



The Donor Committee for Enterprise Development

Market Systems Development Working Group

MINUTES

Friday 19th March 2024 at 14:00 UCT

Chairs

Margot Lobbezoo (CBI)

Pauline Baars (CBI)

Kristin O'Planick (USAID)

Marleen van Ruijven (MoFA NL)

Pascal Fabing (LuxDev)

Peter Beez (SDC)

Rana Fakhoury (UNIDO)

Steve Hartrich (ILO)

Susanne Thiard-laforet (ADA)

DCED Secretariat

Mike Albu, Isabelle Gore, Mike

Klassen, Melina Heinrich

Members attending

Alex Kucharski (BII)

Elisabet Montgomery (Sida)

Gun Eriksson Skoog (Sida)

Apologies

Patrick Oyoo (Gatsby Africa)

Naho Aizu (JICA)

Andy Hunter (MFAT)

Urkaly Isaev (IFC)

AGENDA

1. Welcome & introductions
2. Agency updates
3. Workstream activity updates
 - 1.2 BEAM Exchange
 - 2.1 BEAM Evidence Review 2024
 - 3.1 Bridging the Gap (PSD & Dev Finance)
 - 3.2 Youth Employment / MSD4E
 - 3.5 MSD & Trade
4. Workstream 1.3 MSD Leadership & new Brief (#2)
5. Workstream 2.2 prep for DCED Global Seminar 2024
6. Workplan 2024-25 – draft
7. DCED AGM in June, Washington
8. Closing remarks, ideas for next WG Meeting

1. Welcome & introductions

Co-Chairs Margot and Pauline (CBI) welcomed all to the 32nd meeting of MSD Working Group. No changes were proposed to the March meeting minutes and therefore approved.

As Pauline is taking maternity leave from June, Margot informed members that Patrick Oyoo (Gatsby Africa) will be taking over her role during her absence – including participating in the annual meeting in Washington and the Global Seminar in Nairobi.

Peter Beez (SDC) introduced himself replacing Andrea Inglin (SDC).

Member agency updates

ITC

Rob informed members that ITC have started a second wave of MSD orientation training for all staff. They have also completed design of a joint construction sector initiative with ILO in Iraq. He thanked Steve for support.

ILO

Steve advised members that ILO will shortly publish a paper that describes what a Just Transition means for ILO, and explores how the MSD approach can help accelerate it.

Sida

Elisabet noted that Sida is undergoing a major reorganisation linked to the new Swedish Gov and Director General. PSD is being highly prioritised, and there will be a unit responsible specifically for **trade promotion**. The concept 'market systems' is specifically mentioned which has never happened before.

USAID

Kristin thanked members for their inputs to USAID's new Introduction to MSD Brief, which is expected before too long. She has been busy running internal MSD courses, with 50 more staff trained recently. Having worked her way through a lot of agriculture staff, they are now moving into other sectors e.g. WASH specialists, a few from health sector and also democracy & governance areas, even though systems thinking is not yet dominant in these portfolios. This week Kristin said she presented the [assessing systems change guidance](#) to a conference of USAID education officers – an exciting development.

Kristin also praised the recent BEAM webinar on [MSD leadership](#), and is linking to large groups in USAID working on international leadership issues. Finally, she announced that approval of USAID's second **ex-post evaluation** piece (covering a Ghana programme) is imminent, and it should be published within two - three weeks.

LuxDev

Pascal explained that LuxDev is working on a more joined up approach to linking private sector engagement activities with the agency's impact finance initiatives. He said he is seeing more initiatives that at least consider the MSD approach during design. Outcomes are not always as hoped for, but at least the approach is gaining some traction.

Meanwhile, their Senegal study using the [Rough Guide methodology](#) is generating very positive feedback from local authorities and LuxDev's youth organisation partner. Margot (CBI) commented on how popular the [French translation](#) of the Rough Guide has been.

FAO

David noted that FAO continue to work on their systems change learning program in the Agri Food Systems & Safety Division, and more widely. They are exploring collaboration options e.g. with FAO's Office of Innovation. Meanwhile two Sida-funded projects are starting up: one on employment generation in Vietnam, Zambia & Ecuador; another (the Pisa project) focussed more broadly on using systemic approaches in FAO's field programs.

SDC

Peter reflected on the training needs of staff. He explained that SDC continues to run MSD courses for staff regularly through the Nadel University and occasionally regionally. Also new staff are provided coaching by consultants or more experienced colleagues. He noted that SDC are working as well on vocational skills development and financial sector development; and that programmes may encompass all of these (depending on the needs of the market system).

MoFA NL

Marlene spoke about the Directorate on International Cooperation, where adoption of systemic approaches in markets, in food systems and in landscape management is the policy trajectory. They are developing learning agendas to this end. MoFA NL is looking to cooperate with colleagues working on inclusive green growth for a programmatic approach to sustainable economic development.

BII

Alex reminded members that BII has three 'system' programmes: in Nepal, in Ghana and focussing on 'frontier markets' in Africa (e.g. DRC, Ethiopia, Liberia & Benin. The Nepal programme just completed a mid-term review, with apparently good results indicating a five-fold increase in investment, thanks to fast delivery of two key policy changes. BII continue to push the agenda of collaboration between donors and DFI's to unlock investment – and are supporting DCED Secretariat's plans for in this regard for the [Global Seminar](#).

2. Workstream activity updates

Workstream 1.2 BEAM Exchange: new translations & search function

Isabelle (**DCED Secretariat**) gave members a brief update on the level of user engagement with BEAM Exchange. Last quarter, BEAM averaged around 8,700 visitors per month, a figure that is up slightly (4%) on the same quarter in 2023. Around 780 of these are what we call 'repeat engaged users' (up 20%) who downloaded resources 2,350 times.

The most frequent download was the [Greening MSD guidance](#) (429 times), eclipsing even perennially popular [MSD Operational Guide](#) (207 times). Also, all translations of the MSD introductory video animations in four languages were completed.

Workstream 2.1 BEAM Evidence Review 2024

Mike (**DCED Secretariat**) reported that thanks to Urkaly and IFC colleagues, a short-term consultant has now been contracted to conduct the BEAM Evidence Review. He asked **ACTION all members** to share any documents (including unpublished material) that might be candidates for inclusion in the review with [Tom Hilton](#) and to let colleagues in their agencies know too.

Workstream 3.1 Bridging the Gap (PSD & Dev Finance)

Patrick (**Gatsby Africa**) was not present so no update was shared.

Workstream 3.2 Youth Employment / MSD4E

Pascal (**LuxDev**) reported that in March the consultants doing the MSD4E Landscape study presented their work cataloguing over 50 different employment interventions. The draft study has been shared with the MSD4E community of practice. This will be very informative of the future MSD Workstream activities in 2024/5.

Workstream 3.5 MSD & Trade

Rob (**ITC**) reported that the task team has concluded a review of nearly a dozen candidates for the assignment – and a result with Urkaly's support, a consultant has been contracted. Task team members briefed him at a launch meeting last week. Margot (Chair) asked **ACTION all members** to propose programmes that may be candidates for example case-studies to [Robert Warner](#).

3. Workstream 1.3 MSD Leadership & new Brief (#2)

Mike K (Secretariat) then presented an eloquent and succinct summary of the second policy brief to emerge from the 2023 MSD leadership knowledge clinics initiative to members. This was very well received.

The Brief covers why leadership is such a critical issue and what it means to be a good MSD leader. It explores what the various needs of different type of leader are, and the varieties of support available. Then it examines how implementers and donors can better support leaders, and makes several practical recommendations.

After Mike's presentation, members discussed the importance of this work and (Gun (**Sida**)) how it might be amplified at the Global Seminar. Rob (**ITC**) asked Mike to explain why leadership in MSD programmes is particularly demanding. Peter (**SDC**) noted that this challenge (professional development in the MSD field) is long-standing, and justified some collective action by donors through the Working Group. Kristin (**USAID**) noted that some initiatives are being put forward by consultants, mentioning The Canopy Lab. Mike (**Secretariat**) also described a recent related proposal by another consultant (Marshall Bear) that has crossed his desk.

Action Mike to explore potential of extended workstream activity in 2024/5

4. Workstream 2.2 prep for DCED Global Seminar 2024

Mike (**DCED Secretariat**) updated members on preparations for the DCED Global Seminar in Nairobi. He noted that a [Provisional Agenda](#) has been published, that planning for various side-events is progressing well and that around 150 applications to participate received to date. This means places for implementing practitioners are well subscribed. However, Mike urged **ACTION all** members to do more to promote the event among their agency colleagues so that we can achieve our ambition of having an appropriate balance of donor staff.

5. Workplan 2024-25 draft

Co-chair Pauline (**CBI**) next moved members on to consider the draft Work_Plan for 2024/5. With one or two exceptions this is nearly complete. She thanked members for the inputs. Melina (DCED Secretariat) emphasised that final changes should be proposed by 26th April.

Pauline and Mike A (**Secretariat**) then walked members through the various workstream activities and budgets proposed, answering questions from members.

6. DCED AGM in June, Washington

Melina (**DCED Secretariat**) updated members again on plans for the AGM during 3rd – 6th June, hosted by USAID and the World Bank. Members should have received an initial information

email already. It looks like only around five MSD WG members will be attending, so we will not hold a full Working Group meeting.. Instead an open introductory meeting for other DCED members on Tues 4th morning will be followed by small task-team meetings to discuss specific workstream planning issues on request.

Mike A (**Secretariat**) also advised members that he is in the process of organising a meeting with key staff from the USAID Market Systems & Partnership activity on Thurs 6th afternoon.

7. Closing remarks, ideas for next WG Meeting

Margot & Pauline (**CBI**) wrapped up the meeting by thanking members for the time and contributions.

ACTION: Mike A (**Secretariat**) will poll members for a next date in June