



## Market Systems Development Working Group

# MINUTES

**Conference Call:** 14:00 UTC/GMT Tuesday 14<sup>th</sup> December 2021

**Chairs:** Susi Thiard-Laforet (ADA) & Andrea Inglin (SDC)

### WG Members present

Alex Kucharski (CDC)  
Andrea Inglin (SDC)  
David Neven (FAO)  
Devi Ramkissoon (USAID)  
Gun Eriksson Skoog (Sida)  
Kristin O'Planick (USAID)  
James Foster (Gatsby Africa)  
Mikio Miyazoe (JICA)  
Naho Aizu (JICA)  
Pauline Baars (CBI)  
Peter Beez (SDC)  
Ryan Bourque (Gatsby Africa)

Steve Hartrich (ILO)  
Susanne Thiard-Laforet (ADA)  
Takafumi Ueda (JICA)  
Yan Chen (GIZ)

### DCED Secretariat

Isabelle Gore, Jim Tanburn,  
Mike Albu, Mike Klassen

### Apologies

Anders Aeroe (ITC)  
Matthias Altmann (EU)

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## AGENDA

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| 1. <b>Welcome &amp; introductions</b>  | Susi & Andrea | 10 min |
| Approval of previous minutes   |               |        |
| 2. <b>Brief Updates</b> and important news from <b>all</b> members (incl.)         |               | 25 min |
| Update on Youth Employment study   | Steve         |        |
| Update on Greening MSD activity  | Yan           |        |
| MSP / BEAM Tool Library  | Kristin       |        |
| Markets-in-Crises website  | Mike A        |        |
| Team Leaders' competencies activity  | Mike K        |        |
| <b>Updates from other members</b>  | <b>ALL</b>    |        |
| 3. <b>Workstream 2.2</b> <b>Synthesis of Donors' Portfolio Evaluations</b>         |               |        |
| Update on activities / plans   | Mike / Andrea | 5 min  |
| 4. <b>Workstream 3.1</b> <b>Private sector development and Development Finance</b> |               |        |
| Presentation of draft findings   | Ryan          | 15 min |
| Discussion among WG members  | <b>ALL</b>    | 30 min |
| 5. <b>Dates</b> for Feb 2022 meeting & AOB   | Susi & Andrea | 5 min  |

## 1. Welcome, introductions & farewells

The co-Chairs Andrea (SDC) and Susi (ADA) welcomed all to the 20<sup>th</sup> meeting of the MSD Working Group. No changes were proposed to the [October meeting minutes](#) which were therefore approved.

## 2. Brief Updates and important news from all WG members

Andrea (SDC) offered everyone the opportunity to give a brief update about their agency.

Steve (ILO) apologised for the delay in contracting a consultant for the next phase of our Youth Employment study (Workstream 3.2) Steve invited members **Action ALL** to consider joining the 'task team' overseeing this work.

Steve also noted ILO's recent publication of '[How to manage adaptively in VCD projects](#)'.

Yan (GIZ) explained that the ToRs for the Greening MSD guidance (part 1) (Workstream 3.3) are being reviewed following further comments from Mike (DCED) and her colleagues in GIZ's knowledge hub (FMB). **Action Yan** will recirculate the final version before the procurement process starts in the New Year when

Kristin (USAID) reported healthy progress in the DCED collaboration with MSP activity (Workstream 2.3) especially the design and build of the new MSD Tool Library for the BEAM Exchange. So far 50+ tools submitted.

USAID is about to publish a brief examining the relationship between MSD and private-sector engagement.

Kristin also noted that SEEP Network is closing (after 36 years) with implications for the Markets-in-Crises community. Mike A (DCED) added that the MiC Advisory Committee (on which he sits) is working intensively to salvage the work already done on the new MiC website, and look at emergency options for funding & hosting.

Gun (Sida) described the productive first meetings of the 7 person team of donors (Sida, USAID, SDC), implementers & consultants working to articulate MSD Team Leader Competencies with support from Mike K (DCED). She also mentioned that Sweden has a new minister for development cooperation and future strategy is uncertain.

Devi (USAID) highlighted launch of a new blog series on Marketlinks called [The Market Corner](#). The inaugural blog explores MSD implementation in fragile & conflict affected settings.

Ryan (**Gatsby Africa**) advised members about a new study due out soon that looks at digital advisory services for smallholder farmers in Africa.

Takafumi (Jica) mentioned that Jica is interested in the entrepreneurial (start-ups) ecosystem space. He was involved in a 'pitching' event recently in Myanmar where firms bid for direct grants.

## 3. Workstream 2.2      Synthesis of Donors' Portfolio Evaluations

Andrea (SDC) briefed members about a recent conversation with Mike (DCED) about plans to write a brief synthesis of lessons from the various donors' reviews or evaluations of their MSD portfolios. Focus will be reports from DFAT, Sida, SDC and USAID. Given the dissimilarities between these reviews they are proposing a brief high-level document, not a deep dive, with a donor audience in mind.

There was a brief discussion about how such a synthesis document might be useful to mainstream & influence attitudes to the MSD approach among member agencies' staff. Mike also described their intention to explain how the practice of MSD relates to the wider range of PSD activities and systemic approaches. **Action Mike** to prepare a first draft before next meeting.

#### 4. Workstream 3.1: PSD and Development Finance

Ryan (Gatsby Africa) gave members a 20 minute presentation of the main findings of the Gatsby Africa / CDC+ study on PSD and Development Finance. The executive summary was circulated in advance. This was followed by feedback on the recommendations, and an engaging discussion among members.

Peter (SDC) praised the study. He suggested that SDC colleagues in Georgia might be in a good position to 'reality test' the study recommendations, and (**Action Peter / Andrea**) also offered to share with colleagues in Moldova.

Gun (Sida) asked for greater clarification / elaboration of the added benefits that could arise from better alignment between PSD and Dev Finance (given the significant effort likely needed to 'merge' these apparently dissimilar cultures and perspectives).

Mike K (DCED) suggested the report would be more effective if recommendations were organised according to the phases of a project cycle – so audience can more easily map the recommendations to their existing reality / work responsibilities.

Susi (ADA) wanted to see more explicit mention of the MSD approach / language the WG would find more familiar. Ryan noted the difference in language /terminology between PSD and investor audiences. Mike A (DCED) also asked whether the phrase 'market-shaping PSD' implied MSD in practice. Alex (CDC+) explained that it is quite a broad term. Ryan also said there would be a clear glossary.

Peter (SDC) suggested that the study could benefit from including a pair of exemplary stories to illustrate the advantages of alignment (mini-case-study) as seen from each sides' perspective using language that each would understand.

Kristin (USAID) said so much of the study resonated deeply with her experience – a lot of truth.

Members then talked about how the study could be disseminated and promoted. Various investor networks were mentioned. Kristin (USAID) mentioned the INVEST mechanism in USAID that identified 400 investors for their channel. Takafumi (Jica) noted the [AVPN Asia](#) network, and Peter (SDC) the [EVPA](#) and Latimpactor networks.

Finally Peter (SDC) proposed that DCED Secretariate create an animated video (like the [What is MSD?](#) animations) to explain the need and benefits of alignment in simple non-jargon terms. It would help investors understand better what development PSD is striving to achieve beyond the firm.

#### 5. Date for February 2022 meeting & AOB

**Action ALL:** Members agreed to vote in a new poll of members to set new meeting date in late February.

Mike A (DCED) informed members that he has started conversation with EVI / Vikara Institute about BEAM contributions to the [2022 Market Systems Symposium](#)

As there was no other business Andrea (SDC) and Susi (ADA) wrapped up the meeting, thanking members for their contributions.