PPSE)
- SDC's Skills Development Program (SDP) Cambodia
- SIDA and SDC's Inclusive Markets Bolivia
- SIDA's Livelihood Improvement for Women and Youth (LI-WAY) Program
- SIDA's RECONOMY
- SIDA's Strengthening Agricultural Markets and Food Security (SAFE)
- SIDA's Women IN Business (WIN)
- State Secretariat for Economic Affairs SECO's Programa Colombia + Competitiva
- State Secretariat for Economic Affairs SECO's Swiss Import Promotion Program (SIPPO)
- The Alliance Bioversity CIAT
- UNCDF's Leaving No One Behind in the Digital Era
- USAID and David and Lucile Packard Foundation's Positioning Shade Grown Cocoa to Improve Conservation and Rural Livelihoods: Democratic Republic of Congo
- USAID Emerging Farmers Partnership Activity
- USAID Forest and Biodiversity Support Activity
- USAID Kyrgyz Republic Agro Trade (ATA) Activity
- USAID Strengthening Livelihoods and Resilience (SLR) Activity
- USAID Water Innovation Technologies (WIT)
- USAID Conservation through Economic Empowerment in the Republic of Congo (CEERC)
- USAID Haiti INVEST Activity
- USAID/Honduras Transforming Market Systems (TMS) Activity
- USDA Commercialization of Aquaculture for Sustainable Trade (CAST) Project
- USDA Maximizing Opportunities in Coffee and Cacao in the Americas (MOCCA) Project
- USDA Trade of Agriculture Safely and Efficiently in East Africa (TRASE Project)



## Countries Represented

Albania	Canada	Georgia	Kenya	Netherlands	Slovakia	Uganda
Australia	Chad	Germany	Kyrgyzstan	Niger	Somalia	United Kingdom
Austria	Colombia	Ghana	Lebanon	Nigeria	South Africa	United States of America
Bangladesh	Costa Rica	Greece	Luxembourg	Norway	Spain	Vietnam
Belgium	Democratic Republic of the Congo	Guatemala	Malawi	Peru	Sudan	Zambia
Benin	Denmark	Honduras	Mali	Philippines	Sweden	Zimbabwe
Bolivia	Ethiopia	India	Mexico	Republic of the Congo	Switzerland	
Brazil	Fiji	Iraq	Moldova	Rwanda	Thailand	
Burkina Faso	France	Italy	Mozambique	Senegal	Turkey	
Cambodia		Jordan	Nepal		U.S. Virgin Islands	

# MSS2022 FELLOWSHIP PROGRAM

Vikāra Institute was pleased to sponsor the MSS2022 Fellowship program to support the attendance of local market systems practitioners, consultants and students at the 5th annual Market Systems Symposium.

MSS2022 Fellowship program recipients were:

- Md. Nazrul Islam, Project Manager, Handicap International-Humanity & Inclusion, Bangladesh
- Emmanuel Phiri, Manager - Gender and Rural Markets, Musika Development Initiatives Zambia, Zambia
- Waringa Kibe, Managing Partner, Fana Adviso, Rwanda
- Misan Edema-Sillo, Senior Market Development Advisor, Pind Foundation, Nigeria
- Youssef Almustafa, Advisor, Trust Consultancy and Development (TCD), Turkey
- Sharon Andrea Lumpias, Independent Consultant, Philippines
- Mwalye Susiku, MSD Associate, Pess Development Initiatives, Zambia
- Arne Hede, Independent Consultant, Austria
- Lauren Pincus, Independent Consultant, Costa Rica



VIKĀRA  
INSTITUTE

Sitting through the sessions at MSS2022 gave me a great opportunity to learn, reflect and network. As a participant from Sub Saharan Africa I reaffirm the need for MSD programming within the development sector space. This will ensure that we leave behind ecosystem players competent (or on the path) to perform their functions better and thus grow incomes and improve livelihoods for our populations.

Waringa Kibe, Fana Adviso  
& MSS2022 Fellowship  
Recipient



# PRE- SYMPOSIUM TRAININGS

MSS 2022 has been an amazing experience for me as it gave me an opportunity to connect with practitioners from around the world who are facing the same challenges as me in pivoting the way aid works. It has not only been helpful for an individual like me to grow as a professional by learning from the sector, but also useful for organizations in developing their institutional memory as ideas and field experiences were shared from different perspectives.

Tamam Noor, Senior Advisor -  
iMSD, World Vision Australia



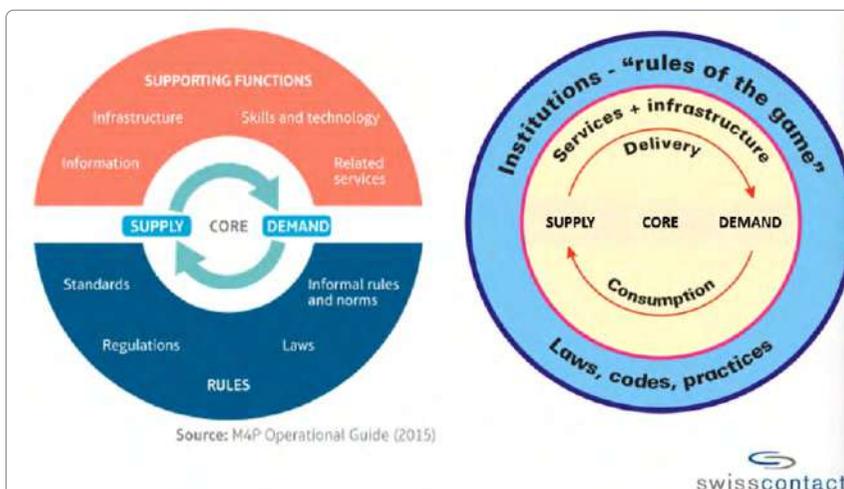
# PRE-SYMPOSIUM TRAININGS

To better prepare practitioners who were either new to the market systems development space or just wanted to brush up on their technical skills, MSS 2022 hosted a selection of training sessions leading up to the main event.

## Inclusive Market Systems Development - A Knowledge Raising Session

This introductory session to Market Systems Development (MSD) articulated how MSD differs from other development approaches, defined key principles of an inclusive MSD approach, appreciated systems thinking and practice, explored systems mapping and analysis, and identified additional tools and resources.

Presented by: Swisscontact

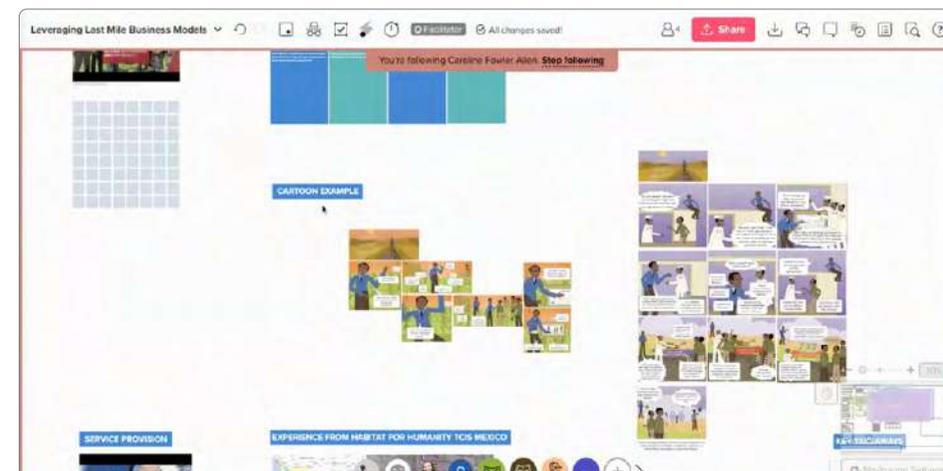


iiMSD / Swisscontact Training

## Leverage Last-Mile Business Models

As an MSD practitioner, it is important to understand how retail distribution functions evolve over time in order to reach last mile customers as a market becomes more inclusive and resilient. This session explored this evolution and focused on proven business tactics that practitioners can integrate in their work. Business tactics were explored from both the development objective perspective as well as the business growth perspective.

Presented by: Vikāra Institute & Habitat for Humanity's Terwilliger Center for Innovation in Shelter

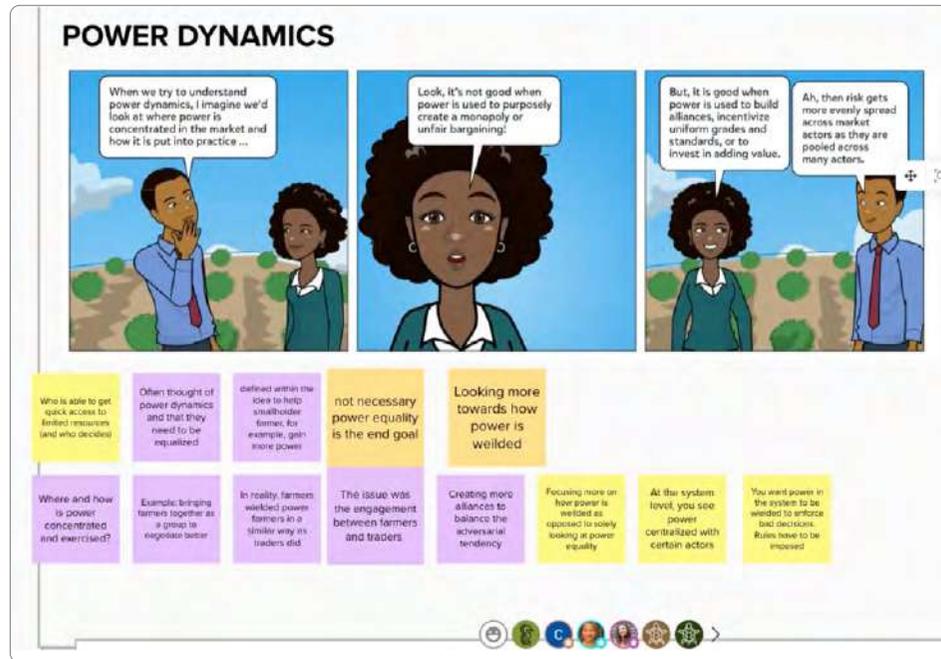


Leverage Last-Mile Business Models

# Market Systems Resilience

The Market Systems Resilience (MSR) training introduced participants to key concepts presented in USAID's Market Systems Resilience framework, the relevancy of MSR, and how it can be applied to practitioners MSD work. Case examples were shared around how different programs have integrated resilience-lenses in a variety of contexts.

Presented by: Vikāra Institute

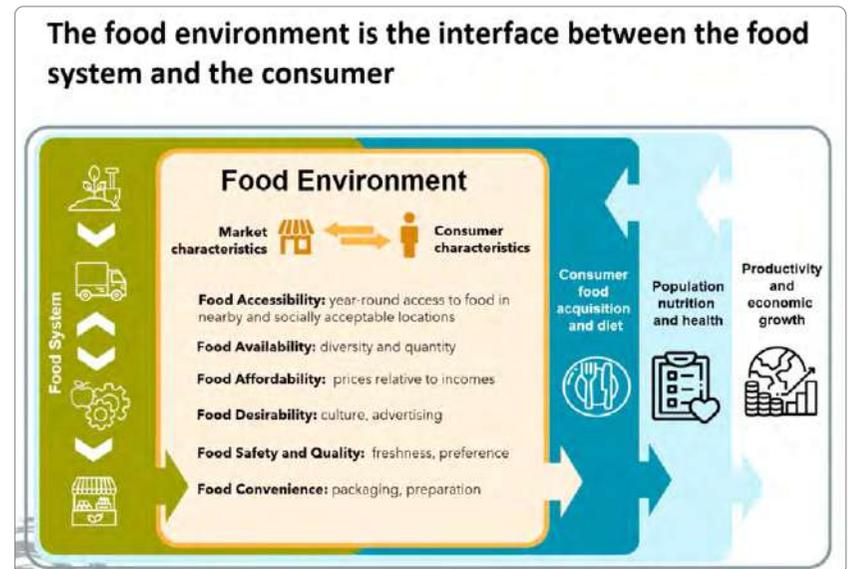


MSR Training

# Introducing Food Systems into Market Systems Development

What is the food system? How is it different from the food environment? What does any of it have to do with market systems? Recently, major government investments and global conversations have highlighted how food systems transformation is key to building sustainable, equitable, and resilient growth. In this training, food systems experts from ACIDI/VOCA guided participants through understanding the food system and how integrating food systems approaches can be transformational for both market systems as well as communities and consumers. With an eye to cross-cutting issues of environmental sustainability and gender inclusion, this training offered actionable, evidence-based guidance on capturing the full benefits that food systems integration offers market systems development, while avoiding common pitfalls.

Presented by: ACIDI/VOCA



Food Systems Training

# Climate & Market Systems

Climate change advocates are calling for “systems change” as the only way to achieve real, transformational progress.

This training session covered key questions, including: How can climate change considerations be incorporated under the key pillars of market systems development? What is our role as development practitioners to help facilitate these changes in the countries where we work? How can we help market actors incorporate uncertainty related to climate change when planning for future realities in ways that increase resilience, sustainability, and inclusivity?

Presented by: Tetra Tech & Swiss Contact



Climate Change Training

”

MSS is an unique and rare opportunity for practitioners to see and realize the horizon, diversity and learning as a result of iMSD practices. iMSD applications and related contexts create the right expectation and direction for the aspiring practitioners. It also provides the participating organizations the right stage to showcase achievements, create business networks, goodwill and harness new ideas for future programming.

”

Fazle Razik, Team Leader,  
ASTHA – Achieving  
Sustainability Towards  
Healthcare Access & Senior,  
Swisscontact



# AGENDA & KEY LEARNING

“ The knowledge shared at the symposium has changed my intellectual acuity concerning market systems development. The knowledge presented at the symposium will definitely go a long way in helping me master and perfect my craft as I work to stimulate systemic change.

Mwalye Susiku, Pess  
Development Initiatives &  
MSS2022 Fellowship Recipient





# OPENING PLENARY

In this opening session, we explored the evolution of market systems development, along with key donor developments and areas of priority.

## Speakers:

- Elisabet Montgomery, Senior Policy Specialist Employment and Market Development, Sida
- Arjun Bhoopal, Head of Partnerships, Gatsby Africa
- Kristin O'Planick, Market Systems Team Lead, USAID
- Dumisani Nyoni, Director, Fronteras Capital - Zimbabwe (Chair of the Vikāra Institute)
- Michael Field, Senior Market Systems Specialist, Vikāra Institute



# TURNING THE TIDE

**T**urning the Tide sessions shared cutting-edge MSD theory, practice, and big-picture ideas. These sessions focused on the event's key themes and were tailored to provide new thinking & inspiration to the Symposium's diverse audience. Sessions were live streamed on the Symposium platform, recorded, and available for viewing for the duration of the event. Each session was accompanied by a virtual chat forum for participants to ask questions, make comments, share resources, and discuss.

## **Core Themes:**

- Food Systems
- Climate Adaptation & Conservation in Market Systems
- Market Systems Resilience
- Urban Market Systems
- Monitoring, Evaluation & Learning

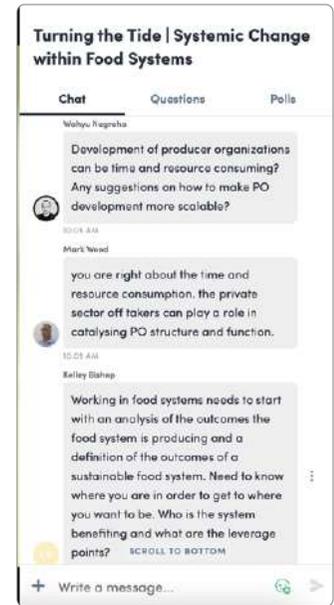


# Core Theme: Food Systems



## Speakers:

- Melissa Schweisguth, Market Systems Specialist, USAID Washington
- Maxwell Olitsa, Country Team Leader, 2SCALE program, IFDC Nigeria
- Serena Stepanovic, Associate Vice President, Food Security & Livelihoods Sector, World Vision US
- Patrizia Fracassi, Senior Nutrition & Food Systems Officer, FAO
- Kathryn Merckel, Associate Director for Nutrition and Food Systems, ACDI/VOCA
- Erastus Kyalo, Technical Director - Market Systems Quality & Partnerships, USAID Livestock Market Systems Activity, ACDI/VOCA Kenya



## Systemic Change within Food Systems

### Summary:

Food system lenses, much like the use of systems lenses on market activity, has provided new perspectives and insights, especially regarding nutrition, food security, food safety, and sustainability. Eg. Agricultural market systems that do not effectively value nutrition may be seen as operating effectively when only considering aspects such as productivity, financial viability, and metrics. By combining food systems lenses with market systems lenses, practitioners can better see how market forces may be evolving in ways that have unintended consequences and identify opportunities to catalyze positive change.

Panelists explored how to strengthen food systems to exponentially improve access to food and nutrition. They discussed how they adapted their catalytic interventions to encourage market systems to raise the influence/ value placed on critical non-commercial elements like nutrition, inclusivity, food security/safety, and climate change.



Systemic Change within Food - Full panel of speakers & live chat (above)



### Why are Food & Market Systems a Perfect Pair for Systems Change?

Frameworks complement & converge, synergies to tap, win-win combo

Need for **resilience**, e.g., food security impacts of Russia's war on Ukraine

"**Inclusive**" benefits extend to health - nutrition & dietary impacts

**Competitiveness:** Strong commercial, economic growth and development opportunities  
 Consumers want good health, i.e., healthy diets  
 Systemic approaches optimize impact

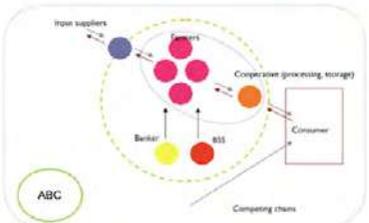



Systemic Change within Food Systems - Melissa Schweisguth presenting

### Formation and strengthening of agribusiness clusters can make food systems more resilient and inclusive



The basic concepts of this approach is to improve **competitiveness** and **coordination** among stakeholders. While also promoting values such as **ownership, empowerment** and **sustainability** (both economic, social and climatic sustainability).

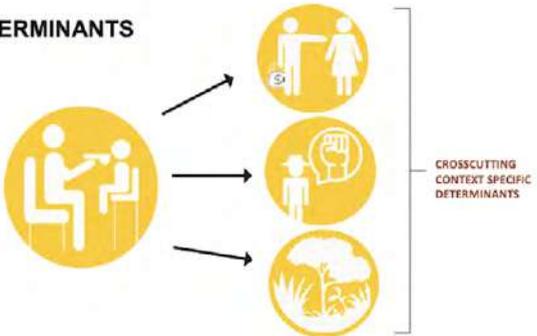




Systemic Change within Food Systems - Maxwell Olitsa presenting

Introducing key concepts in the Impact Pathways Approach

### DETERMINANTS




Systemic Change within Food Systems - Patrizia Fracassi presenting



Serena Stepanovic presenting



Erastus Kyalo presenting



Kathryn Merkel presenting



## Key Aspects of Food Systems Development

### Summary:

An important takeaway from market systems development experience has been that to understand a complex system, practitioners must be able to zoom in and zoom out. It is particularly essential to understand food systems from the perspective of the various actors in the system, such as smallholders, poor communities, government, academia/researchers, etc. Panelists explored various ways food systems lenses are being used to gain insights into how food systems operate, including the differing perspectives from various food system components.

### Speakers:

- Chris Henderson, Head of Agriculture, Practical Action
- Martha Byanyima, Chief of Party, Trade of Agriculture Safely and Efficiently in East Africa (TRASE Project), Land O'Lakes Venture37 Kenya
- Emmet Murphy, Agricultural Market Systems Technical Director, Land O'Lakes Venture37
- Catharine Phiri, Senior Technical Advisor for Market Systems, Corus International



Key Aspects of Food Systems - full panel of speakers

### Systemic Barriers to the transition

- Power imbalance – big agri-business
- Political power of agri input subsidies
- Perception small is not efficient
- Domestic markets need to compete with external markets when they are not ready for this
- Mind-set - bias in information and knowledge systems
- Momentum, locked in R&D – biased narratives reinforcing the status quo





**Chris Henderson**  
Practical Action



Key Aspects of Food Systems- Chris Henderson presenting

**USDA TRASE: Working with East African Governments for Improved SPS**

- Increase intra- and international trade by \$250m
- Increased domestication of approved EAC measures
- Improve regional SPS coordination
- Strengthened SPS institutional framework, including private sector engagement

**Martha Byanyima**  
USDA Trade of Agriculture Safety and Efficiency in East Africa (TRASE), Land O'Lakes Venture37, Kenya

Key Aspects of Food Systems- Martha Byanyima presenting

**Emmet Murphy**  
Agricultural Market Systems Technical Director  
Land O'Lakes Venture37

Key Aspects of Food - Emmet Murphy presenting

**Food Safety Enabling Environment**

**Certification Schemes for Setting Standards**

**Food Safety Standards of International Bodies**

**Management Systems for Food Safety**

**Farmers**

Policy Decision Makers, Government Processors, Buyers, Exporters

Farmer Organisations, Cooperatives, Enterprises

Processors, Buyers, and Exporters

**Cathy Phiri**  
Corus International

Key Aspects of Food Systems - Cathy Phiri presenting

**Turning the Tide | Key Aspects of Food Systems Development**

Chat Questions Polls

Patience Samhutha  
The costs of compliance can be disabling for most market actors in different Food Systems. But the cost of non-compliance could even be higher especially in developing countries

10:11 AM  
kudakwashe ndoro  
How do we bring in the Global SPS issues under the WTO into this debate and way forward? Power relations between the North and South in dealing with the se NTBs?

10:12 AM  
Jean-Michel Veisard  
In the Animal Source Food segment do you think that the shorter the food supply chain is, the less risky it will be food safety wise? And probably less costly.

10:16 AM SCROLL TO BOTTOM

+ Write a message...

Participant chat



## Food Systems *Turning the Tide* Sessions KEY TAKEAWAYS

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- Traditionally, market systems lenses often focus on commercial performance indicators (such as productivity, revenues, margins, and efficiencies), but market systems that produce food have a range of other related effects on societies. By using food systems frameworks, practitioners can more effectively integrate aspects like nutrition, security, environment, and inclusivity issues into market systems analyses.
- The emergence of multiple food systems frameworks substantiates the perspective that market systems are social systems that should work to the benefit of society, which requires practitioners to look beyond commercial metrics to determine the performance of market systems. Food systems that have evolved primarily based on commercial metrics have often created competitive landscapes that overvalue productivity, efficiency, and revenue generation, while undervaluing other aspects such as environmental, nutritional, social inclusion, and food security risks.
- Adding food systems lenses to market systems provides critically important perspectives needed to gain insights into a more comprehensive set of knock-on effects from market systems engaged in producing and processing foods.
- Panelists discussed important ideas emerging from their work using food and market system frameworks, such as the use of impact pathways and their ability to uncover forces and factors that are interconnected and combine to affect nutrition and social inclusion.
- Environmental factors were also identified as a critical element that food systems frameworks should highlight to ensure that emergent risks are adequately identified and communicated.
- This thematic area also raised the importance of complexities surrounding consumption patterns, including the programmatic tension between producing for consumption versus producing for income.



I appreciated the diversity of topics, participants and perspectives. The Symposium allowed us to share our ongoing work on market systems development with other practitioners and organizations and take away ideas and recommendations that we can integrate into our programming.

Schafer Bomstein Castella,  
Associate Director, Technical  
Program Development,  
CNFA





# Core Theme: Climate Adaptation & Conservation in Market Systems



## Integrating Climate Change into Market Systems Development

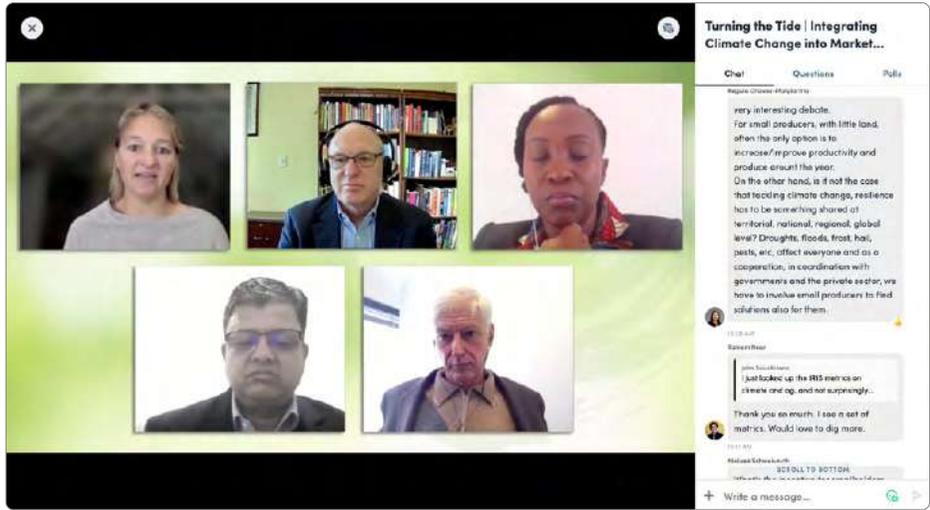
### Summary:

Without better alignment between market forces and conservation/climate change realities, market system incentives continue to encourage behaviors that provide near-term economic benefits while also damaging those communities' longer-term path toward greater inclusive growth. Practitioners are gaining more insights into how to catalyze changes in market systems that "more effectively price" or value the risks from climate change.

Panelists discussed practical ways they are catalyzing change within these systems so that market actors adapt to limit behaviors, exacerbate climate change, as well as mitigate its negative effects.

### Speakers:

- Rajiv Pradhan, Country Director, Swisscontact Cambodia
- Paul Faeth, Global Technical Director for Climate and Energy, Abt Associates
- Titianne Donde, Chief of Party, Feed the Future Kungahara Wagura Amasoko, RTI International Rwanda
- Eduardo Tugendhat, Director of Commercial Facilities for Natural Resource Systems, Palladium



Integrating Climate Change - Full panel of speakers with Chat



Eduardo Tugendhat presenting



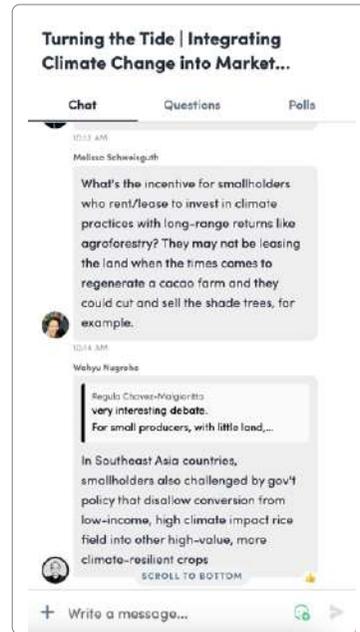
*Integrating Climate Change - Paul Faeth presenting*



*Integrating Climate Change - Titianne Donde presenting*



*Integrating Climate Change - Rajiv Pradhan presenting*



*Session chat*



## Climate Change: Market-Based Incentives for Behavior Change

### Summary:

Panelists focused on practical examples and essential lessons that have emerged from testing various catalytic interventions in the field. This session highlighted the importance of local contexts in aligning market incentives, and necessary behavior changes to mitigate and, where possible, reverse the effects of climate change. Panelists covered their experience from multiple regions, social, political, and market contexts.

### Speakers:

- Kristina Mastroianni, Agriculture Sector Lead, NIRAS
- Wilson Leonardo, Country Representative, IFDC Mozambique
- Lauren Keller, MEL Specialist & Program Officer, Winrock International
- Tuyet Tran, Vietnam Country Coordinator - Water and Energy for Food (WE4F), DevWorks International Vietnam
- Drew Drozynski, Deputy Director of Business Development, DevWorks International



Climate: Market-based Incentives - Panel of speakers



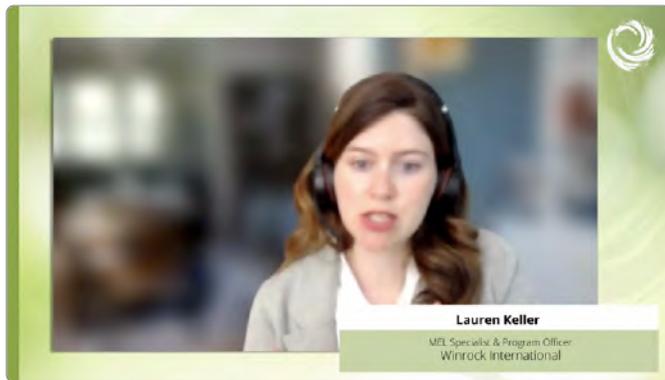
Climate: Market-based Incentives - Wilson Leonardo presenting



Climate: Market-based Incentives - Kristina Mastroianni presenting



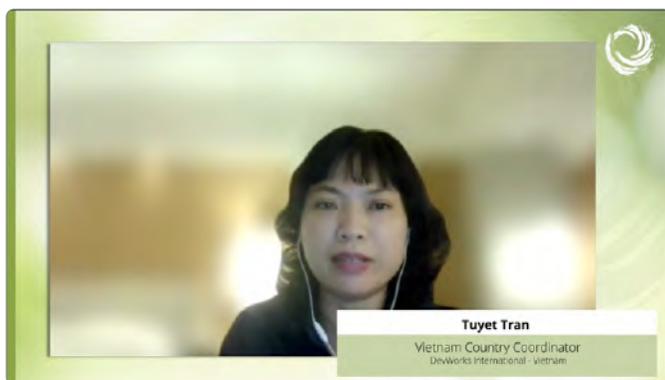
Session chat



*Climate: Market-based Incentives - Lauren Keller presenting*



*Climate: Market-based Incentives - Drew Drozynski presenting*



*Climate: Market-based Incentives - Tuyet Tran presenting*

”  
 Sometimes organizations and projects work as an island. To be able to share and show that there are experiences and lessons learned in the same fields, with similar approaches and interesting results is rewarding. Learning from others, innovating and shortening the learning curve will benefit everyone. Even seeing possible partnerships and potential complementarities will benefit countries and organizations. MSS2022 is a good platform to get to know each other, to inform ourselves and then to establish contacts.  
 ”

Regula Chávez-Malgiaritta,  
 Country Director Mozambique,  
 Swisscontact





## Climate Adaptation & Conservation *Turning the Tide Sessions* - KEY TAKEAWAYS

A challenge was raised of how market systems identify, prioritize, and allocate resources into effective responses related to opportunities and threats. For various reasons, the risks from climate change have been substantially undervalued, which in practice has meant that market actors and systems have not seen it in their interest to adapt. The panelists noted that this misalignment or inability to effectively 'price out' the risks related to climate change is causing actual harm with evidence on weather shocks (i.e., droughts, floods, wildfires, etc.), water levels, and knock-on effects (i.e., loss of wealth/shelter, productivity reductions, resource conflicts, etc.).

Simultaneously, while some efforts are responding to the symptoms of climate change, the underlying forces and factors that are under-pricing risks of climate change remain hard to change. Discussion took place concerning the difficulties in overcoming the challenges, while also recognizing that there are more and more examples where climate change mitigation requirements and market incentives are starting to align and reinforce each other. For example, participants engaged around encouraging consumers to value climate effects when:

- buying products/services
- integrating climate change risks when assessing investments
- integrating climate risks, carbon costs, and opportunities when managing supply chains and
- improving the enabling environment to incorporate the real risks of climate change (i.e., effective positive and negative incentives related to carbon emissions) as a positive change that is happening.

Governments can play an active role in more accurately 'pricing out' or 'costing' the risks related to climate change. An emerging way governments are framing the benefits of forests/natural

spaces is eco-services. With eco-services, the benefits from natural spaces should be paid for by the people who benefit from those services, such as how forests play a role in maintaining the quality and efficiency of water treatment functions.

Technology continues to play an essential role in providing solutions to various challenges related to climate change, especially in agricultural production, renewable energy and water management. Going forward, a key challenge will be how to balance the need to solve problems in a commercially viable way, while at the same time catalyzing local market systems to innovate on an ongoing basis.

For projects working with farming communities, it is necessary to help farmers adapt in ways that provide commercial returns, but such adaptation also is necessary given the increasing risks related to climate change. Two real challenges in this regard include i) the need to balance efficiency with resiliency and ii) the need to understand change over time. Balancing efficiency and resiliency is a context-dependent challenge, but, often, efficiency gains can have a knock-on effect of increasing fragility related to market and environmental dynamics. In terms of change over time, it is important to realize that any current solution needs to lead to the next solution and the solution after that. So while it is essential to start from the current contexts, those contexts will change, and local systems have to learn how to address new challenges as they emerge. Systemic change is more related to a change in the direction of where the system is evolving as opposed to a fixed change.



## Core Theme: Market Systems Resilience



### Market Systems Resilience in Fragile and Conflict Environments

#### Summary:

As practitioners apply market system resilience lenses and frameworks, they have realized that market forces, factors, and mechanisms can generate benefits even in the most challenging contexts. Working in more fragile and conflict environments requires care to ensure no unintended consequences. However, market systems can provide access to essential needs like food, shelter, and income that families need to effectively manage challenges related to fragile and conflict-affected environments.

The panelists discussed their experiences of applying market systems resilience lenses/thinking in some of the more difficult contexts to identify ways in which market systems can improve how communities weather shocks and stresses.

#### Speakers:

- Joanna Springer, Resilience and Market Systems Research Advisor, RTI International
- John Rachkara, Deputy Chief of Party, USAID/Nigeria Rural Resilience Activity, Mercy Corps, Nigeria
- Dan Langfitt, Director of Partnerships, Finance, and Operations, USAID/DRC Strengthening Livelihoods and Resilience Activity, DAI, DRC
- Krishna Mohan, Asia Regional Technical Advisor - Agriculture, Livelihoods, and Markets, Gorkha Recovery & Resilience Project, Catholic Relief Services Nepal



Market Systems Resilience - Full group panel



Session chat



Market Systems Resilience - Krishna Mohan presenting



Market Systems Resilience - Dan Langfitt presenting



Market Systems Resilience - John Rachkara presenting



Market Systems Resilience - Joanna Springer presenting



## Market Systems Resilience *Turning the Tide Sessions* - KEY TAKEAWAYS

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A foundational point that emerged during the conversation is the importance of understanding the local context. The need to understand the nuance and fluid difference between complex and chaotic situations is of particular importance. Often, some of the contexts seem to have elements of both complex but somewhat stable environments and chaotic environments in which it can be hard to find stable patterns.

Multiple panelists highlighted that many market actors are comfortable with the levels of uncertainty and are willing to try new ideas or ways of working if they are attractive given the realities on the ground.

In this context, systems thinking was seen as essential to gain a more nuanced understanding of the situation and identify how change might evolve. For example, the idea that there are often situations where there are few or a very limited number of market actors, which often means the type of market actor that might be the most interested and able to catalyze a change process may not fit the profile of a traditional lead firm.

Panelists also noted the importance of systems thinking to gain insights into the underlying drivers of conflict and adversarial perceptions that may need to be addressed via interventions in other parts of the system or even other systems.

Another critical point that panelists highlighted was the need to be responsive to the changing dynamics on the ground, which also requires a good understanding of how risks are managed. More specifically, multiple panelists noted that communities often rely on communal norms that, while effective in many ways, may have knock effects that are not ideal.

For example, one panelist noted that gender norms might be wound up in other coping mechanisms, suggesting a trade-off might emerge. Another panelist noted that communal responses that can and do lead to conflict are often wound up in coping mechanisms that struggle under multiple and recurrent stresses and shocks, creating more desperate responses.

Having insights into underlying drivers can help teams respond quickly and catalyze changes in some of the underlying systemic issues that are limiting communities and societies from moving beyond the current chaotic environment.



# Core Theme: Urban Market Systems



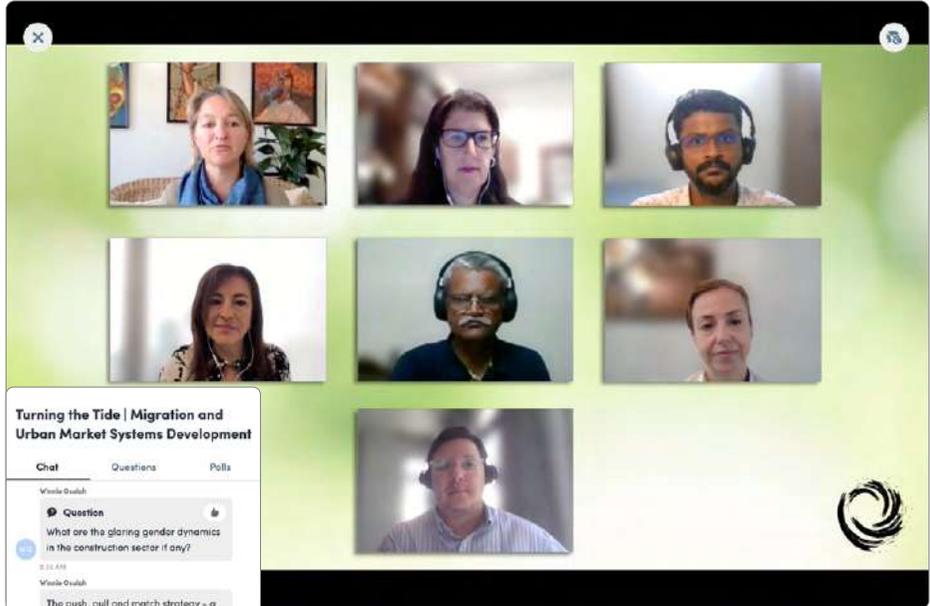
## Migration and Urban Market Systems Development

### Summary:

In previous symposia, various sessions raised the importance of migration, especially rural to urban migration. While most donors continue to favor rural poor communities, there are increasingly more poor moving to and living in urban environments. Moreover, past the known rural to urban migration patterns, other types of migration, including abrupt migration from shocks and stresses, can be disruptive in terms of social norms and coping mechanisms that can have positive and negative consequences. From a market systems perspective, more effective labor markets can play a central role in easing substantial shifts in populations and playing a central role in leveraging human capital in an increasingly more inclusive way to generate economic and general social well-being benefits. However, ineffective and/or misaligned labor market systems can also exacerbate challenges that emerge from such shifts. Panelists explored the complexities of urban landscapes, migration, and labor markets, including how they are trying to catalyze the emergence of more effective market systems and services that ease the transition, especially for vulnerable populations that feel compelled to move.

### Speakers:

- Cecilia Rivera, Director of Peru, CONSTRUYA Project, Swisscontact Peru
- Deepak Visvanathan, Senior Technical Advisor, Habitat for Humanity's Terwilliger Center for Innovation in Shelter India
- Prasanna Sriraman, Senior Specialist for Market Systems, Habitat for Humanity's Terwilliger Center for Innovation in Shelter India
- Juan Manuel Sanchez, Chief of Party, Technical Vocational Education and Training Strengthening for At-Risk Youth Project (TVET-SAY), Creative Associates Nicaragua
- Sarka Sengezenar, Practice Area Director for Youth, Livelihoods and Agriculture, Creative Associates
- Nicole Goldin, Global Head of Inclusive Economic Growth, Abt Associate



Migration and Urban - Full group panel and session chat



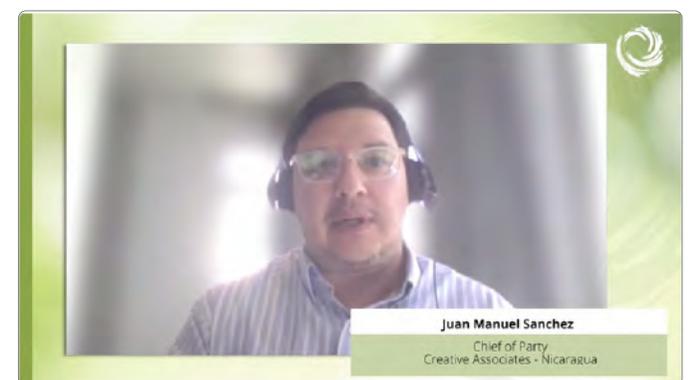
Migration and Urban - Nicole Goldin presenting



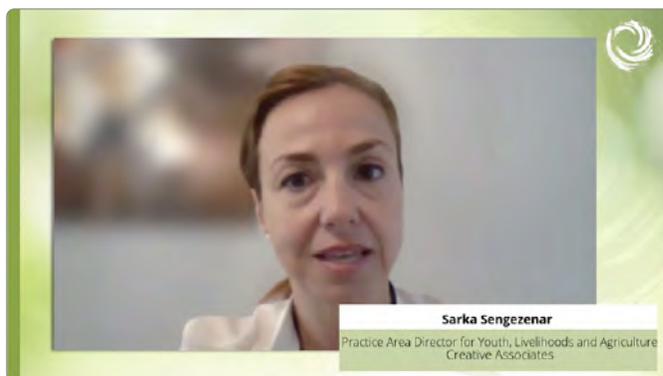
Migration and Urban - Cecilia Rivera presenting



Migration and Urban - Prasanna Sriraman and Deepak Visvanathan presenting



Migration and Urban - Juan Manuel Sanchez presenting



Migration and Urban -S arka Sengezenar presenting



## Urban Market Systems *Turning the Tide* Sessions - KEY TAKEAWAYS

Panelists discussed the central role of urban market systems in any longer-term development effort and provided a range of evidence related to increasing urbanization, the role of urban consumers in defining the grades and standards (i.e., including standards around quality, climate, equity, etc.), and the greater likelihood of innovation/novelty from urban systems (i.e., the proximity of diverse mindsets/perspectives).

With this evidence base, the panelists identified urban and rural populations' critical interconnectivity and interdependence. For example, vast rural to urban migration presents real concerns about how those populations shift to urban centers in positive and relatively smooth ways. Currently, minimal support to urban market systems is given, so rural to urban migration is fraught with various forms of exploitation, worsening well-being, and limited access to informal/formal social safety net support.

Even though the panelists presented a compelling case for shifting the balance between rural and urban market systems investments, panelists also provided examples of development efforts making a difference in urban market systems, and practitioners are applying systems approaches in innovative and effective ways. These examples emerged particularly in housing market systems that show promise in how housing solutions are increasingly tailored to the needs of urban poor populations. Additionally, efforts to improve labor market systems via better connected relational networks need to work more closely to improve the flow of qualified labor into emerging job opportunities.



The Symposium is a great way for people like me working on field projects who are mostly immersed in day-to-day management — and often relatively isolated from other MSD practitioners — to have a meaningful and sustained exchange of new ideas and search for novel ways to face up to challenges.

Dan Langfitt, Director of Partnerships - Finance, and Operations, DAI





# Core Theme: Monitoring, Evaluation & Learning



## Innovations in Learning & Adaptation in MEL Systems

### Summary:

Monitoring, Evaluation and Learning (MEL) requires the balancing of managing funder requirements for accountability and the upkeep of good systems thinking, which embraces the messiness of change. Traditionally, accountability metrics are based on an assumption of a direct causal relationship. However, in systems thinking approaches based on complex adaptive systems, many intertwined factors and forces are needed to catalyze change. Additionally, best practice in facilitation is grounded in catalyzing change from within the system, which further complicates the idea of defining direct attribution from a project intervention. To do this, practitioners test and learn various ways to manage, especially in relation to monitoring and evaluating complex, messy, systemic change vis a vis accountability indicators. In this session, panelists discussed how they have developed, tested and applied methods, tools and thinking in MEL that connect these seemingly disparate efforts.

### Speakers:

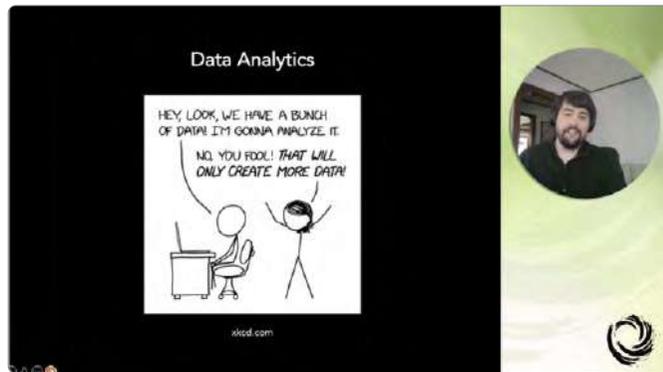
- Drew Wheadon, Agriculture and Economic Growth Associate, Tetra Tech
- Miguel Cabal, MEL/CLA Consultant, Dexis Honduras
- Amanda Woomer, Global MEAL Director, Habitat for Humanity's Terwilliger Center for Innovation in Shelter
- Sahar Al-Rudai, Chief of Party, Feed the Future Mali Sugu Yiriwa, CNFA Mali
- Dominic Graham, Chief of Party, Feed the Future Nigeria Agribusiness Investment Activity, CNFA Nigeria



MEL - Group photo with Chat



MEL - Amanda Woomer presenting



MEL - Drew Wheadon presenting



MEL - Dominic Graham and Sahar Al-Rufai presenting



MEL - Miguel Cabal presenting

“ I really enjoyed and benefited a lot from the diversity of topics and richness of content [and] I developed new networks that will benefit the organisation I was representing. The Symposium was an eye opener around how market systems are evolving globally and was a platform to evaluate your own and organisational expertise around market systems development.

Patience Samhutsa,  
International Market  
Systems Advisor,  
Practical Action



”



## Monitoring, Evaluation & Learning *Turning the Tide Sessions* - KEY TAKEAWAYS

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A challenge that remains central to systems thinking approaches is how to define systemic change within a process that a project can use for its adaptive management. While there remains tension between accountability and effective adaptive management for systemic change, some organizations and teams are testing new ways that embrace complexity with a focus on contribution to systemic change.

An increasingly important element of MEL is how to catalyze change within a system via effective use of data. In particular, there are efforts to utilize advanced data analytics to leverage large data sets that are currently not being used by local market systems. As is more common in higher-income countries, there can be many important lessons and learning from the use of advanced analytics, but it often requires a different perspective. In particular, focusing on feedback or learning loops and how they evolve is very important, including how the data is turned into usable information and knowledge. It is important to note that there is never just one use case, so it is essential to think about the quality of data in the context of how multiple data analyses would lead to multiple actors using and valuing the information.

One clear lesson from MSD that also emerged in the session is the importance of integrating MEL into dynamic adaptive management. To do this well, it is important to realize that MEL's function needs to be central in how the project operates, including how teams work together to use information and evidence to develop creative and contextual ways to catalyze change. Additionally, the process must be understood as an ongoing learning loop/process, where pilots test or probe where change might resonate within the market system.

Another clear lesson is that collaboration between different projects must be designed into the projects from the beginning. In this context, collaboration has to be part of any accountability metrics that align with how individual projects are evaluated. Historically, projects have tended to devalue collaboration when it is perceived that they may not get credit individually. Increasingly, donors are testing various ways to meet their compliance/accountability needs, and incentivizing projects to work more closely together.

Co-creation processes can be powerful in encouraging ownership of a change process. However, it is crucial to frame the co-creation process as owned by the local actors, with the project taking a supporting role in relation to the needs and interests of the local market actors. This is because ownership grounded in the local contexts is more likely to generate systemic change or changes internalized into the local market systems. At times, catalyzing a co-creation process as a locally driven process can be tricky when some key decision points are project defined.

An interesting and important shift is occurring in reframing learning and adapting as a systemic function dependent on how data is captured, processed, and assessed in ways that add value, and then turning it into services and functions that market actors use. More and more MSD projects are defining the "improved capacity of systems to learn" as one of their systemic change objectives. In this context, MEL teams may take on new roles in designing/supporting interventions that assist data being captured, analyzed, and packaged in ways that make sense for local actors.



# THE TOOLS INTENSIVE

**T**he Tools Intensive Clinic Sessions explored particular tools and frameworks for participants to gain experiential knowledge to adapt and implement these in their own contexts.



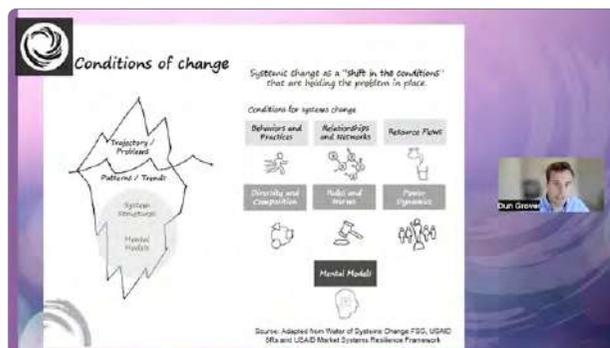
# Evaluating Systemic Change Tool

## Tool Description:

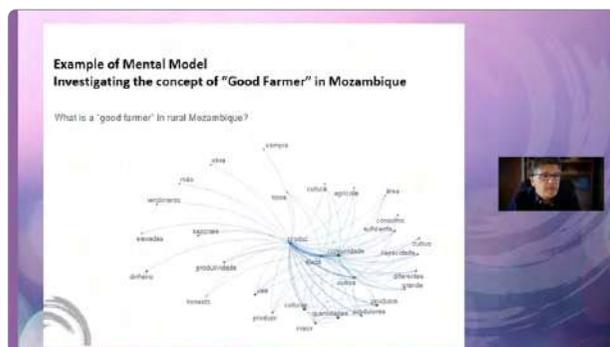
The mainstream view of systemic change is usually based on a linear perspective for how market systems changes from pilots and behavior change to reach a tipping point. This session presented evidence, key determinants, heuristics, and measures for alternative pathways that used in program design, implementation, and evaluation.

## Speakers:

- Dun Grover, DCOP MEL, USAID Transforming Market Systems (TMS) Activity, ACDI/VOCA, Honduras
- Luca Crudeli, Senior Director of Market Systems, ACDI/VOCA



Evaluating Systemic Change Tool 1



Evaluating Systemic Change Tool 2

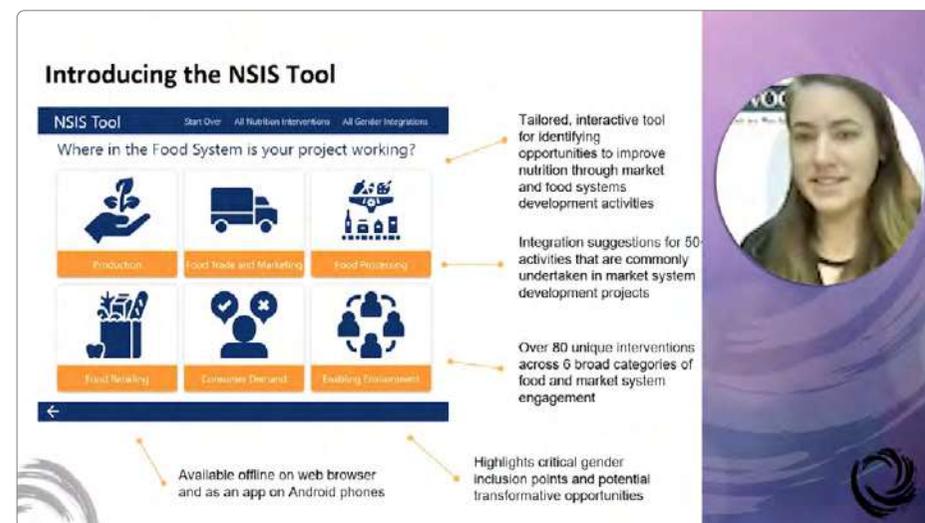
# Food Systems Intervention Selection Tool

## Tool Description:

Finding salient opportunities to integrate impactful nutrition interventions into market and food systems projects can be challenging. The Nutrition-Sensitive Intervention Selection (NSIS) Tool was built to aid implementers in identification of nutrition integration opportunities, without needing nutrition expertise. The NSIS Tool is an interactive, practice-oriented tool that provides evidence-based potential nutrition interventions, tailored to the level of actors you are working with within the food system. During the tool clinic, participants were introduced to the NSIS tool, discussed where and how it can be used, and had the opportunity to experience using the tool via a hands-on clinic.

## Speaker:

Kathryn Merckel, Associate Director for Nutrition and Food Systems, ACDI/VOCA



Food Systems Intervention



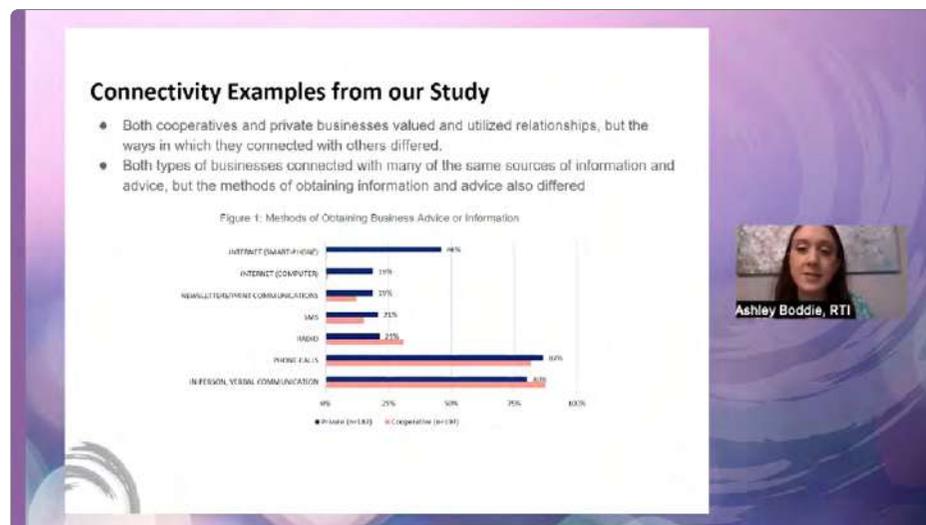
# Enterprise Resilience Framework

## Tool Description:

The Micro, Small, and Medium Enterprise (MSME) Resilience Framework was developed to understand the characteristics and behaviors that enhance the resilience of enterprises. Participants learned about the domains of MSME resilience, how the Framework was applied in research on the resilience of agrodealers in Ethiopia, and how the Framework can inform development programming and resilience measurement.

## Speaker:

Ashley Boddie, Food Security and Agriculture Advisor, RTI International



Enterprise Resilience Framework

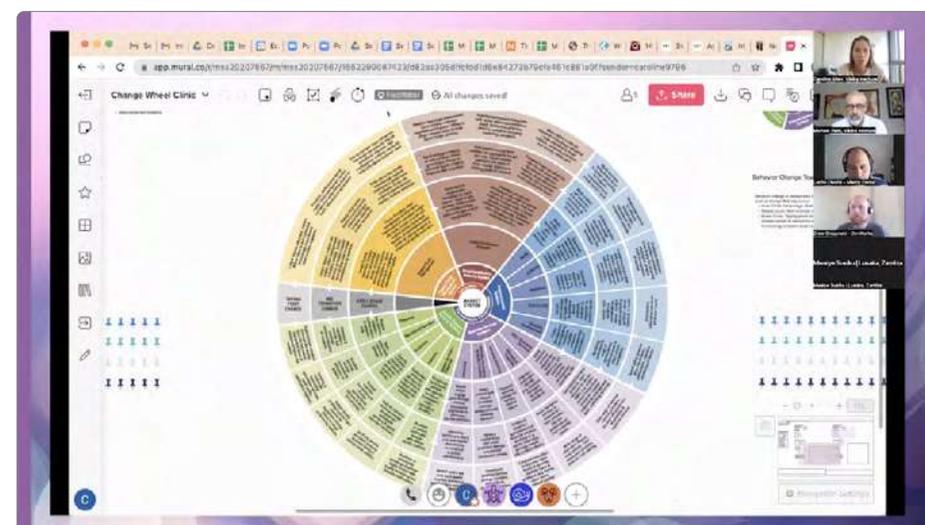
# Market Systems "Pathways of Change" Framework

## Tool Description:

Vikāra Institute's Market Systems "Pathways of Change" Framework explores examples of pathways that an agricultural market system may take as the system becomes more inclusive. It considers the patterns of behavior that drive the market system, and the reinforcing and counterbalancing forces that support the change process. Participants discussed numerous countries and programs where the framework has been applied to guide program design and implementation.

## Speakers:

- Mike Field, Systems Thinking Specialist, Vikāra Institute
- Caroline Allen, International Program Director, Vikāra Institute



Market Systems "Pathways of Change" Framework



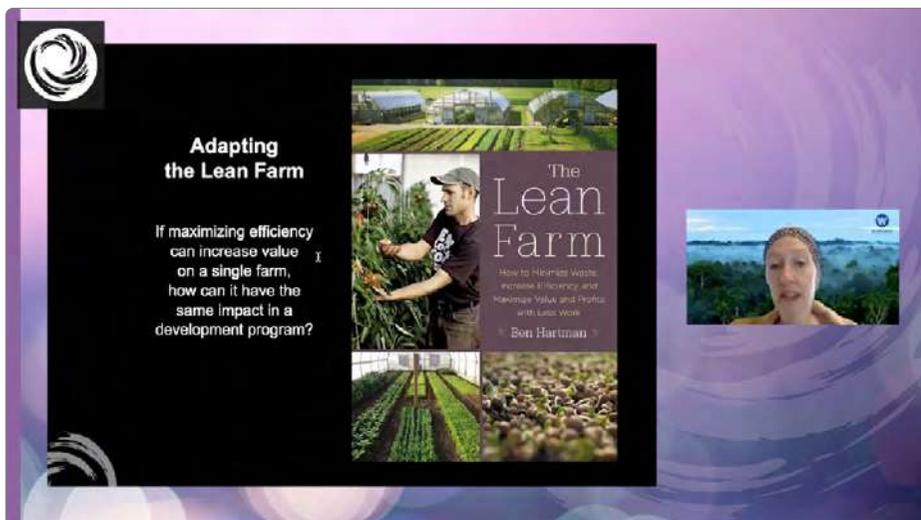
# Lean Toolkit

## Tool Description:

Standard productivity programs take a “more from more” approach -- if you want to increase productivity and increase incomes, then it’s necessary to invest in better inputs and more resources. Based on a belief that farmers make rational decisions about allocating scarce resources, Winrock International has developed a methodology for understanding farmer preferences and understanding where a farmer is likely to invest resources -- and where he/she is not. Using the Lean Toolkit, Winrock applies lean manufacturing principles to systems, applying efficiency as the primary driver of MSD.

## Speaker:

Charity Hanif, Senior Technical Advisor, Winrock International



Lean Toolkit

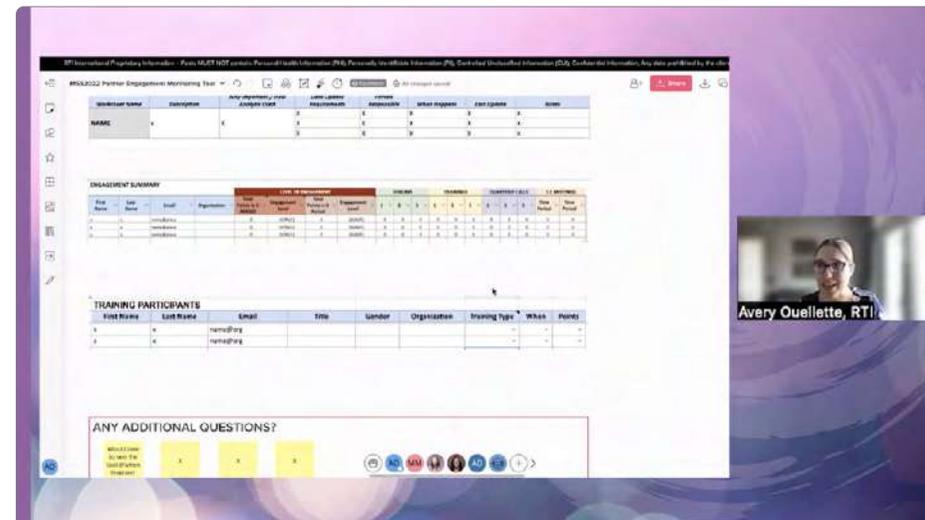
# Engagement Monitoring Tool

## Tool Description:

This excel-based tool helps teams track their engagement efforts across a wide range of market actors. Participants will learn how the tool can deepen their understanding of the effectiveness of their engagement efforts; and how to determine if changes in engagement levels contribute to improved outcomes or role shifts within the market system.

## Speaker:

Avery Ouellette, Private Sector Engagement Director, RTI International



Engagement Monitoring Tool



# TECHNICAL INTENSIVES: THEMATIC SESSIONS

Technical Intensives provided participants with the opportunity to join breakout sessions focusing on a specific technical discussion led by multiple practitioners.

## Regenerative Agriculture & Market Systems

A regenerative food system requires a shift from dependence on artificial inputs and monocultures to a focus on circular production systems and care for soil, water and biodiversity.

This session explored approaches that market systems development programs can take to support a transition to regenerative agriculture. Recent practical examples and learning from different organizations were discussed.

### Speakers:

- John Chettleborough, Agriculture and Markets Lead, Practical Action
- Roland Charles, Global Thematic Lead - Rural Livelihoods, VSO
- Jacob Wambaya, Monitoring, Evaluation and Learning Officer, Practical Action Kenya



## Climate Change & Market Systems

The IPCC 6th Assessment report indicates the impacts of climate change that are already being felt around the Earth. The pace of this change is accelerating, and we must act now to avoid the worst consequences. Climate change advocates are calling for “systems change” as the only way to achieve real, transformative progress.

This technical intensive delved into how climate change considerations can be incorporated into market systems development.

### Speakers:

- Mary Beggs, Senior Associate, Tetra Tech
- Richard Choularton, Director - Agriculture and Economic Growth, Tetra Tech
- Rahel Diro, Disaster Risk Finance Associate, Tetra Tech



## PSE Beyond the Partnership - Transformational Change in PSE

What happens when there are too few ‘unicorns’ to achieve the systemic changes we seek?

This technical intensive engaged participants to explore the possibilities and limitations of private sector engagement to achieve transformational outcomes in market systems development. Participants discussed tactics and strategies ‘beyond the partnership’ to amplify what works while designing around some of the real-world limitations of PSE.

### Speakers:

- Sergio Rivas, Country Representative/Chief of Party, USAID Transforming Market Systems (TMS) Activity, ACDI/VOCA Honduras
- Jean-Marc Cuville, Manager, USAID INVEST, DAI Haiti





# VOICES OF INSPIRATION TALK SHOW

**V**oices Of Inspiration sessions explored inspirational voices from the private sector as they touched on pivotal and emerging strategies.

## MSD 'Voices of Inspiration' Talk Show



### Episode 1: Supply Chain Management

In episode 1 we met with a private sector supply chain management expert from South Africa to explore managing supply chains during times of crises, building more resilient local supply chains, strategies to reach down to small businesses suppliers, moving retail to the virtual world and associated supply chain strategies, and important risk and relationship management strategies.



### Episode 2: Financial Market Systems

In episode 2 we met with an inspiring speaker from the private financial sector in South Africa who spoke about the evolution of financial sector strengthening and the inclusion of credit scoring as a way to bring important behavioral considerations into credit and financial access, especially for lower income communities and small businesses.





# DEEP DIVE CAFÉ SESSIONS

**D**eep Dive Cafés allowed participants to exchange ideas, experiences, and learning in a relaxed and conversational group setting. A selection of lead discussants presented thought-pieces followed by small group discussions to exchange ideas, experiences, and learnings to dive deeper into topics.

## Working in Fragile Contexts

DEEP DIVE CAFÉ

### Working in Fragile Contexts

Hosted by the Markets in Crisis (MiC) Working Group, this Deep Dive Café brought together practitioners facing the realities of working in fragile contexts.

#### Reflective Questions:

- \* How should MSD approaches be adapted in such contexts as opposed to in more stable contexts?
- \* How do we ensure the scale and sustainability of MSD interventions in a fragile context? What can MSD implementers do to think differently about scale and sustainability in a fragile context?
- \* What do we see as some of the key differences in how we analyze and implement and what does that mean for the path to engaging market actors?
- \* How do we better resource and structure teams to be ready to confront different market contexts and effectively change market behavior and/or support HHs?

#### Lead Presenters:

- Daniella Maor, Senior Private Sector Engagement, Advisor, DAI
- Julie Fischer, Chief of Party, Feed the Future Sene Yiriwa Mali, DevWorks Mali
- Emmanuel Otim, Consortium Director, Mercy Corps
- Anne Namakula, Water Utility Expert, Contour Uganda
- Alexander Gachoud, Cash and Markets Specialist, ICRC



## Skills Systems Development

DEEP DIVE CAFÉ

- \* To what degree should actors offer financial incentives for underrepresented groups to pursue training, understanding that these may undermine long term sustainability?
- \* How can research institutions/researchers be better connected to markets to build skills and utilize research?

### Lead Presenters:

- Danielle Niedermaier, Senior Manager for Global Monitoring, Evaluation and Learning, Land O'Lakes Venture37
- Appiah Boakye, Project Director, WUSC Ghana
- Sonja Hofstetter, Head of Skills Development, Swisscontact
- Mike Klassen, Consultant, Springfield Centre
- Natia Vepkhvadze, Industry-led Workforce Development Component Lead, USAID Economic Security Program, DAI Georgia

## Inclusive Skills Systems Development & Labor Markets

Skills and labor markets are more than just another supporting function in market systems – rather they constitute a market system in themselves. This Deep Dive Session explored:

- Approaches to facilitating behavior change among employers, training providers and other actors in Ghana to enable access to high growth employment opportunities for young women in male dominated trades.
- Participatory, opportunity-based and entrepreneurial approaches to workforce development to build the competitiveness and increase livelihoods of citizens.
- Programs that have connected agricultural research institutions with the private sector, building skills among public and private actors, leveraging applied research, and ultimately strengthening agricultural market.

### Reflective Questions:

- \* What changes in skills and labor markets are required to drive transformations in the systems you are working in?
- \* Are skills a means to an end in another market system, or are you seeking to change the skills 'system' itself?



## Social Inclusion

DEEP DIVE CAFÉ

### Social Inclusion

This Deep Dive Session explored:

- How to catalyze the participation of vulnerable and hard to reach groups in market systems, prioritizing holistic women's economic empowerment (WEE) outcomes.
- Framework examples of where women can integrate in different parts of a system on either the supply, inputs or support services side in a way that gives more value to the system and gives women more power and voice as they are more of a influencing win-win role influencing business strategy.
- Program example illustrating a sector agnostic framework to complement MSD approaches with blended finance interventions that contribute to social inclusion. How programs have approached social inclusion from an inclusive business standpoint.
- How to expand one's definition of and approach to inclusive market systems development beyond just gender and youth to ensure we encompass and address the ways various identities and marginalizations affect people's participation in market systems.

### Reflection Questions:

- \* How can we adapt frameworks, analytical tools, and interventions from gender mainstreaming and positive youth development in ways that make

them applicable to and useful for other marginalized identities?

- \* How can MSD programs catalyze changes and remove barriers to achieve holistic WEE outcomes including economic advancement, access, agency, and equitable systems/positive social norms?
- \* Where can you involve private sector actors and leverage investments to achieve development and social inclusion outcomes at scale in your work?
- \* What are ways that vulnerable groups' interests and needs are able to become a greater influence on a market system in a way that ultimately benefits themselves and the businesses in the system?

### Lead Presenters:

- Eva Sanou, Gender Inclusion Specialist - 2SCALE, IFDC Burkina Faso
- Aissata Himmelfarb, Economic Growth Manager, Palladium
- Sarah Bove, Acting Program Director - WIN program, Technoserve Mozambique
- Ellie Wong, Economic Empowerment Manager, World Vision Australia
- Tamam Noor, Senior Economic Development Advisor, World Vision Australia
- Prachi Maheshwari, Deputy Director, Abt Associates
- Margie Brand, Executive Director, Vikāra Institute



## Market Systems Resilience

  
DEEP DIVE CAFÉ

### Market Systems Resilience

**Hosted by the Market Systems Resilience Community of Practice**, this Deep Dive Café explored:

- The use of risk scenario planning to inform MSR interventions.
- The difference between resilience related to a specific shocks and stresses and systemic resilience. Interesting insights from a recent MSR assessment in Nepal was also shared.

#### Lead Discussants:

- Andy Hunter, Market Systems Development Specialist, Vikāra Institute
- Mike Field, Systems Thinking Specialist, Vikāra Institute
- Gabriela Cáceres, Program Innovation Advisor, GOAL

#### Reflection Questions:

- \* What are the implications of thinking about systemic resilience, in addition to resilience related to a specific shock or stress?
- \* What are important considerations when working with market actors from a systemic resilience perspective?
- \* To what risk scenarios (shocks and/or stresses) do we (or should we) build MSR in our program interventions?
- \* How do we know how a system will react in the face of risk scenarios?

## Adaptive Management

  
DEEP DIVE CAFÉ

### Adaptive Management

This Deep Dive session explored:

- Strategically shifting to reach scale through influence involving significant changes in how an organization considers its own role, and the role of market systems, at global and country levels.
- Experiences and keys to success for transitioning projects to adopt a stronger market systems approach, including redesigning activities, training and capacitating staff, integrating expertise to the team, managing a transition from the home office and bringing the donor along through the transition.
- Broad recommendations for how donors and organizations can better adapt programs to integrate new or revised policies, especially those aimed to make programming more inclusive, locally-led, and sustainable, and what type of support is needed for the implementing partners and in-country partners to do so.
- Examples of communications being used to achieve results through-out a program's life-cycle, systemic change along each part of the AAER framework, and metrics to track to make communications efforts more effective faster and tie their success to results.

## Reflection Questions:

- \* Based on your experience, how would you recommend an organization tackles institutional change to adopt market systems strengthening approaches? What would you do, and not do, to maximize the chances of success?
- \* What has been your experience integrating new or revised policies into your programming?
- \* How have you successfully transitioned an activity, strategy, or even entire project to a market systems development approach?
- \* What has been your experience hiring someone based on previous success and then asking them to use a market systems approach?

## Thought Leaders:

- Jason Eaves, CEO, Discovered Markets
- Jennifer Weatherall, Cash and Markets Technical Advisor, Catholic Relief Services
- Dyna Khonde, Humanitarian Program Manager, Catholic Relief Services
- Stephanie Monschein, MEL/CLA Technical Advisor, Dexis
- Peter Saling, Agriculture and Volunteer Programs Director, Winrock International

## Climate Change

This Deep Dive session explored:

- How an MSD approach can be used to promote sustainable business models, ecosystem monitoring and governance to secure equitable income for farmers and reduce the threat of deforestation.
- MSD approaches and strategies for selecting priority value chains that can make significant contributions to forest and biodiversity protection efforts within an informal economy.
- Case studies illustrating why MSD projects should take climate change into account and the opportunities and challenges that arise (from a programmatic perspective) when doing so.



## Reflection Questions:

- \* How can programs navigate the tension between conservation and growth objectives?
- \* What are examples of ways programs can better influence behavioral changes into green value chain development for conservation, using the market systems approach?
- \* What concrete steps could a private sector development program you work on take to integrate climate change to a greater extent; and what are the main challenges and opportunities associated with this?

## Lead Discussants:

- Virginia Zaunbrecher, Congo Basin Institute at the University of California, Los Angeles (UCLA)
- Sabine Jiekak, Chief of Party, USAID Conservation through Economic Empowerment in Republic of Congo (CEERC) Project, Tetra Tech ARD - Republic of Congo
- Isaac Cowan-Gore, Junior Technical Officer, Small and Medium Enterprises Unit, International Labour Organization - Geneva, Switzerland

## Private Sector Engagement

### Private Sector Engagement

This Deep Dive session explored:

- Using a gender lens to influence the private sector to create financial products and services targeting for women.
- Using challenges faced by micro producers of raspberry in Kosovo, we examine challenges and the solutions to facilitating input supply to growers in a multi-channel market. Where are the opportunities to catalyze behavior change through facilitation, especially when the client emphasizes the application of grants.

#### Reflection Questions:

- \* What are the most successful alternative strategies/approaches to get actors in the financial services sector to replicate tested interventions?
- \* According to your experience, what are the most successful interventions that have changed the financial services sector? (e.g. Product/service development? Agency model? Others?)
- \* What is one of the key successes you, your program, or your organization has had in integrating private sector engagement?

#### Lead Discussants:

- Deyzes Pereira, Market Systems Manager - WIN Program, Technoserve Mozambique
- Mark Wood, Consultant, Tetra Tech

## Behavior Change

### Behavior Change

This Deep Dive session explored:

- Leveraging social norms to change behavior and the Interaction of different social norms, particularly in homeowners and building environments within the housing sector.
- Examples of common success factors that center on the importance of viable business opportunities for farmers.
- The impact of behavior change on sustainable adoption of water saving practices and technologies through market driven approach.

#### Reflection Questions:

- \* Within your respective fields which norms, information flows and key influences are the most significant to your programs and how have your programs leveraged these to influence behavior?
- \* What are other critical success factors that were not highlighted in these examples, and what obstacles could emerge? Could they be overcome?
- \* How best can we scale up climate behavior change in market systems programming?
- \* What are strategies to influence behavior change for slowing moving stressors like climate change or conservation?



## Lead Discussants:

- Wendy Gaitara, Housing Consumer Behavior Change Specialist, Habitat for Humanity's Terwilliger Center for Innovation in Shelter
- Katie Paguaga, Technical Director, Palladium
- Amanda Saville, Manager - Economic Growth, Palladium
- Silas Ochieng Otieno, Monitoring & Results Measurement Manager - CASA Program, NIRAS
- Raed Nimri, Chief of Party - Water Innovation Technologies, Mercy Corps Jordan
- Husam Nino, Households and Communities Component Team Leader, Mercy Corps Jordan



The sheer practicality and applicability of the examples and experiences that were shared during the Symposium were one of the highlights and the reason that I will keep coming back to every year. There really is no other platform and event that brings together the world's MSD practitioners in the same way and offers the chance for sharing, learning, networking and growing professionally. In the era of COVID, MSS has really figured out how to do the virtual conference well, in a way that allows for active participation at your own pace.

Sheldon Yoder, Sr. Technical Advisor - Applied Innovation, Habitat for Humanity's Terwilliger Center for Innovation in Shelter





# CONNECTION CAFÉS

Connection Cafés provided facilitated networking in a relaxed environment. Participants were guided between small conversations to meet with their industry colleagues across the globe.

# CLOSING PLENARY

## Donor Dialogue & Reflections from the Field



### 10 Closing Points from Kristin O'Planick, USAID

10. Why are we always trying to avoid migration? Isn't it a legitimate livelihood or coping mechanism?
9. We're working in rapid change environments, yet there are long term capacity development needs.
8. Most smallholder farmers would like to be doing something else for their livelihoods. Many already make more income from other things. Over time, one of the things we will be thinking about in dynamic systems, is what creates pathways out of farming for those who want to leave?
7. Be careful that we're not just extracting data to report on indicators. Can we do it in a way that creates a feedback loop to the data contributor or end user?
6. Change *who* decides the research questions - shift towards local decision makers.  
Change how research is conducted - shift towards local research institutes.  
Change how data is interpreted - shift towards persons affected by the data or research.  
Change how data is used for action - shift towards local decision making processings.
5. The private sector partner with the disruptive idea is often not the scaling partner.
4. MSD needs to be output market focused. Stop getting stuck in input markets.
3. Leveraging norms is much easier than changing them.
2. The economic incentives built into our global food systems are exactly what got us into the ecologically problematic dynamic we're in now.
1. The discussion lacks a home. Kristin O'Planick says, "While this was a reference to a Uganda water issue, I suspect it suits so many of the issues that we uncover in our MSD work."

# PARTICIPANT EXPERIENCE

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I found MSS2022 a rewarding learning exchange experience. It was the first time for me, and it led me to a completely different understanding about the power of markets for transformation of the development pathways. The Symposium combines key elements from the academia, experts, practitioners, and private sector champions to help the participants to access or update the latest global findings and innovative experiences around markets as engines for sustainable development. I expect to integrate the learnings into future projects and I'd love to participate next year again.

Liliana Ramos, Program Manager,  
Lutheran Relief Services, Colombia

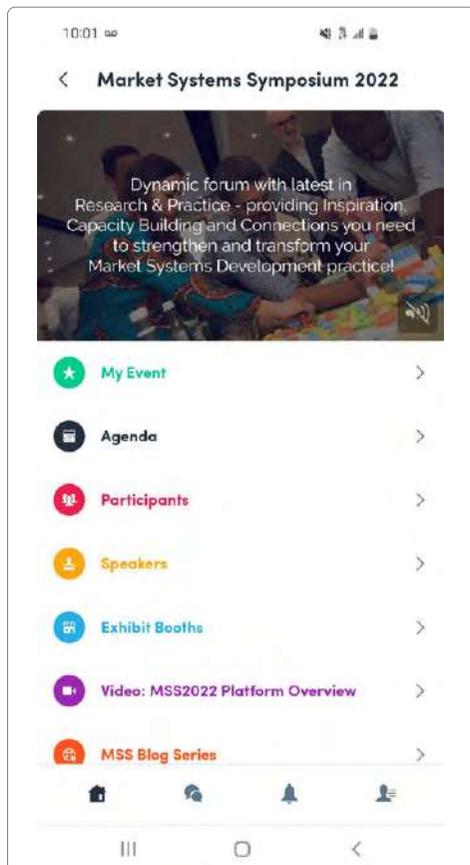


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# PARTICIPANT EXPERIENCE

MSS2022 provided a dynamic rich online experience, allowing knowledgeable market systems practitioners to engage in dialogues and debates, dive into industry issues, and identify collaborative actions.

In addition to a robust agenda, the virtual Symposium fostered an environment for interpersonal and interagency communication and coordination through a central online hub, easily accessible via web browser or mobile/tablet app.



Virtual event platform (mobile)

## Exhibit Booths

To mirror the Exhibit Booth areas present at our in-person events, leading market systems development (MSD) organizations set up virtual exhibit booths, complete with informational clips, resources, live chats with representatives, summaries of those that were present at the event, and links to documents, projects, websites, and social media accounts. Organizations' staff members operated the virtual booths, answering questions and reaching out to interested participants through the platform.

Exhibit Booths allowed participants to visit leading MSD organizations and learn more about/interact with their representatives and content.

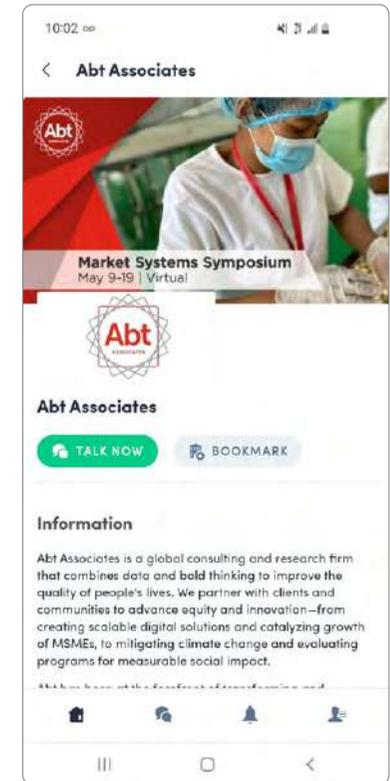


Exhibit Booth - Abt

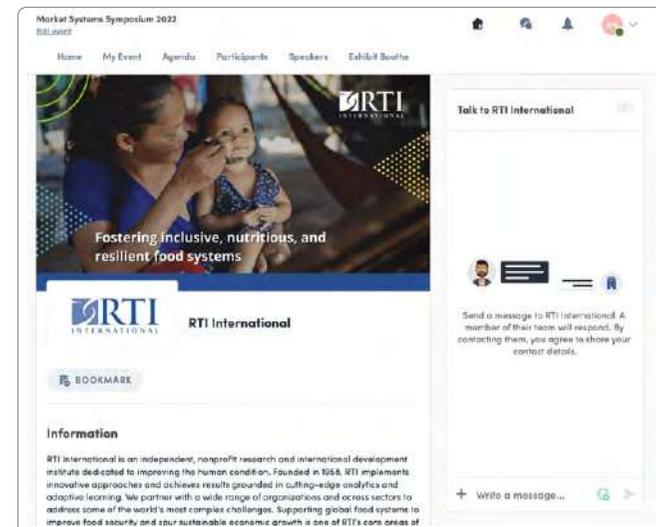
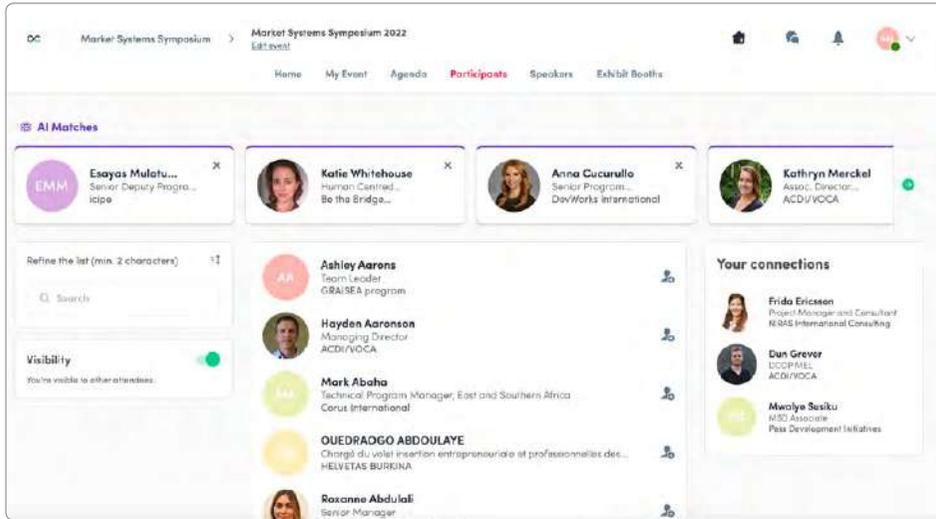


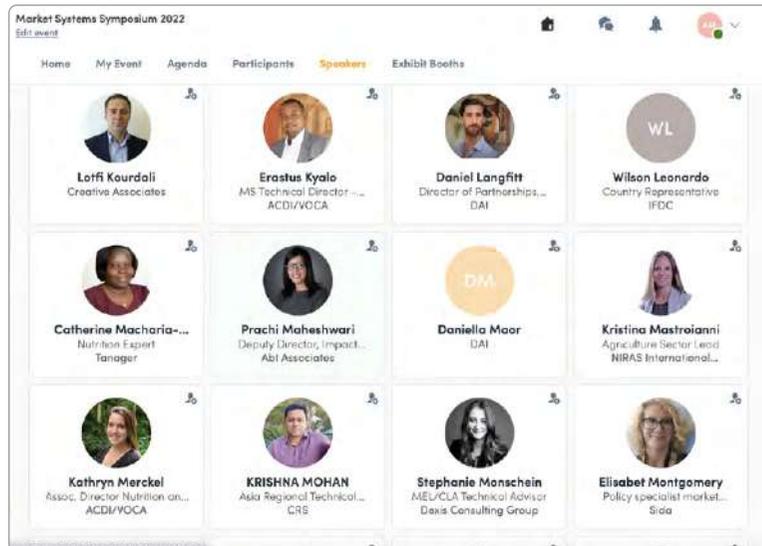
Exhibit Booth - RTI

# Networking

The 'Participants' tab on the platform, provided a list of everyone joining MSS2022. Participants could search for specific individuals or criteria, or use the suggested personnel matches to begin networking.

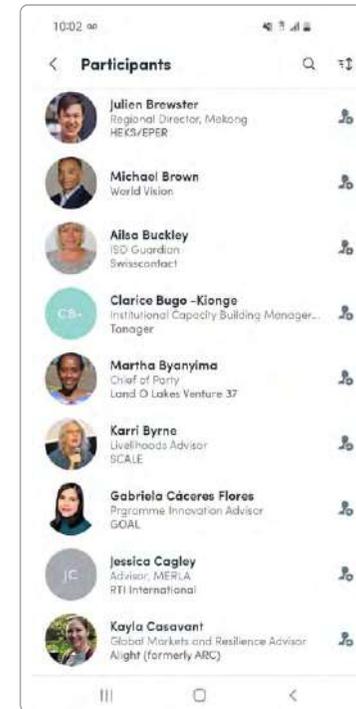


Participant's Tab

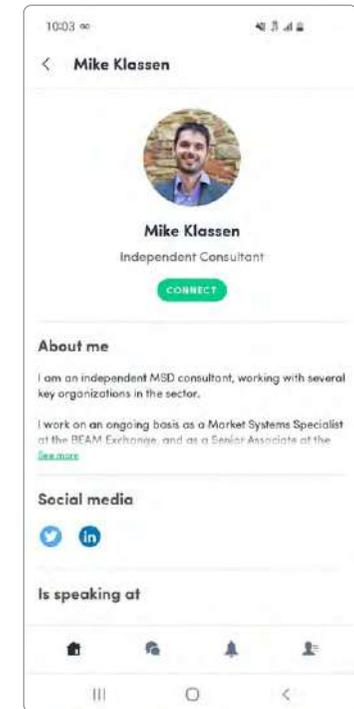


Speaker's Tab

Participants managed their own unique profiles on the event platform, resulting in seamless opportunities for networking. With a quick click, one could learn all about an individual's company, position, projects, and social media accounts. After gathering information for an impactful introduction, participants began conversations by sending a quick connection request.



Mobile Participants

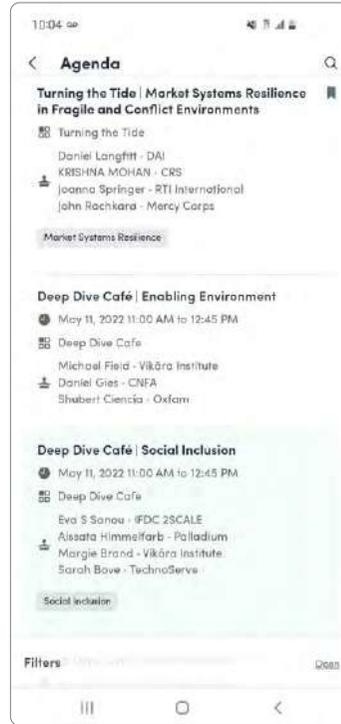


Mobile Participant Profile

# Personalized Agenda

Participants reviewed daily session schedules, which automatically translated to their time zone.

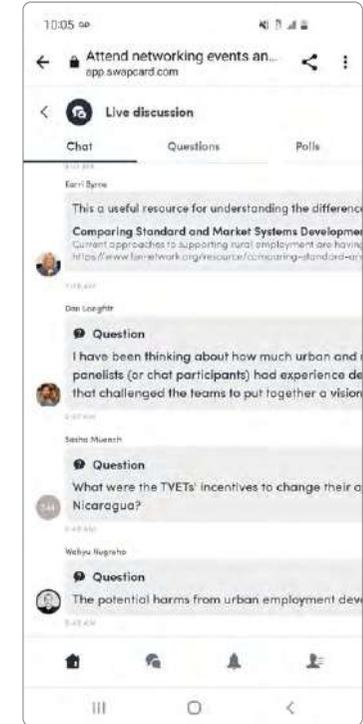
Participants registered for sessions that most interested them, curating a personalized agenda of their own.



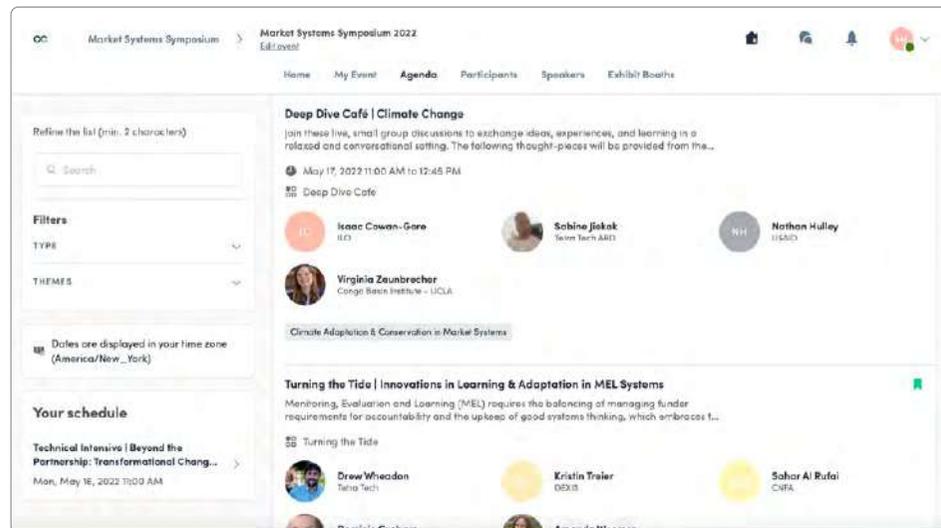
Mobile Agenda

# Live Session Chat

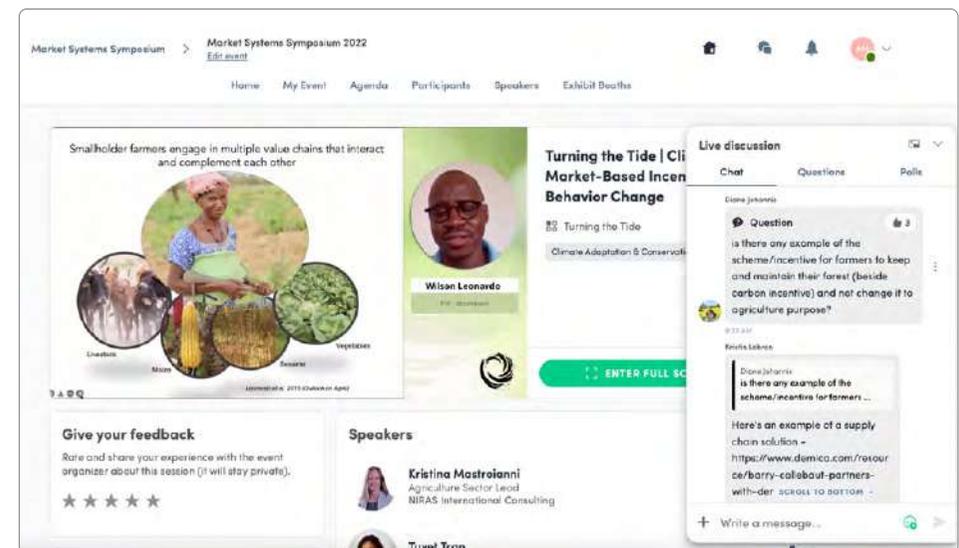
Sessions at MSS2022 would not have been complete without robust interaction! Paired with each live-streamed session was a live chat function that participants took full advantage of, as questions were collected and directed back to panelists behind the scenes. Participants used the chat to challenge preconceived ideas and share other relevant information amongst one another.



Live Session Chat Mobile



Agenda Web View



Live Session Chat Web View

# MSS BLOG SERIES

MSS partnered with the MSDhub to share content from MSS before, during and after the event. Blogs were authored by multiple leading market systems development organizations. MSS partnered with MarketLinks.org and BeamExchange.org to report key blog posts as influential learning vehicles for the industry.