



# MARKET SYSTEMS SYMPOSIUM|2021

## AGENDA - DETAIL

(Subject to change, check back for updates. Last updated: May 5, 2021)

### MAY 10, MONDAY

12:30pm GMT, 8:30am EST (0.5 hrs)

#### WELCOME PLENARY

1pm GMT, 9am EST (1.5 hrs)

#### PLENARY: EXPLORING ESSENTIAL STRATEGIES IN PRIVATE SECTOR ENGAGEMENT TO SUPPORT LOCAL ENTREPRENEURIAL ECOSYSTEMS

*How private sector firms start and grow during their early stages is of particular importance to the overall market system, and how they evolve new business strategies. In particular, the ability of a market system to adapt and continue to deliver value back to society over the long term is dependent on a continual flow of firms that enter the market with innovative products and services that respond to signals from various segments of society. It is through this framing that this session will explore entrepreneurial ecosystems, and how overlapping systems support inclusive growth of a market system.*

- Bastiaan Huesken, **IFDC Burundi**
- Richard Karugarama, **DAI Rwanda**
- Todd Flower, **USAID Southern Africa**
- Lizan Kuster, **Habitat for Humanity Terwilliger Center for Innovation in Shelter**
- Michael Field, **EcoVentures International**
- Golden Mahove, **DAI South Africa**
- Kristin Beyard, **Resonance**

3pm GMT, 11am EST (1.5 hrs)

#### DEEP DIVE CAFÉS

Select one of the following to actively participate in cutting-edge dialogues:

##### - Option 1: **ENTREPRENEURIAL ECOSYSTEMS**

*Reflective questions: How do entrepreneurial ecosystems move past being transactional to, instead, catalyze changes in wider systems that better align with finding, prioritizing and supporting entrepreneurs that can generate value for the society? How are entrepreneurial ecosystems, while perceived as bounded by finance and supporting services, open and influenced by other social/political/market forces? How are entrepreneurs by necessity different from entrepreneurs that focus on value?*

*Lead Discussants:*

- Sarah Wall, **Palladium**
- Zaki Raheem, **DAI**

##### - Option 2: **GENDER INCLUSION in MARKET SYSTEMS DEVELOPMENT**

*Reflective questions: How can we harness market forces to catalyze gender norm change by positioning gender in a commercial benefit context? How can we target where change is happening or most likely to happen and amplify the internal attractiveness of that change as critical to catalyzing durable change? In recognizing that, while social movements around changing gender norms are important, they tend not to be effective as a starting point for market actors, so how can we orientate to the perspective of the private sector?*

*Lead Discussants:*

- Judy Chabari, **IFDC Kenya**
- Lorena Adam, **Technoserve Mozambique**



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- Munyaradzi Muzenda, **DAI Mozambique**

- **Option 3: EVOLVING APPROACHES INTEGRATING CLIMATE CHANGE & MARKET SYSTEMS DEVELOPMENT**

*Reflective questions: How do we harness market forces to encourage behavior that supports conservation and climate change objectives that align with commercial incentives? To achieve durable change, how do we change the competitive landscape to favor/value conservation/climate change considerations as critical? How can the role of civil society, regulations, and public education be useful in shaping this competitive landscape?*

*Lead Discussants:*

- Richard Choularton & Mary Beggs, **Tetra Tech**

- **Option 4: HARNESSING COVID-19 DISRUPTIONS FOR POSITIVE PRIVATE SECTOR CHANGE**

*Reflective questions: Any disruption can lead to positive outcomes, but how can market system change assist in ensuring that the positive change is durable? How are diversity, competition, market signals, and time important factors to consider when harnessing disruptions? As change is ongoing, how is it useful to think about where the system is headed as opposed to thinking about a perfect/optimized static change?*

*Lead Discussants:*

- Dun Grover, **ACDI/VOCA Honduras**
- Eric Derks, **The Canopy Lab**

- **Option 5: PRACTICAL APPLICATION USING SYSTEMS LENSES ON MARKET SYSTEMS RESILIENCE CHALLENGES**

*Reflective questions: As market systems resilience has multiple levels and perspectives, what aspects and boundaries should we be applying when assessing or looking at resilience? How can we gain insight into how market systems help communities become more resilient by weathering shocks and stresses? How can we consider the extent to which market systems are evolving to harness human and financial capital to address risks from likely shocks and stresses?*

*Lead Discussants:*

- Tracy Mitchell, **RTI**
- Joseph Dalley, **Busara Center for Behavioral Economics Kenya**

**MAY 11, TUESDAY**

11am GMT, 7am EST (1.5 hrs)

## **DEEP DIVE CAFÉS**

*Select one of the following to actively participate in cutting-edge dialogues:*

- **Option 1: FOOD SYSTEMS, NUTRITION & MARKET SYSTEMS DEVELOPMENT**

*Reflective questions: How is consumer decision around eating complex, including local cultural/social norms? How can consumer behavior change be integrated into marketing/branding strategies that have proven effective in many market systems around the world to modify eating habits? How are competition and diversity important considerations to bend social norms and market systems toward improving eating habits?*

*Lead Discussants:*

- Alysa Grude, **ACDI/VOCA**



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- **Option 2: SUPPLY CHAIN MANAGEMENT THROUGH A MARKET SYSTEMS DEVELOPMENT LENS**

*Reflective questions: How are performance-based management schemes important in setting the foundations for aligning interests and building trust? How are market incentives, especially related to end market requirements, critical to aligning market forces and better supply chain management practices? How can market systems work more effectively and inclusively when firms invest in strategic alliances along their supply chains?*

*Lead Discussants:*

- Raul Pitoro, **DAI Mozambique**

- **Option 3: YOUTH INCLUSION THROUGH A MARKET SYSTEMS DEVELOPMENT LENS**

*Reflective questions: How do we support the private sector in recognizing that how a society prepares and integrates youth into market systems is central to a society's ability to grow inclusively over time? How do we align market forces to favor the engagement of youth with local commercial incentives, as well as local social norms (i.e., changes have to fit local conditions, even as they push for change)? What can we understand about how youth perceive a career path, including the influence of other youth/mentors to define a potential career path?*

*Lead Discussants:*

- Julian Nyachwo, **GOAL Uganda**
- Maurits Servaas, **GOAL Uganda**
- Katy Vickland, **Palladium**

- **Option 4: ALIGNING CONSERVATION OBJECTIVES & MARKET FORCES**

*Reflective questions: How can we harness market forces to encourage behavior that supports conservation objectives that align with commercial incentives? To achieve durable change, how do we support the changing of the competitive landscape to favor/value conservation as critical? In changing a competitive landscape, how do we harness civil society, consumer education, regulation, etc., as well as market actors competing to deliver value to consumers?*

*Lead Discussants:*

- David Miller, **Tetra Tech**
- Noel Gurwick, **USAID Washington**
- Raed Nimri, **Mercy Corps Jordan**
- Matthew Marzolo, **Mercy Corps Jordan**

*1pm GMT, 9am EST (1.5 hrs)*

## **PLENARY: POSITIONING YOURSELF FOR INTEGRATING NATURAL RESOURCE MANAGEMENT, CLIMATE CHANGE & MARKET SYSTEMS DEVELOPMENT**

*There is an increasingly urgent need to apply systems lenses as a way to gain insights into how to better catalyze alignment between political, social, and market forces in support of evidence-based strategies and tactics to counter the human effects of climate change and natural resource management. This session will explore how market forces emerge and change, and how practitioners are trying to catalyze changes in market forces that, in turn, drive behavior change. This session also will feature an interview with practitioners who are utilizing climate financing to catalyze change.*

- Kevin Juma, **The Nature Conservancy Kenya**
- Nathan Hulley, **USAID Democratic Republic of the Congo**
- Lauren Williams, **Tetra Tech**
- Devang Vussonji, **Dalberg Tanzania**
- Jason Weller, **TruTerra**
- Amanda Fernandez, **Palladium**
- Lorine Giangola, **Abt Associates**



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3pm GMT, 11am EST (0.5 hr)

## **TOOLBOX: CLIMATE ADAPTATION, CONSERVATION & MARKET SYSTEMS - NEW & ESSENTIAL TOOLS & FRAMEWORKS**

Explore a quick overview of ALL of the following:

- **MARKET SYSTEMS APPROACHES FOR CONSERVATION**

Nick McClure, **Resonance**

*USAID's Forest and Biodiversity Support Activity will present an overview of concepts, strategies, and case studies exploring the linkages between market systems tools and their application for supporting improved conservation of natural resource management outcome.*

- **CLIMATE FINANCING GUIDE**

Lorine Giangola, **Abt Associates**

- **CLIMATE-SMART AGRICULTURE INNOVATIONS**

Alhassan Issahaku, **IFDC Ghana**

*Learn about how 2SCALE has been working on supporting women's access to climate-smart agriculture innovations such as weather forecast services, climate-resilient seed varieties, land preparation and soil nutrition improvement practices by linking them to relevant entrepreneurs and building the local networks needed to foster adoption.*

3:30pm GMT, 11:30am EST (1 hr)

## **TOOLBOX: PRIVATE SECTOR ENGAGEMENT - NEW & ESSENTIAL TOOLS & FRAMEWORKS**

Explore a quick overview of ALL of the following:

- **ENTREPRENEURIAL ECOSYSTEM FRAMEWORK**

Michael Field, Mike Klaasen, **EcoVentures International**

*Hear about the theoretical underpinnings and practical implications of a recent framework on inclusive entrepreneurship. While the original framework had a policy orientation, this overview will focus more on elements of the framework that are starting to be applied to market systems development projects that are focusing on entrepreneurship and entrepreneurial ecosystems.*

- **PARTNERSHIP HEALTH CATALYZES INCLUSION OUTCOMES**

Mark Sevier and Melissa Matlock, **ACDI/VOCA**

*Discover the importance of monitoring partnership health based on ACDI/VOCA's recently developed partnership health tool and how it's being applied in the Transforming Market Systems project in Honduras (TMS). This overview will highlight strategies and tactics for integrating inclusion metrics within private sector partnerships as a catalyst to achieve Inclusive Market Systems change.*

- **WHAT MAKES EFFECTIVE PSE? EXPLORING THE ENDURING RESULTS 3.0 STUDY**

Charlotte Phillips, **Accenture**

*Discover evidence on the drivers of sustainability and scale in USAID's partnerships with the private sector. Hear about the results of a study, which explores what activities and/or outcomes from private sector partnerships endured two or more years after projects closed.*



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- **PRIVATE SECTOR ENGAGEMENT: EVIDENCE GAP MAP**

Dr. Paul Perrin, Pulte Institute for Global Development, **University of Notre Dame**

- **APPLYING LEAN TOOLS TO MARKET SYSTEMS DEVELOPMENT**

Charity Hanif, **Winrock**

*'Lean' is a process-based set of principles and tools which can be used as a lens through which to focus a market systems development approach. 'Lean' offers a toolkit for growth through a 'More with Less' principle which maximizes value and profits for market actors and function, prioritizing efficient use of existing resources first.*

**MAY 12, WEDNESDAY**

*1pm GMT, 9am EST (1.5 hrs)*

## **PLENARY: GAINING INSIGHTS INTO THE EVOLUTION OF MARKET SYSTEMS RESILIENCE LENSES TO DEVELOPMENT**

*Adding resilience lenses to market systems approaches has provided important insights around the need to consider diversity within business, market systems, and even across market systems. Additionally, market systems lenses are being applied in resilience approaches that are also providing important insights related to how communities manage risks, especially as they manifest via shocks and stresses. This session will explore how donors and practitioners are using an emergent framework that is intended to provide insights into the complexities of how societies manage shocks and stresses over the long-term at community, market system, and society levels.*

- Kristin O'Planick, **USAID**
- Sue Chavez, **ACDI/VOCA Honduras**
- Ricardo Pineda, **ACDI/VOCA Honduras**
- Irene Mue, **RTI Kenya**
- Wairimu Muthike, **Busara Center for Behavioral Economics Kenya**
- Caroline Allen, **EcoVentures International**
- Andrea Chartock, **DAI**
- John Tokolish, **DAI Ukraine**

*3pm GMT, 11am EST (1.5 hrs)*

## **DEEP DIVE CAFÉS**

*Select one of the following to actively participate in cutting-edge dialogues:*

- **Option 1: CROSS SHARING AROUND MARKET SYSTEMS RESILIENCE FRAMEWORKS**

*Reflective questions: How do we recognize that resilience is not one thing or one type of capacity? How can we use social and market systems changes to support a shift in the ability of a society to manage risk so that some of the responsibility can be removed from communities to manage all the risk themselves? How can we use insights into likely trade-offs as a society develops to limit likely down-side effects from systemic change?*

*Lead Discussants:*

- Dun Grover, **ACDI/VOCA Honduras**
- Jasmin Baier, **Busara Center for Behavioral Economics Kenya**
- Ashley Boddie, **RTI**



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## - **Option 2: MONITORING, EVALUATION & LEARNING**

*Reflective questions: How can we distinguish between improving/learning and proving/accountability aspects of monitoring, evaluation and learning? What are insights into the political economy around accountability to ensure practitioners can effectively balance requirements? As practitioners embrace complexity, how can we incorporate new and different methods that can gain insights from the dynamics, but might not provide certainty?*

*Lead Discussants:*

- George Mugweru, **Habitat for Humanity Terwilliger Center for Innovation in Shelter Kenya**
- Amanda Woomer, **Habitat for Humanity Terwilliger Center for Innovation in Shelter**
- Judy Geyer, **Abt Associates**

## - **Option 3: RETAIL STRATEGIES: SYSTEMS LENS**

*Reflective questions: What are insights into how retail systems are different from trading systems when most agricultural inputs systems in developing countries are trading systems? How can we support retail systems to focus more on competing to deliver customer value, which tends to shift power over time to end consumers? When dealing with smallholder producers, why is it critical to understand mass-market characteristics (i.e., smaller transactions that require volumes / more transactions) to be commercially viable, and the different types of growth strategies and systemic change goals required for this market?*

*Lead Discussants:*

- Nic Dexter, **Land O'Lakes Venture37 Mozambique**
- Lorena Adam, **Technoserve Mozambique**

## - **Option 4: ALIGNING CONSERVATION OBJECTIVES & MARKET FORCES**

*Reflective questions: How can we harness market forces to encourage behavior that supports conservation objectives that align with commercial incentives? To achieve durable change, how do we support the changing of the competitive landscape to favor/value conservation as critical? In changing a competitive landscape, how do we harness civil society, consumer education, regulation, etc., as well as market actors competing to deliver value to consumers?*

*Lead Discussants:*

- Manuel Bueno, **Resonance**
- Raed Nimri, **Mercy Corps Jordan**
- Matthew Marzolo, **Mercy Corps Jordan**

3pm GMT, 11am EST (1.5 hrs) - concurrent with Deep Dive Cafés

### **CLINICS**

Select one clinic from the early session and one from the later session:

*Early sessions: 3pm GMT, 11am EST (45 min):*

## - **APPLYING LEAN TOOLS TO MARKET SYSTEMS DEVELOPMENT**

Charity Hanif, **Winrock**

*'Lean' is a process-based set of principles and tools which can be used as a lens through which to focus a market systems development approach. 'Lean' offers a toolkit for growth through a 'More with Less' principle which maximizes value and profits for market actors and function, prioritizing efficient use of existing resources first.*

**MAY 13, THURSDAY**



# MARKET SYSTEMS SYMPOSIUM|2021

11am GMT, 7am EST (1.5 hrs)

## DEEP DIVE CAFÉS

Select one of the following to actively participate in cutting-edge dialogues:

- **Option 1: SEED SECTOR DEVELOPMENT THROUGH A MARKET SYSTEMS LENS**

*Reflective questions: How do we support change within retail strategies, including marketing and branding strategies? How do we assist market actors to see how the technical elements of seed development have to align with their retail/marketing/branding strategies? How do we support the policy enabling system to also be able to change over time?*

*Lead Discussants:*

- Bastiaan Huesken, **IFDC Burundi**

- **Option 2: ICT MARKET SYSTEMS DEVELOPMENT**

*Reflective questions: How do ICT platforms and tools work in the context of social/market systems? How can we ensure to consider diversity as an important consideration, particularly when contemplating single platform models? How do we recognize business-to-business (B2B) ICT tools as a critical starting point, as opposed to ICT efforts that try to come up with engineered fixes for the whole system?*

*Lead Discussants:*

- Jean Michel Voisard, **RTI**

- **Option 3: MARKET SYSTEMS APPROACHES TO NUTRITION**

*Reflective questions: How is consumer decision around eating complex, including local cultural/social norms? How can consumer behavior change be integrated into marketing/branding strategies that have proven effective in many market systems around the world to modify eating habits? How are competition and diversity important considerations to bend social norms and market systems toward improving eating habits?*

*Lead Discussants:*

- Jamal Khetran, **Abt Associates Bangladesh**

11am GMT, 7am EST (1.5 hrs) - concurrent with Deep Dive Cafés

## CLINICS

Select one clinic from the early session and one from the later session:

*Early sessions: 11am GMT, 7am EST (45 min):*

- **Option 1: MARKET SYSTEMS APPROACHES FOR CONSERVATION**

Bocar Thiam, **Tetra Tech DRC**

*Join this clinic led by Chief of Party of USAID's Forest and Biodiversity Support Activity for an open discussion on the tools, approaches, and learning that practitioners need to better integrate conservation and environment into existing market systems strategies, as well as identify strategic opportunities to adapt market systems approaches to ongoing environment programming.*

*Later sessions: 11:45 GMT, 7:45am EST(45 min):*

- **Option 1: CLIMATE FINANCING GUIDE**

Santiago Enriquez, **Abt Associates**

- **Option 2: ENTREPRENEURIAL ECOSYSTEM FRAMEWORK**

Mike Field & Mike Klassen, **EcoVentures International**



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1pm GMT, 9am EST (1.5 hrs)

## **PLENARY: GAINING ESSENTIAL INSIGHTS INTO URBAN & PERI-URBAN PROGRAMMING - WITH IMPACTS ACROSS ALL DEVELOPMENT OUTCOMES**

*Urban populations, and especially the urban poor, face substantial challenges, which in many ways are more central to the path to an inclusive middle-income status than the challenges in rural communities. Many challenges related to rural communities depend on how market systems change that is most likely to emerge from urban and peri-urban regions, such as the emergence of manufacturing, ICT, & financial services. This session will include a range of practitioner experiences working with urban poor. Specifically, cases from housing, health, and improving the resilience of urban communities will be highlighted.*

- Gabriela Padilla, **GOAL Honduras**
- Gabriela Cáceres, **GOAL Honduras**
- Ram Ganesan, **Abt Associates**
- Jennifer Oomen, **Habitat for Humanity Terwilliger Center for Innovation in Shelter**
- Tim Sparkman, **The Canopy Lab**
- Andi Stefanllari, **Helvetas Albania**

3pm GMT, 11am EST (1 hr)

## **TOOLBOX: URBAN NON-AG MARKET SYSTEMS - NEW & ESSENTIAL TOOLS & FRAMEWORKS**

*Explore a quick overview of ALL of the following:*

### **- PRIVATE SECTOR ENGAGEMENT GUIDANCE FOR NUTRITION**

Daniella Maor, **DAI**

*This session will dive into a new tool to guide strategic engagement of the private sector in nutrition to 1) define a prioritized set of nutritional problem(s), 2) identify strategic corporate partners in the market system to address the problem, as defined 3) determine the appropriate partnership design model, and 4) guide the partnership co-creation process.*

### **- APPLYING MARKET SYSTEMS' LENS TO EMPLOYMENT IN URBAN AND PERI-URBAN REGIONS**

Ashley Aarons, **Mercy Corps**

*The evidence shows that most traditional employment programs have small impacts. This session will highlight how a development organization is working to change that through the application of a Market Systems Development for Employment (MSD4E) approach – and the tools and examples that go with it.*

### **- SHIFTING SOCIAL NORMS THROUGH MARKET SYSTEMS DEVELOPMENT (MSD) PARTNERSHIPS**

Bidowra Kahn, **ACDI/VOCA Bangladesh** and Nathalie Me-Nsope, **ACDI/VOCA**

*This session will share tools including a Gender Review Checklist for market actor partnership and a Partner Motivation Assessment Tool for advancing inclusive business models and co-creation processes.*

### **- OPERATIONALIZING THE HOUSING CHANGE WHEEL IN MONITORING, EVALUATION AND LEARNING (MEAL) SYSTEMS**

Anoop Nambiar & Prasanna Sriraman, **Habitat for Humanity Terwilliger Center for Innovation in Shelter India**

*This session will explore how a tool, the Housing Change Wheel, has been operationalized into internal Monitoring, Evaluation & Learning systems within Habitat for Humanity's Terwilliger Center for Innovation in Shelter, specifically within its India team.*



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MAY 14, FRIDAY

11am GMT, 7am EST (1 hr)

## HAPPY HOUR

12:30pm GMT, 8:30am EST (1.5 hrs)

## DEEP DIVE CAFÉS

Select one of the following to actively participate in cutting-edge dialogues:

### - Option 1: CLIMATE FINANCING

*Reflective questions: How do we recognize that finance is rarely the leading edge of change, but essential for durable change? How do we support the market system to include a diversity of financial services that recognize the value of climate change investments? At higher levels within global market systems, how are financial services systems including investment banks critical to more effective pricing of risk related to climate change?*

*Lead Discussants:*

- Katie Niemeyer, **Land O'Lakes Venture37**

### - Option 2: COLLABORATION, LEARNING & ADAPTATION

*Reflective questions: How can we support good systems thinking by allowing projects to fully integrate learning and adapting into their approach? How can market systems approaches become increasingly more focused on catalyzing local change processes that require a probe, learn, adapt approach, relative to market system internal signaling? How can the Integration of adaptive management be supported by HR, operational, and managerial changes to work effectively?*

*Lead Discussants:*

- Viktoriia Gultai, **Chemonics Ukraine**

### - Option 3: USING PRIVATE SECTOR ENGAGEMENT TO ADVANCE SYSTEMS CHANGE IN MARKET SYSTEMS DEVELOPMENT

*Reflective questions: Why are Multinational Corporations (MNCs)/local firms interested in investing in market systems change? What are the pitfalls of MNC involvement in investing in initiatives? How do we get the private sector interested in market systems development (MSD)? What are perceived blind spots of MSD practitioners when engaging with the private sector?*

*Lead Discussants:*

- Glen Burnett, **Resonance**
- Andrew Morrisett, **Resonance**
- Tess Zakaras, **Resonance**

12:30pm GMT, 8:30am EST (1.5 hrs) - concurrent with Deep Dive Cafés

## CLINICS

Select one clinic from the early session and one from the later session:

*Early sessions: 12:30pm GMT, 8:30am EST (45 min):*

### - Option 1: APPLYING MARKET SYSTEMS' LENS TO EMPLOYMENT IN URBAN AND PERI-URBAN REGIONS



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Ashley Aarons, **Mercy Corps**

*The evidence shows that most traditional employment programs have small impacts. This session will highlight how a development organization is working to change that through the application of a Market Systems Development for Employment (MSD4E) approach – and the tools and examples that go with it.*

Later sessions: 1:15pm GMT, 9:15am EST (45 min):

- **Option 1: PRIVATE SECTOR ENGAGEMENT (PSE) EVIDENCE GAP MAP**  
Paul Perrin, **Pulte Institute for Global Development in the University of Notre Dame**

7pm GMT, 3pm EST (1 hr)

## HAPPY HOUR

MAY 17, MONDAY

11am GMT, 7am EST (1.5 hrs)

## DEEP DIVE CAFÉS

Select one of the following to actively participate in cutting-edge dialogues:

- **Option 1: ADAPTIVE MANAGEMENT PROGRAM DESIGN & PIVOT**  
*Reflective questions: How can we support good systems thinking by allowing projects to fully integrate learning and adapting into their approach? How can market systems approaches become increasingly more focused on catalyzing local change processes that require a probe, learn, adapt approach, relative to market system internal signaling? How can the Integration of adaptive management be supported by HR, operational, and managerial changes to work effectively?*  
Lead Discussants:
  - Kallyan Ith, **Abt Associates Cambodia**
  - Hayden Aaronson, **ACDI/VOCA**
- **Option 2: GENDER INCLUSION in MARKET SYSTEMS DEVELOPMENT**  
*Reflective questions: How can we harness market forces to catalyze gender norm change by positioning gender in a commercial benefit context? How can we target where change is happening or most likely to happen and amplify the internal attractiveness of that change as critical to catalyzing durable change? In recognizing that, while social movements around changing gender norms are important, they tend not to be effective as a starting point for market actors, so how can we orientate to the perspective of the private sector?*  
Lead Discussants:
  - Judy Chabari, **IFDC Kenya**
  - Harald Bekkers, **IFDC**
  - Lorena Adam, **Technoserve Mozambique**
  - Munyaradzi Muzenda, **DAI Mozambique**



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## - **Option 3: RETAIL STRATEGIES: SYSTEMS LENS**

*Reflective questions: What are insights into how retail systems are different from trading systems when most agricultural inputs systems in developing countries are trading systems? How can we support retail systems to focus more on competing to deliver customer value, which tends to shift power over time to end consumers? When dealing with smallholder producers, why is it critical to understand mass-market characteristics (i.e., smaller transactions that require volumes / more transactions) to be commercially viable, and the different types of growth strategies and systemic change goals required for this market?*

*Lead Discussants:*

- Nic Dexter, **Land O'Lakes Venture37 Mozambique**
- Alexis Ellicott, **Winrock Nepal**
- Kanchan Gurung, **Winrock Nepal**

## - **Option 4: CROSS SHARING AROUND MARKET SYSTEMS RESILIENCE FRAMEWORKS**

*Reflective questions: How do we recognize that resilience is not one thing or one type of capacity? How can we use social and market systems changes to support a shift in the ability of a society to manage risk so that some of the responsibility can be removed from communities to manage all the risk themselves? How can we use insights into likely trade-offs as a society develops to limit likely down-side effects from systemic change?*

*Lead Discussants:*

- Dun Grover, **ACDI/VOCA Honduras**
- Jasmin Baier, **Busara Center for Behavioral Economics Kenya**
- Ashley Boddie, **RTI**

11am GMT, 7am EST (1.5 hrs) - concurrent with Deep Dive Cafes

### **CLINICS**

Select one clinic from the early session and one from the later session:

*Early session: 11am GMT, 7am EST (45 min):*

## - **Option 1: INCORPORATING A SYSTEMS CHANGE WHEEL INTO MONITORING, EVALUATION AND LEARNING**

Anoop Nambiar & Prasanna Sriraman, **Habitat for Humanity Terwilliger Center for Innovation in Shelter India**

*Later session: 11:45am GMT, 7:45am EST (45 min):*

## - **Option 1: CLIMATE-SMART AGRICULTURE INNOVATIONS**

Miriam Kyotalimye & Hannah Kupour, **IFDC Uganda**



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1pm GMT, 9am EST (1.5 hrs)

## **PLENARY: EXPLORING HOW TO LEVERAGE SOCIAL INCLUSION STRATEGIES THROUGH PRIVATE SECTOR ENGAGEMENT**

*Traditionally, development efforts have focused on providing goods and services directly to vulnerable populations. From a market systems perspective, a key question is why has the market system not seen the value of engaging such populations in the first place as either customers, suppliers, and/or staff. This session will explore the complexities around traditional and more current systems thinking perspectives related to inclusiveness, while also discussing tools and lessons that are being applied to gain more insights into how change can emerge within market systems that lowers barriers between market actors, regardless of any perceived differences.*

- Tatiana Pulido, **USAID DC**
- Morgan Mercer, **ACDI/VOCA**
- Raul Pitoro, **DAI Mozambique**
- Holly Krueger, **The Canopy Lab**
- Lotte-Marie Brouwer, **BOP Inc**
- Gema Stratico, **Habitat for Humanity Terwilliger Center for Innovation in Shelter Peru**

3pm GMT, 11am EST (1 hr)

## **TOOLBOX: MARKET SYSTEMS RESILIENCE - NEW & ESSENTIAL TOOLS & FRAMEWORKS**

*Explore a quick overview of ALL of the following:*

### **- RESILIENCE FOR SOCIAL SYSTEMS APPROACH (R4S)**

*Learn about a step-by-step guide structured into five key components to identify, map, and synthesize socioeconomic systems against risk scenarios.*

- Gabriela Cáceres, **GOAL Honduras**
- Melissa Hernandez, **GOAL Honduras**

### **- MARKET SYSTEMS RESILIENCE (MSR) FRAMEWORK APPLICATION IN SOMALIA & KENYA**

- Joanna Springer, **RTI**

### **- INSIGHTS ON RESILIENCE IN SEVERAL MARKET SYSTEMS APPLYING A MARKET SYSTEMS RESILIENCE (MSR) FRAMEWORK**

*Learn about insights learned thus far in the testing of USAID's MSR framework in two different geographies and two different value chains.*

- Wairimu Muthike, **Busara Center for Behavioral Economics Kenya**

### **- OUTCOME HARVESTING TO RESEARCH FINANCIAL MARKET SYSTEMS HOUSING LOANS FOR WOMEN**

*Habitat for Humanity's Terwilliger Center for Innovation in Shelter recently conducted an outcome mapping and harvest to better understand the outcomes from women's increased access to housing finance. The study looked at women's roles in household decision making, land and asset ownerships, outcomes related to living standards and health, social capital and status, and livelihoods.*

- George Mugweru, **Habitat for Humanity Terwilliger Center for Innovation in Shelter Kenya**

### **- HOW COVID-19 IS CHANGING THE PROFESSIONAL OUTLOOK OF MARKET SYSTEMS DEVELOPMENT (MSD) LEADERS**

*Learn about preliminary research findings on the gendered impact of COVID-19 on MSD professionals and explore practical actions that donors and implementing partners can take to ensure the future recruitment, promotion and retention of diverse program leaders.*

- Holly Krueger, **The Canopy Lab**



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- **MARKET SYSTEM RESILIENCE INDEX (MSRI) TOOL**
  - John Choptiany, iDE

**MAY 18, TUESDAY**

*1pm GMT, 9am EST (1.5 hrs)*

## **PLENARY: EXPLORING INNOVATIONS IN MARKET SYSTEMS RESILIENCE & IMPACT AT COMMUNITY LEVEL**

*How a community manages risks related to shocks and stresses can have a substantial effect on the community's ability to participate in and benefit from the market system. At the same time, for a community to shift their tools, tactics, and norms for managing shocks and stresses will likely result in serious trade-offs that have to be considered. This session will explore how practitioners are dealing with and learning when engaging the complexities of communities, how they manage risks as they manifest via shocks and stresses, and how their tools and tactics align with economic growth.*

- Tracy Mitchell, RTI
- Dennis Karamuzi, Land O'Lakes Venture37 Rwanda
- Lucia Zigiriza, Land O'Lakes Venture37 Rwanda
- Joanna Springer, RTI
- Cecil Osei, ACDI/VOCA Ghana
- Dan Hudner, Mercy Corps
- Maureen Kamusiime, Mercy Corps Uganda
- Lina Henao, iDE Mozambique

*3pm GMT, 11am EST (1.5 hrs)*

## **DEEP DIVE CAFÉS**

*Select one of the following to actively participate in cutting-edge dialogues:*

### **Option 1: YOUTH INCLUSION THROUGH AN MSD LENS**

*Reflective questions: How do we support the private sector in recognizing that how a society prepares and integrates youth into market systems is central to a society's ability to grow inclusively over time? How do we align market forces to favor the engagement of youth with local commercial incentives, as well as local social norms (i.e., changes have to fit local conditions, even as they push for change)? What can we understand about how youth perceive a career path, including the influence of other youth/mentors to define a potential career path?*

*Lead Discussants:*

- Julian Nyachwo, GOAL Uganda
- Maurits Servaas, GOAL Uganda
- Katy Vickland, Palladium

### **Option 2: SEED SECTOR DEVELOPMENT THROUGH A MARKET SYSTEMS LENS**

*Reflective questions: How do we support change within retail strategies, including marketing and branding strategies? How do we assist market actors to see how the technical elements of seed development have to align with their retail/marketing/branding strategies? How do we support the policy enabling system to also be able to change over time?*

*Lead Discussants:*

- Bastiaan Huesken, IFDC Burundi



# MARKET SYSTEMS SYMPOSIUM|2021

3pm GMT, 11am EST (1.5 hrs) - concurrent with Deep Dive Cafes

## CLINICS

Select one clinic from the early session and one from the later session:

Early sessions: 3pm GMT, 11am EST (45 min):

- **Option 1: WHAT MAKES EFFECTIVE PSE? EXPLORING 'THE ENDURING RESULTS 3.0 STUDY'**
  - Charlotte Phillips, **Accenture**
- **Option 2: MONITORING & MANAGING PRIVATE SECTOR PARTNERSHIP HEALTH**
  - Mark Sevier & Melissa Matlock, **ACDI/VOCA**
- **Option 3: MARKET SYSTEM RESILIENCE INDEX (MSRI) TOOL**
  - Natasha Buchholz, **iDE Mozambique**

Later sessions: 3:45pm GMT, 11:45am EST (45 min)

- **Option 1: RESILIENCE FOR SOCIAL SYSTEMS APPROACH (R4S)**
  - Gabriela Cáceres, **GOAL Honduras**
  - Melissa Hernandez, **GOAL Honduras**
- **Option 2: MSR FRAMEWORK APPLICATION IN KENYA & SOMALIA**
  - Joanna Springer, **RTI**
- **Option 3: INSIGHTS ON RESILIENCE IN SEVERAL MARKET SYSTEMS APPLYING A MARKET SYSTEMS RESILIENCE FRAMEWORK**
  - Jasmin Baier, **Busara Center for Behavioral Economics Kenya**

## MAY 19, WEDNESDAY

11am GMT, 7am EST (1.5 hrs)

## DEEP DIVE CAFÉS

Select one of the following to actively participate in cutting-edge dialogues:

- **Option 1: MONITORING, EVALUATION & LEARNING**

*Reflective questions: How can we distinguish between improving/learning and proving/accountability aspects of monitoring, evaluation and learning? What are insights into the political economy around accountability to ensure practitioners can effectively balance requirements? As practitioners embrace complexity, how can we incorporate new and different methods that can gain insights from the dynamics, but might not provide certainty?*

*Lead Discussants:*

  - Elizabeth Venable, **Palladium Malawi**
  - Nate Peterson, **Busara Center for Behavioral Economics Kenya**
- **Option 2: HARNESSING COVID DISTRACTIONS FOR POSITIVE CHANGE**

*Reflective questions: Any disruption can lead to positive outcomes, but how can market system change assist in ensuring that the positive change is durable? How are diversity, competition, market signals, and time important factors to consider when harnessing disruptions? As change is ongoing, how is it useful to think about where the system is headed as opposed to thinking about a perfect/optimized static change?*

*Lead Discussants:*

  - Dun Grover, **ACDI/VOCA Honduras**
  - Eric Derks, **The Canopy Lab**



# MARKET SYSTEMS SYMPOSIUM|2021

## - **Option 3: ENTREPRENEURIAL ECOSYSTEMS**

*Reflective questions: How do entrepreneurial ecosystems move past being transactional to, instead, catalyze changes in wider systems that better align with finding, prioritizing and supporting entrepreneurs that can generate value for the society? How are entrepreneurial ecosystems, while perceived as bounded by finance and supporting services, open and influenced by other social/political/market forces? How are entrepreneurs by necessity different from entrepreneurs that focus on value?*

*Lead Discussants:*

- Sarah Wall, **Palladium**
- Zaki Raheem, **DAI**

## - **Option 4: PRACTICAL APPLICATIONS USING SYSTEM LENSES TO RESILIENCE CHALLENGES**

*Reflective questions: As market systems resilience has multiple levels and perspectives, what aspects and boundaries should we be applying when assessing or looking at resilience? How can we gain insight into how market systems help communities become more resilient by weathering shocks and stresses? How can we consider the extent to which market systems are evolving to harness human and financial capital to address risks from likely shocks and stresses?*

*Lead Discussants:*

- Judy Odongo, **RTI Kenya**
- Joseph Dalley, **Busara Center for Behavioral Economics Kenya**

## - **Option 5: EVOLVING APPROACHES & METHODOLOGIES IN THE INTEGRATION OF CLIMATE CHANGE & MSD**

*Reflective questions: How do we harness market forces to encourage behavior that supports conservation and climate change objectives that align with commercial incentives? To achieve durable change, how do we change the competitive landscape to favor/value conservation/climate change considerations as critical? How can the role of civil society, regulations, and public education be useful in shaping this competitive landscape?*

*Lead Discussants:*

- Richard Choularton & Mary Beggs, **Tetra Tech**

11am GMT, 7am EST (1.5 hrs) - concurrent with Deep Dive Cafes

### **CLINICS**

Select one clinic from the early session and one from the later session:

*Early sessions: 11am GMT, 7am EST (45 min):*

## - **Option 1: OUTCOME HARVESTING TO RESEARCH FINANCIAL MARKET SYSTEMS HOUSING LOANS FOR WOMEN**

George Mugweru & Amanda Woomer, **Habitat for Humanity Terwilliger Center for Innovation in Shelter Kenya**

*Habitat for Humanity's Terwilliger Center for Innovation in Shelter recently conducted an outcome mapping and harvest to better understand the outcomes from women's increased access to housing finance. The study looked at women's roles in household decision making, land and asset ownerships, outcomes related to living standards and health, social capital and status, and livelihoods.*

## - **Option 2: PSE GUIDANCE FOR NUTRITION**

Daniella Maor, **DAI**



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*This session will dive into a new tool to guide strategic engagement of the private sector in nutrition to 1) define a prioritized set of nutritional problem(s), 2) identify strategic corporate partners in the market system to address the problem, as defined 3) determine the appropriate partnership design model, and 4) guide the partnership co-creation process.*

*Later sessions: 11:45am GMT, 7:45am EST (45 min):*

- **Option 1: HOW COVID-19 IS CHANGING THE PROFESSIONAL OUTLOOK OF MARKET SYSTEMS DEVELOPMENT (MSD) LEADERS**

- Holly Krueger, **The Canopy Lab**

*Explore preliminary research findings on the gendered impact of COVID-19 on MSD professionals and explore practical actions that donors and implementing partners can take to ensure the future recruitment, promotion and retention of diverse program leaders.*

- **Option 2: SHIFTING SOCIAL NORMS THROUGH MSD PARTNERSHIPS**

- Bidowra Khan, Nathalie Me-Nsope & Tanmya Tajbina Jahan, **ACDI/VOCA**

*1pm GMT, 9am EST (1.5 hrs)*

## **PLENARY: WHAT WE ALL NEED TO KNOW ABOUT CLIMATE CHANGE ADAPTATIONS & CONSERVATION USING MARKET SYSTEMS LENSES**

*The human effects on climate are limiting many countries' abilities to process along their path to greater self-reliance. It is also concerning that market forces in more specific contexts, such as coastal fisheries, urban housing for the poor, financial services, and agricultural inputs, are often not aligned in ways that protect, manage and ensure near, medium and longer-term ecological resources. This session will dive into the ways in which practitioners are trying to catalyze change in market forces such that they value and even drive improved conservation, while also delivering economic benefits to the communities that live in and around specific ecological zones.*

- Mary Beggs, **TetraTech**
- Nic Dexter, **Land O'Lakes Venture 37 Mozambique**
- Patrick Co, **Resonance Philippines**
- Gabriela Padilla, **GOAL Honduras**
- Bernard McCaul, **GOAL Honduras**
- Ian Deshmukh, **TetraTech**

**MAY 20, THURSDAY**

*1pm GMT, 9am EST (45 min)*

## **CLOSING PLENARY**



# MARKET SYSTEMS SYMPOSIUM|2021

3pm GMT, 11am EST (1 hr)

## **The Path Ahead: Help Steer the Learning Agenda for USAID's Market Systems Development and Private Sector Engagement Activities**

*Operating at the critical intersection of private sector engagement and market systems development, the recently launched Feed the Future MSP Activity has an influential role to play over the next five years in advancing learning and good practice in PSE and MSD. Building on the learning at the Symposium, MSP will engage attendees in a participatory session around the six prioritized streams of our Learning Agenda: transformational PSE, practical application of MSD, market systems resilience, social inclusion, M&E and CLA, and driving organizational change. The session will use a mix of small group breakouts, quick pulse surveys, and other interactive techniques to get input from our peers in the MSD and PSE space on the Agenda and upcoming activities, surface people, projects, and innovations to plug in with, and enhance alignment with needs in our MSD community.*