



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

Feed the Future Enabling Environment for Food Security Project

Trip Report: Market Systems Symposium Cape Town, South Africa

April 24 – 26, 2018

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SUMMARY

Held in Cape Town, South Africa on April 24 – 26, 2018, the [Market Systems Symposium](#) was a productive event that promoted cross-institutional awareness and technical networking. The Feed the Future Enabling Environment for Food Security (FTF-EEFS) project was involved in three symposium activities: dialogue facilitation, technical presentations, and co-creation of a WhatsApp group focusing on enabling environment issues.

During the three-day symposium, FTF-EEFS facilitated a deep dialogue discussion that focused on how to effectively include enabling environment initiatives in market systems projects. A number of recommendations arose from those discussions that were shared with the plenary at the symposium's conclusion. FTF-EEFS also delivered a presentation focusing on the relevance of the enabling environment for market systems and on how FTF-EEFS can assist in this process. A Q&A session followed. FTF-EEFS reports were also made available to the participants. Approximately 30 to 40 symposium participants attended the FTF-EEFS presentation.

FTF-EEFS also co-created a self-initiated WhatsApp group to gather symposium participants who took part in the “how to effectively include enabling environment initiatives within Market Systems projects” discussion. The purpose of this informal group is to share information and keep participants abreast of developments in the area. The project will be evaluating next steps in the coming weeks to build on the interest and momentum generated through this group.

Over 130 participants from development organizations, projects and nongovernmental organizations, and donor organizations, including USAID, FAO, DFID, and AUSAID projects.¹

AGENDA

DAY ONE: MARKET SYSTEMS DEVELOPMENT CONCEPTUAL APPROACHES

Opening Plenary

- **State of the Practice:** A closer look at the state of the market systems development practice globally. Who is doing what, where are donors focusing, what areas of research are being explored, and where are the current gaps. This session included presentations by donors and leading practitioner organizations.
- **Well-Functioning Market Systems:** What are well-functioning market systems? What are situations with healthy competition and collaboration within vertical and horizontal market structures? What are essential feedback loops and reinforcing and counter-balancing forces within well-functioning market systems?
- **Complexity:** What are we learning about complex systems, what is their application to development, and how does this influence our work?

Concept

- **Market Systems Change Wheel:** Reinforcement and counter-balancing in different parts of the market system.
- **Gender:** How do we mainstream gender analysis and strategies within market systems development strategies?
- **Climate-Smart Strategies:** What are climate-smart strategies, and how are they integrated into programming?

¹ For a comprehensive list of participating organizations and projects, please see Annex I.

Program: Private Sector Development

- **Innovative Business Models:** Case studies.
- **Effective Interactions with the Private Sector:** How does market systems development thinking inform and support private sector strategies? How do private sector, donors, and practitioners speak and connect more effectively?

Breakout Options

- **Systems and Complexity Consultation:** By-invitation consultation on linking market development to the research and science of the systems and complexity fields.
- Analysis of **Market Facilitation Behavioral Characteristics** as applied to various contexts.
- **Open Space:** Additional breakout dialogues as identified through the Open Space methodology, drawing on areas of most interest to the delegates.

DAY TWO: ADAPTIVE MANAGEMENT

- **Innovative Business Model:** Case study.
- Analysis of **Output Buyer Firms' Behavioral Characteristics** as applied to inclusive market development.
- **Operational Adaptations** to support market systems implementation in practice.
- **Adaptive Management.**

Concept Adaptive Management

- **Resilience:** What are resilient markets? What are we learning about strengthening community and household resilience?
- **Characteristics** of Effective Market Development Project Teams and Staff.
- **Donor Management** of Market Development Projects and Programs.

Program: Financial Market Systems

- **Inclusive Financial Systems:** Explore the application of systems approaches to the financial services sector.
- **Financial Support Services:** Consider debt- and equity-based financing for producers and firm-level market development (Michael Field, DAI).
- **Customer-Centered Approaches for Inclusive Financial Systems** (Thom Sinclair, CGAP/World Bank).

Open Space

- Additional breakout dialogues as identified through the Open Space methodology, drawing on areas of most interest to the delegates.

DAY THREE: MEASUREMENT AND SYSTEM HEALTH

- **Systemic Monitoring and Evaluation:** What are we learning about systemic M&E? How do we explore collaborative monitoring strategies across the country or region? What are we learning about monitoring and evaluating impact with projects using a facilitation approach? What are we learning about monitoring and evaluating systemic change in developing market systems?
- **Network Mapping and Business Behavior Mapping:** Monitor systemic change and the spread of beneficiaries in market systems programming.

- **Causal 'Loop' Analysis:** How can we apply causal loop analysis to our market development work?
- **Reaching the Poor:** What are effective push-pull approaches for reaching the very poor?

Concept: Vulnerable Groups and Cross-Cutting Interests

- **Gender:** What are we learning about gender in market systems development? How do we mainstream gender analysis and strategies within market systems development strategies?
- **Climate-Smart Strategies:** What are climate-smart strategies, and how are they integrated into programming?
- **Nutrition:** Integration of nutritional strategies within market systems programming.
- **Youth:** Market systems thinking applied to education systems, workforce development, and other youth development.

Theme: Enabling Environment

- **Enabling Environment:** Constraints and context in the context of market systems development.
- **Legal, Regulatory, and Policy Issues:** How they impact areas such as food security, etc.

Theme: Redefining Roles

- **Redefining Roles of Consultants, Project Managers, Project Staff, and Donors:** What does this changed role within a context of undefined outcomes and complexity mean for the role and expectations from consultants, project managers, project staff, and donors?

Theme: Donor Coordination

- What are donor strategies, and how and why do these differ or correlate?
- What are donors doing to coordinate among implementers and each other?
- How are donors building capacity and approaches internally?

Theme: The Way Forward

- **The Way Forward:** Discuss research and practice priorities over the next year and how individual projects and partners can feed into these globally.
- **Leading Edge:** What's next? What do we need to learn and research in order to leverage market systems programming? What are the questions we really need to start asking to move the field forward? How do we move from discussing if market systems development is applicable to what actually needs to do to done to be effective in this context?
- **Network Development:** How do we co-create a learning agenda for regional learning networks? How do we roll out regional market systems symposiums in different parts of the world that address regionally relevant issues?

FTF-EEFS AT THE SYMPOSIUM

On the first day of the symposium, in a segment designated a “Deeper Dialogue,” the FTF-EEFS representative proposed discussions on how to effectively include enabling environment initiatives in market systems projects. Facilitated by the FTF-EEFS representative, a group of 12 symposium participants discussed the topic in specific sessions throughout the symposium’s three days. At the event’s conclusion, the group presented its findings to the plenary for consideration. A resulting blog entitled “[Five Market Systems Enabling Environment Recommendations](#)” was made publicly available on Agrilinks.org.

On the second day of the symposium, the FTF-EEFS representative presented on: (1) the importance of the enabling environment for market systems, showcasing regional harmonization of standards, and (2) how FTF-EEFS can assist in this process, including information on a range of FTF-EEFS deliverables publicly available on Agrilinks.org. Samples of products shared with the participants included a [technical note](#) on the enabling environment in market systems and a [short video](#) on harmonization of seeds in southern Africa. The presentation was followed by a Q&A. The Q&A consisted of questions on: (1) the Tripartite Free Trade Area (CFTA); (2) the role played by harmonization of standards in facilitating trade; and (3) the role of Conformity Assessment/Mutual Recognition Agreements as alternatives to regional harmonization of standards. Approximately 30 to 40 symposium participants attended the FTF-EEFS presentation.

On the third day of the symposium, the group discussing how to effectively include enabling environment initiatives in market systems projects came up with the following takeaways, which will be shared with other donor organizations:

- Need for more explicit recognition of the role played by enabling environment initiatives in agronomic-focused projects.
- Challenge: (1) indicators, including contribution x attribution and (2) time required for results.
- Greater donor coordination needed as activities often build on each other.
- Need for more resources (human capital) in this area.
- Policy issues often addressed on ad-hoc basis/need to systematize.
- Need to work further with the private sector as agents of change to ensure sustainability.

FTF-EEFS also co-created a self-initiated WhatsApp group, which gathered twelve professionals in the enabling environment area. The purpose of this informal group is to share information and keep participants abreast of developments in the area.

The **Feed the Future Enabling Environment for Food Security** project is a global support mechanism for Feed the Future focused and aligned Missions and Washington-based USAID offices to address policies, as well as legal, institutional, and regulatory factors that function as market constraints affecting food security.

Launched in September 2015, the project enables the rapid procurement of technical analysis, advisory services, and strategic knowledge management. For more information, contact Lourdes Martinez Romero (COR) at lmartinezromero@usaid.gov or Nate Kline (Project Director) at nkline@fintrac.com.

ANNEX 1

List of participating organizations and projects.

Organizations

- ACDI/VOCA
- Adam Smith International (ASI)
- Agova
- Agricultural Market Development Trust (AMDT) – Tanzania
- Agricultural Partnership Trust (APT)
- Alliance for a Green Revolution in Africa (AGRA)
- BoP Innovation Center (BoPInc)
- BRIDGE Strategy Advisors
- Canopy Lab
- Cardno Emerging Markets
- Chemonics
- Consultative Group to Assist the Poor (CGAP)
- DAI
- Dexis Consulting
- Education Development Center
- EcoVentures International (EVI)
- FAO's Sustainable Markets, Agribusinesses and Rural Transformations (SMART)
- Fintrac Inc.
- Foundation Heifer Ecuador
- Genesis Analytics
- The Global Alliance for Improved Nutrition (GAIN)
- Global Communities
- GOAL
- Habit for Humanity's Terwilliger Center for Innovation in Shelter
- Heifer International
- HEKS/EPER
- HELVETAS Swiss Intercooperation
- ICCO Cooperation
- The International Executive Service Corps (IESC)
- Millennium Water Alliance
- Mesopartner
- Musika
- Nathan Associates
- Palladium
- Practical Action
- Prosperity Fund
- Reos Partners
- TechnoServe
- Tetra Tech
- Trias
- U.S. Agency for International Cooperation (USAID)
- USAID/Asia

- Winrock International
- World Fish
- World Vision Australia – Social Entrepreneurship & Economic Development (SEED) Unit

Projects

- Accelerator for Agriculture and Agro-Industry Development and Innovation (3ADI+)
- Accelerated Value Chain Development Program (AVCD)
- Agribusiness Investment for Market Stimulation (AIMS)
- Agricultural Value Chain (AVC) Activity
- Agricultural and Rural Development Support (ARDS)
- Appropriate Technology Enabled Development (ATED) Center
- Bangladesh Aquaculture and Nutrition Activity
- Cambodia Agricultural Value Chain Program (CAVAC)
- ELAN RDC
- Feed the Future Enabling Environment for Food Security (FTF-EEFS) Project
- Enabling Growth through Investment and Enterprise (ENGINE)
- Gateway Academy
- Inclusive Insurance Innovation Lab (iiiLab)
- Kenya Livestock Market Systems (LMS)
- Kenya Resilient Arid Lands partnership for Integrated Development (Kenya RAPID)
- Kosmos Innovation Center (KIC)
- Land Investment for Transformation (LIFT)
- Learning and Knowledge Management (LEARN)
- Livelihoods and Food Security Programme (LFSP)
- Malawi Oilseed Sector Transformation (MOST)
- Market Opportunities for Livelihood Improvement (MOLI) in Kakheti Project, Georgia
- Marketplace for Nutritious Foods
- More Income for Rural Families in Indonesia (MORINGA)
- Mozambique Agricultural Innovations Activity (FTF NOVA)
- Mozambique Resilient Agricultural Markets Activities (RAMA) – Nacala Corridor
- Palestinian Market Development Programme (PMDP)
- Private Sector Innovation Programme for Health (PSP4H)
- Profitable Opportunities for Food Security (PROOFS)
- Promoting Inclusive Markets in Somalia (PIMS)
- Prosperity Fund
- Resilience and Economic Growth in Arid Lands – Accelerated Growth (REGAL-AG)
- Resilient Efficient Agribusiness Chains (REACH-Uganda)
- RisiAlbania
- Rural Youth Enterprise for Food Security Project (Yapasa)
- Somali Business Catalytic Fund (SBCF)
- Strengthening the Missing Middle in Agribusiness for Rapid Transformation (SMART)
- Strengthening Rural Youth Development through Enterprise (STRYDE)
- Tanzania Enabling Growth Through Investment and Enterprise (ENGINE) Program
- Tanzania NAFAKA Cereals Market System Development Project (NAFAKA II)
- Towards Sustainable Clusters in Agribusiness through Learning in Entrepreneurship (2SCALE)
- Trias Uganda
- USAID Trade and Competitiveness Activity

- Women in Business Program
- The Women's Financial Inclusion Community of Practice
- Visa Financial Inclusion Project
- "Zamakhaya" Poultry Production
- Zimbabwe Resilience Building Fund (ZRBF)