

Market Systems Development Working Group

Minutes of Conference Call, 12th April 2019

29th April 2019

Cape Town participants

- ADA: Susanne Thiard-Laforet (Co-Chair)
- SDC: Andrea Inglin (Co-Chair)
- ILO: Gun Eriksson Skoog
- ILO Steve Hartrich
- Mastercard Foundation: Nafis Muntasir
- GIZ: Janna Post
- ILO: Merten Sievers
- USAID: Kristin O'Planick
- USAID: Rana El Hattab
- DCED Secretariat: Mike Albu

Additional teleconference participants

- DFAT: Julie Delforce
- ITC: Anders Aeroe
- DFID: Andrew Gartside
- Sida: Elisabet Montgomery
- World Bank: Tania Begazo
- World Bank: Georgiana Pop
- FAO: Siobhan Kelly
- Gatsby Africa: Georgina Duffin
- DCED Secretariat: Jim Tanburn
- DCED Secretariat: Lucrecia Bertelli

Apologies

- JICA: Toru Homma

Agenda

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|---|-------|
| 1. Welcome / Introductions (new members) | 8:30 |
| 2. Review & updates of 2018/19 workplan | 9:00 |
| a. Maintenance of BEAM Exchange platform | |
| b. Strengthening capacity building system for MSD | |
| c. Strengthening the evidence base | |
| d. Economic transformation study | |
| e. Building members' capacity to use MSD approach | |
| Presentation by EcoVentures Intl: MSD distance learning | 11:00 |
| 3. Brainstorming for Workplan 2019/20 | 13:30 |
| 4. Teleconference session with members not present in Cape Town | 14:30 |
| a. Summarising points from sessions earlier in day | |
| b. Q & A re above | |
| c. Review of proposals re Workplan 2019/20 | |
| d. Discussion of priorities | |
| 5. Continued discussion of Workplan priorities | 16:00 |
| 6. Next steps / agenda for Vienna meeting / AGM | 16:45 |

Files circulated in advance

- A. Minutes from previous MDS WG meeting [Jan 2019]
 - B. MSD WG section from DCED WorkPlanBudget 2018 - 2019
 - C. DCED Secretariat (BEAM) Progress Report Jan – March 2019
 - D. MSD Competency Framework – brief update on recent activities
 - E. MSD Communication Pack – slide deck example
 - F. Report on MSD Training Needs Survey (Oct 2018)
- All papers are accessible to view on this [MSD WG drive](#)

1) Welcome / introductions

Most members present already knew each other. Janna Post introduced herself from GIZ, replacing Stephanie. Kristen introduced Rana El Hattab for USAID. Steve introduced Merten Sievers (observing) for ILO. They were welcomed to the group. Gun mentioned that she is now coordinating an internal ILO ‘peer’ exchange group on MSD.

The Minutes of the teleconference in January [Paper A] have been circulated, and are now [posted on the DCED website](#); they were adopted without further comment.

2) Review & updates of 2018/19 workplan

[H2.1] Maintenance of the BEAM Exchange

Referring to Paper C, Mike expressed satisfaction with continued increases in average number of visitors, engaged frequently-returning visitors, resource downloads and contributions to BEAM. These indicators of growing usage and high-level of engagement all significantly exceed workplan targets.

Mike noted that indicators again increased year-on-year even without a DCED/BEAM Seminar in 2019 to boost activity. Contributions from the MSD community (resources, blogs, webinars, event & job posting) were also up.

[H2.2] Strengthening the capacity-building system for MSD

Referring to Paper D, Mike described encouraging progress with field-testing of the MSD Competency Framework. By establishing a common vocabulary and defining skill-sets for trainers, donors and practitioners, this aims to improve recruitment processes and encourage investment in training, mentoring and coaching.

As a result of this collaboration, BEAM Exchange will organise a webinar at the end of June 2019 to share gathered experiences.

Kristin saw potential in promoting the Competency Framework via USAID’s MarketLinks platform, which Mike will follow up.

Mike reported on new workstream ideas from a ‘Procurement & Compliance’ session on April 11th at the MSD Symposium, which would build neatly on BEAM’s earlier [‘Four Principles to Guide Procurement’](#) paper.

[H2.3] Strengthening the evidence-base

Mike described progress on the MSD Communications Pack (to be 12 cases of 5 slides with presentation notes) intended for donor staff to illustrate the MSD approach to

senior decision-makers and other relevant stakeholders. He presented first example slide deck (Paper E – Katalyst, Seeds) of which members approved. The Secretariat will continue developing these.

The consultant also produced long (7 – 8 page) notes, which members agreed have potential with editing to be turned into valuable training materials. This activity is to be considered for WorkPlan for 2019/20.

Mike reported final submission of the BEAM Evidence Review, which he will circulate to members immediately. The Secretariat will make final edits and format to DCED/BEAM brand before publishing in May.

Mike noted the continued concern re relatively low numbers of ex-post evaluations and other evidence documents describing impact at the level of poverty reduction. Some new examples are in the pipeline according to conversations with some Symposium participants. Member discussed challenges with getting ex-post evaluations done. Mike suggested in future active on-going searching for this type of evidence may be required by the Secretariat (rather than relying on the short-term consultant who does the annual evidence review).

[H2.5] Economic transformation study

Gun updated members on progress toward completing of the MSD WG study (by Ripley & Shamchiyeva) which focuses on 'How MSD can contribute to Economic Transformation'.

The draft report will be presented by Matt and discussed on April 27th at dedicated webinar. Comments may be sent until the end of April. The study will be finished by the end of May (to be presented in Vienna).

Members asked whether the consultants of the two working groups talked to each other about synergies? Maybe something will come out of it for the presentation (and for the new workplan). A joint session with Business Environment WG is planned for Tues 11th June in Vienna, relating to their study of BER and Structural Transformation.

[H2.4] Building members' capacity to use MSD approach

Representatives from EcoVentures Intl. were given 30 mins to present the MSD Accelerator distance-learning package, and members discussed how this had been adapted and used by USAID.

Members discussed the merits of distance and face-to-face trainings, as well as on a helpdesk / coaching function. There were some reflections also on experiences with dedicated help-desk functions – including frequently their low take-up.

The Secretariat agreed to continue collating and publishing available information about existing training options and providers (distance and F2F). Members agreed to share information in this way about which providers they have worked with. Better coordination among members of training events for staff to be on Vienna agenda.

Coordination of MSD staff trainings done/organized by individual donors needs to be improved (to be taken up in Vienna).

Members agreed that the WG will not be able to utilise the budget that had been set aside in 2018/19 for this workstream.

3) Brainstorming for 2019 / 2020 Workplan

The first period after lunch was devoted to listing the ideas and initiatives that member felt should be considered in more details from the 2019/2020 Workplan. These potential workstream activities were then taken up for further discussion with members not present by teleconference.

4) Teleconference session with members not present in Cape Town

Introductory course on the MSD approach

Two years on from BEAM integrating with DCED, the working group felt it would be useful to refresh or remind new WG members (and other DCED participants at AGM) about the MSD Approach. Mike agreed to prepare an introductory course (2/3 hours) for delivery during the WG meeting in Vienna. The course will be held on 12th June.

MSD WG Workstream ideas for 2019/2020

MSD in conflict-affected environments

Gather case studies and develop a webinar, or even a seminar, on lessons learnt in this topic, focusing on a donor perspective. Janna Post (GIZ), Andrea Inglin (SDC) and Merten Sievers (ILO) expressed interest in this item.

Better measurement of systemic change

Implement theoretical methodologies and tools in the field to measure systemic change on-the-ground. Partnerships with academia would be required to develop this work item.

Managing procurement and contracting rules

Develop a handbook of practical techniques for managing procurement. This could be done by compiling interviews with team leaders. This item had support from Siobhan Kelly (FAO).

MSD with a youth lens

Explore the adaptation of M4P resources towards the youth. Siobhan Kelly (FAO), Anders Aeroe (ITC) and Andrew Gartside (DFID) expressed interest in this item.

MSD approach's limitations

Explore the limitations of MSD as an approach. For instance, analysing how MSD could be more politically engaging, or its limitations to reach the poorest of the poor. Siobhan Kelly (FAO), Merten Sievers (ILO), Julie Delforce (DFAT) and Anders Aeroe (ITC) expressed interest in this item.

MSD awareness in external stakeholders

Develop strategies to increase/improve awareness of the MSD approach within external stakeholders (e.g. European Union and other international donors not members of the MSD WG). This item is supported by Susanne Thiard-Laforet (Austrian Development Agency).

MSD in emerging themes

Develop instruments to influence the use of the MSD approach in emerging themes (i.e.: climate-smart agriculture, technological innovation and investment, etc.). Andrew Gartside (DFID), Georgina Duffin (Gatsby) and Kristin O'Planick (USAID) expressed interest in this item.

5) 2019/2020 Workplan Preparation

New workstreams

As a result of discussions, two themes were proposed as possible new work streams. Both had a lot of support in general, but also some sceptics. For example, both topics have been worked on already by others, and/or discussed during the Symposium.

1. MSD for youth employment

Proposed by Mastercard Foundation, supported by DFID, ITC, FAO

2. Applying the MSD approach in conflict-affected environments

Proposed by GIZ, supported by SDC, USAID & others.

There was some concern that focusing on youth may discriminate against other groups. Members were aware that a lot of material exists around these topics, but perhaps not specifically from a donor policy perspective. It was agreed that it would be necessary to decide how the MSD WG could best contribute. It was proposed to hire consultant(s) to review existing literature (case studies, lessons learned), make expert interviews, and hold a webinar or workshop.

It was proposed that the MSD WG focus on these two topics sequentially – starting with the Youth Employment topic in July 2019; and working on the conflict-affected environments topic in 2020.

Other activities be included in Workstreams H2.1

Develop a communication & dissemination strategy; both internal to MSDWG but also for other stakeholders in DCED such as the EU or the OECD. GIZ offered to support this with advice.

Other activities be included in Workstreams H2.2

MSD Competency Framework: Continue current work to field test and develop the Framework with MSD implementing organisations

Procurement & contracting practices: Picking-up on the ideas discussed during the Symposium, to collate practical experience about innovations from team leaders and donor staff that have managed MSD programmes. The purpose will be to support entrepreneurial private-sector contracting (deals) and encourage investment in team capacity-building, training and learning.

Other activities be included in Workstreams H2.3

MSD Communications Pack: Invest in editing and publishing the longer versions of the 12 case-studies drafted by consultant – to provide MSD training materials. A budget for an editor will be needed.

Limits to the MSD approach: members felt is not the best time to work on this topic. A better idea about the limits of MSD may emerge from the work of the two new workstreams agreed above, so the topic could be kept on hold until 2020.

Field testing systemic change measurement tools: USAID is pilot testing tools within their new learning programme. No funding is needed from the MSD WG. But Kirstin requested the Secretariat / WG member cooperate by helping identify programs.

6) Next meeting – June 2019

Members agreed to meet next in advance of the Vienna AGM. We will split the meeting between Tues 11th pm and Weds 12th pm. This will allow for Mike & Matt to deliver an orientation workshop on the MSD Approach on Weds 12th morning.

A teleconference to include members unable to come to Vienna will be scheduled for Weds 12th pm.

A joint session with the Business Environment Reform (BE) WG to discuss our respective studies about 'economic transformation' is scheduled for Tues 11th also.