

Market Systems Development Working Group

Minutes of Conference Call, 29th January 2019

5th February 2019

Participants

- ADA: Susanne Thiard-Laforet (Co-Chair)
- SDC: Andrea Inglin (Co-Chair)
- DFAT: Julie Delforce
- ILO: Gun Eriksson Skoog
- GIZ: Stefanie Springorum
- GIZ: Janna Post
- DFID: Andrew Gartside
- Sida: Elisabet Montgomery
- ILO: Merten Sievers
- USAID: Kristin O'Planick
- DCED Secretariat: Jim Tanburn, Mike Albu, Lucrecia Bertelli

Apologies

- JICA: Toru Homma
- ITC: Anders Aeroe
- ILO Lab: Steve Hartrich

Agenda

1. Welcome / Introductions (new members)
2. Minutes of November 2018 meeting
3. BEAM Exchange
4. MSD Competency Framework
5. Economic Transformation study
6. BEAM Evidence Review
7. MSD Communications Pack
8. Donor's MSD Training Needs
9. Plans for meetings on April 8 or 12th and AGM in June

Files circulated in advance

- A. Minutes from previous MDS WG meeting [Nov 2018]
- B. BEAM website analytics - update [5 slides]
- C. MSD Competency Framework – brief on recent activities [1.5 pages]
- D. MSD Evidence Stories - draft of the overview chapter [9 pages]
- E. Mkt System Symposium, Cape Town, April 2019 – information flyer [1 page]
- F. BEAM Evidence Review – outline for report

1) Welcome / introductions

Most on the call had already met each other in Nairobi or Toronto. Andrew Gartside introduced himself, taking over from Michelle McKenna as DFID representative. Stefanie Springorum introduced her GIZ colleague Janna Post. They were welcomed to the group.

2) Minutes of previous meeting, November 2018

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

3) BEAM Exchange update

Mike Albu gave a brief update on progress with BEAM, noting that the number of users of the website grew 30% year on year from 2017 to 2018. His slides showed that statistics for engaged users and downloads are stable, with a balanced distribution across countries and continents.

Members asked the Secretariat to create an archive where all WG documents would be easily accessible. Mike proposed to set this up using a Google Drive folder.

4) MSD Competency framework

Mike Albu spoke for a few minutes about developments since November with BEAM's [MSD Competency Framework](#) – referring to the briefing note (Paper C) circulated beforehand. He highlighted active engagement with most of the leading organisations that implement MSD programmes, including DAI, Helvetas, iDE, MercyCorps, Palladium & Swisscontact. Greatest initial interest seems to lie in applying the Framework to recruitment processes. Mike described on-going activities for early 2019, leading to joint webinar to share experiences / develop strategy in July.

Several members (ILO, ADA, SDC, USAID) expressed solid appreciation for the initiative, and interest in how the Framework could add value to donors' programme procurement procedures. Mike said that this was definitely a medium-term objective. It was also noted that some donors' HR departments would be unlikely to accommodate the framework within established performance appraisal / staff development systems.

5) Economic transformation work-stream - update

Gun Eriksson Skoog briefed the WG on developments with the ET study. She thanked Tania Bergazo in her absence for the work undertaken to contract consultants from Impact Management Ltd. A 'kick-off' meeting took place on 28.1.19 and details plans of their proposed methodology were provided (available in the Google Drive) – this includes interviews with available WG members.

Key points: An inception report will be provided by 8.2.19, outlining the consultants' understanding of the assignment and approach to implementing it. An interim report will be shared for feedback by 8.3.19, and the full report (draft) will be submitted before the next MSD WG meeting in April. It was agreed that the consultants will interact in the interim with a core task-team comprising Gun, Georgina Duffin and Tania – who will share documents with and channel feedback from other WG members.

Members asked about coordination with consultants conducting the Business Environment WG's related study, and were reassured by Stefanie Springorum and Gun that this is being arranged.

6) BEAM Evidence Review

Stefanie Springorum briefed on progress with the BEAM Evidence Review for 2018/9. Consultants from DevLearn Ltd were contracted by GIZ in December, on behalf of the WG. They started work, following a kick-off meeting with Stefanie Springorum and Mike Albu on 4.1.19. A report outline document was shared (Paper F) with members.

Several member emphasised the importance of including a convincing and succinct executive summary (i.e. for senior decision-makers). Andrew Gartside spoke about the issue of evidence timescales, and suggested the review should examine evidence for longer-term impact of programmes. Kristin O'Planick asked that particular emphasis should be given to highlighting 'what's new?' (in comparison to previous reviews).

7) BEAM Evidence Communications Pack

Mike Albu then briefed members about the work submitted in late November by Harald Bekkers (under contract from GIZ) towards the creation of a communications pack about MSD. He reminded members that the original inspiration for this came from the NORAD member and others in Nairobi. Harald completed twelve detailed case-studies (7 – 8 pp each), and an additional overview chapter (Paper D). The latter has had an initial edit by the Secretariat and been circulated to all members for comments. Kristin O'Planick recommended greater clarity regarding the definition of MSD programming in this work.

Mike explained how he envisages the case-studies (once edited) and the overview chapter will be used to support the MSD Communications Pack. This will comprise a set of short powerpoint slide decks. He presented a (text-only slides) example for one case-study: about Katalyst's work in the Bangladesh vegetable seed system. The short slide-deck structure was appreciated by several members for its brevity, for getting straight to the point (relegating contextual info to the end), and for illustrating what is different about the MSD approach. Work will now begin to turn the text into more attractive info-graphics / visuals.

8) MSD training needs assessment

Andrea Inglin spoke on behalf of the task team working on MSD capacity building for donor staff. She regretted that little activity had taken place since the training needs assessment report was circulated in November.

Julie Delforce noted that DFAT is working with its MDF programme implementers to develop a 3-hour training module that might be relevant for donor staff in other agencies. Andrew Gartside mentioned DFID Nigeria's experience that could be relevant. Kristin O'Planick mentioned a new initiative USAID has with IFPRI and Michigan State Univ which could be an opportunity.

The Task Team (Andrea, Julie, Kristin) committed again to develop some structured ideas for consideration by the group. Andrea proposed to share these soon so that decisions can be taken / plans taken forward before or at the next WG meeting (8 or 12.4.19, Cape Town).

9) Dates for next meetings

Susanne Thiard-Laforet confirmed the next WG meeting / teleconference would take place alongside the [Market Systems Symposium](#) taking place in Cape Town 9-11 April 2019. Several members (Mike, Gun, Kristin, Andrea, Susanne, Janna) expect to attend in person.

Susanne Thiard-Laforet emphasised that this is a good opportunity to develop the WG Workplan for July 2019 – June 2020, and if sufficient members attend a workshop can be

organised. Janna proposed, and members for SIDA, ILO and USAID agreed, that the WG should consider again the topic of MSD in fragile and conflicted states as one potential priority.

A discussion about dates (before/after the Symposium) took place, but Mike informed members that currently a meeting venue is only available on Friday 12th April. The Chairs will confirm this in due course.

10) Other businesses

Susanne Thiard-Laforet (Chair) thanked Tania Begazo and Stefanie Springorum for their support in contracting consultants on behalf of the WG.