



FEED^{THE}**FUTURE**

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

GLOBAL LEARNING AND EVIDENCE EXCHANGE
M A R K E T S Y S T E M S

MARCH 21–24, 2017 // BANGKOK, THAILAND



USAID
FROM THE AMERICAN PEOPLE

TABLE OF CONTENTS

Welcome	1
Background.....	2
Goals and Outcomes	2
Take-Away Messages	3
Things to Know	3
Event Schedule	4
Sessions.....	6
Session Notes	16

This Global Learning and Evidence Exchange (GLEE) is made possible by Feed the Future through the U.S. Agency for International Development (USAID), Bureau for Food Security. Event coordination and support provided by the Feed the Future Knowledge-Driven Agricultural Development Project (KDAD), implemented by Insight Systems Corporation under the terms of Contract No. AID-OAA-C-13-00137.



Dear Market Systems GLEE Participant:

Welcome to the Market Systems Global Learning and Evidence Exchange (GLEE) in Bangkok, Thailand. The U.S. Agency for International Development Bureau for Food Security (USAID BFS) has collaborated with leaders and practitioners across the development landscape to share knowledge, good practices and lessons learned in market systems, trade, finance and resilience.

In order to contribute to markets development, it is essential to understand how systems operate and what changes are occurring. For four days, USAID staff and experienced practitioners will discuss approaches to leveraging market forces and food systems to advance global food security. As a participant, you'll have an exciting opportunity to learn from other experts, share your experiences and network with program implementers and Mission staff. You'll hear about new tools, trends and successful approaches for reducing poverty and improving food security in Asia and beyond.

Participants will benefit from an improved understanding of Bureau for Food Security support to Missions and new skills to incorporate the latest guidance, technology and practices in market-based solutions.

We look forward to interacting and collaborating with you this week.

Sincerely,

A handwritten signature in black ink, appearing to read 'P. Fessenden', written in a cursive style.

Pamela Fessenden
Director, Office of Market and Partnership Innovations
Bureau for Food Security



BACKGROUND

USAID has been an effective advocate for enabling environments that open markets and promote competition. USAID-funded research and training has helped define the field of agriculture and food-system marketing in developing countries, leading to policy reforms that enable markets to perform better, expand the private sector's role, and open market opportunities to improve livelihoods. Clearly delineating public and private sector roles improves market performance and enhances efficiency. USAID learned that market-led growth requires a vibrant, competitive private sector, along with a toolkit of approaches and methodologies and the active participation of small farmers and other entrepreneurs. USAID has also promoted the public sector's role as a market referee to ensure fair and transparent regulations. With USAID's support, many countries have successfully made the transition from static state-dominated marketing systems to dynamic market-based economies that are responsive to consumer quality standards and enhanced food safety.

GOALS AND OUTCOMES

During and following the learning event, participants will:

- Collect evidence, lessons learned, guidance and best practices related to the implementation of market-based activities in the Asia region.
- Expand their markets knowledge to share with implementing partners and USAID.
- Spark a continuing conversation around market-based systems.
- Gain a common understanding of core market systems concepts in line with the Global Food Security Strategy (GFSS).
- Promote and increase the use of market-led approaches to achieve GFSS objectives.
- Design and implement market-based programs in Missions and Washington.
- Share and learn from successes and challenges in the field, while improving use of approaches and tools to identify opportunities to catalyze inclusive, agriculture-led economic growth through market-based solutions. These findings will be captured and shared with interested parties unable to attend the GLEE.
- Understand and access support, as appropriate, provided to Missions by BFS (particularly MPI and Policy) and other central operating units through technical assistance and centrally-managed mechanisms as well as hosting Communities of Practice. BFS will also gain a better understanding of what Missions need.

TAKE-AWAY MESSAGES

- Achieving sustainable impact at scale is the objective of most USAID projects. Inclusive market system development is part of this objective.
- System actors are able to effectively innovate, upgrade and add value to their products. A market system is a dynamic space—incorporating resources, roles, relationships, rules and results—in which private and public actors collaborate, coordinate and compete for the production, distribution and consumption of goods.
- Nutrition-sensitive programming can be integrated into the market systems approach to ensure economic growth also results in reducing malnutrition.
- Promoting inclusive market systems requires donors and implementers to understand the local context and characteristics of the system in which they are working—for example, climate, gender, political economy and nutritional status in addition to the general considerations below.

Market systems:

- Interconnect with other systems and value chains
- Include households and communities
- Have “soft” boundaries
- Are complex and self-organizing

THINGS TO KNOW

Wireless Internet

Complimentary Wi-Fi is available in all meeting rooms.

Welcome Reception/Registration

Welcome Reception/Registration – London Room,
Monday, March 20, 5:00 – 8:00 pm

Breakfast & Breaks

Breakfast is included in your hotel room rate and served daily in the Café@2 Restaurant, 6:00 – 10:30 am. Meeting breaks will be held in the pre-function space outside of the New York Room. Check your agenda for additional morning and afternoon break times.

Lunches

Lunches will be served in the Willow I–IV. Check your agenda for times.

About the Hotel

The Conrad Bangkok Hotel is located in the exclusive neighborhood of Bangkok’s Central Business District with easy access to shopping destinations like Siam Paragon and Gaysorn Plaza. It is approximately forty minutes from Suvarnabhumi International Airport. The hotel offers complimentary shuttle service to the Ploenchit BTS Skytrain station, Bangkok’s overhead train network.

EVENT SCHEDULE

MONDAY, MARCH 20

5:00 pm – 8:00 pm	Opening Reception
-------------------	-------------------

TUESDAY, MARCH 21 – MARKET SYSTEMS

8:00 am – 9:00 am	Opening Plenary: Welcome & Setting the Context
9:00 am – 10:00 am	SESSION 1: Agricultural Transformation & Market Systems Programming
10:00 am – 10:30 am	Break
10:30 am – 12:00 pm	SESSION 2: Inclusion: Making Markets Work for the Marginalized
12:00 pm – 1:00 pm	Lunch
1:00 pm – 2:15 pm	SESSION 3: Generating Jobs: Opportunities in Market Systems Programming
2:15 pm – 2:45 pm	Break
2:45 pm – 3:45 pm	SESSION 4: Building an Enabling Environment for Agricultural Transformation and Market Development
3:45 pm – 4:45 pm	SESSION 5: Monitoring Systems for Impact and Results: Beyond FTFMS
4:45 pm – 5:00 pm	Closing Plenary

WEDNESDAY, MARCH 22 – TRADE

8:00 am – 8:15 am	Opening Plenary
8:15 am – 9:30 am	SESSION 6: Using Facilitation in a Market Systems Program
9:30 am – 10:45 am	SESSION 7: Asian Intra-Regional Trade Performance
10:45 am – 11:00 am	Break
11:00 am – 12:00 pm	SESSION 8: Regional Opportunities for Private Sector and Industry Leadership
12:00 pm – 1:00 pm	Lunch
1:00 pm – 2:15 pm	SESSION 9: Safe Trade Along Local Supply Chains
2:15 pm – 2:45 pm	Break
2:45 pm – 4:30 pm	SESSION 10: Joint Session with TRR Trainees: Better Integration of FTF and E3 Funded Trade Programming
4:30 pm – 5:00 pm	Closing Plenary and Networking with TRR Trainees

THURSDAY, MARCH 23 – FINANCE

8:00 am – 8:30 am	Opening Plenary
8:30 am – 9:45 am	SESSION 11: Facilitating Capital Flows in Agri-Food Systems
9:45 am – 10:00 am	Break
10:00 am – 11:15 am	SESSION 12: How to Incorporate Finance Into Your Market Systems Programs
11:15 am – 12:30 pm	SESSION 13: Tools for Enabling Agricultural Finance
12:30 pm – 1:30 pm	Lunch
1:30 pm – 2:45 pm	SESSION 14: Markets for Good Nutrition
2:45 pm – 3:00 pm	Break
3:00 pm – 4:30 pm	SESSION 15: Innovation Stations
4:30 pm – 5:00 pm	Closing Plenary

FRIDAY, MARCH 24 – RESILIENCE THROUGH RISK MANAGEMENT

8:00 am – 8:30 am	Opening Plenary
8:30 am – 9:30 am	SESSION 16: Risk-Based Analysis and Strategies for Risk Management
9:30 am – 9:45 am	Break
9:45 am – 10:45 am	SESSION 17: Risk Management Tools: So You're Thinking About Index Insurance ...
10:45 am – 12:00 pm	SESSION 18: Harnessing Digital Solutions to Improve Your Impact and Reach
12:00 pm – 12:30 pm	Final Plenary for Non-USAID Attendees
12:30 pm – 1:30 pm	Lunch
1:30 pm – 4:00 pm	SESSION 19: USG Internal Meeting

SESSIONS

Tuesday, March 21

Welcome & Setting the Context

Learning Objectives

By the end of this session, participants will understand:

1. The vision of the GFSS, including how it responds to lessons from the GPE
2. The implications of the GFSS for market systems programming
3. The goals of the GLEE and how the days fit together

Description

The passage of the Global Food Security Act (GFSA) opens a new phase for USAID's food security programming. The Global Food Security Strategy (GFSS) calls on USAID to continue its efforts to reduce hunger, malnutrition and poverty, while challenging us to build on the lessons from FTF. The FTF Global Performance Evaluation (GPE) notes that, even five years into FTF, we fell short of having a shared understanding of value chains and value chain programming; we also failed to measure some of the broader changes that our programming has been advancing. This session will present the GFSS and discuss its implications for our market systems programming. It will also guide participants through the week—reviewing the goals of the GLEE, walking through the week's agenda, and stressing the broader aim of walking out with a shared understanding of the GFSS, as well as its opportunities and possibilities for our programming going forward.

Moderator

Margie Brand

Executive Director, EcoVentures International

Presenter

Beth Dunford

Assistant to the Administrator, USAID/BFS

Session 1: Agricultural Transformation & Market Systems Programming

Learning Objectives

At the end of the session, participants will:

1. Understand the pattern of agricultural transformation in Asia and its implications for programming
2. Share a common understanding of a market systems approach to value chain programming

Description

This session has two related goals. First, to review trends in urbanization, diets and market structure in Asia and how they shape opportunities we may have for programming. With this broader context in mind, we will then turn to developing a shared understanding of market systems approaches and what they mean in practice.

Moderator

Margie Brand

Executive Director, EcoVentures International

Presenters

Ben Belton

Professor, International Development, Michigan State University

Michael Field

Chief of Party, Agricultural Value Chain, Bangladesh, Development Alternatives Incorporated

Session 2: Inclusion: Making Markets Work for the Marginalized

Learning Objectives

At the end of the session, participants will:

1. Be able to understand how the market system might exclude certain types of actors
2. Gain a better perspective on the unique challenges of these actors and learn strategies for incorporating them into market systems based approaches
3. Come away with practical tools and approaches to design and implement a more inclusive market systems approach

Description

Markets are not necessarily inclusive of all actors. In particular, women, youth, minorities, the disabled and other minority groups might be excluded from full participation in the market system. Program designers and implementers will need to make special efforts to understand the unique perspectives and challenges of these groups and will need to consider tools for including these actors in market approaches. During this session, we will hear from experts with a variety of perspectives on inclusion who will help provide a framework for our understanding. Session participants will have the opportunity to engage with these experts directly in small group sessions to learn about a variety of methods and tools that will allow for a more inclusive market systems approach under Feed the Future.

Moderator

Olga Petryniak

Regional Resilience, Mercy Corps, Director

Presenters

Shahroz Jalil

Deputy Team Leader and Country Representative, Sri Lanka, Cardno Emerging Markets

Manju Tuladhar

Gender Equality and Social Inclusion Adviser, USAID/Nepal

Lillian Diaz

Chief Executive Officer, 17 Triggers

Session 3: Generating Jobs: Opportunities in Market Systems Programming

Learning Objectives

At the end of the session, participants will:

1. Walk away inspired to explore how their programming can generate more and better employment opportunities through avenues that they had not yet considered
2. Better understand the opportunities for market systems programming to generate wage labor, self-employment or casual labor as well as address decent work across the value chain

Description

Feed the Future has the potential to more deliberately generate employment through its market systems programming. The question is how. In this session, Steven Hartrich will share ILO's approach to generate decent work through market systems analysis and programming as one possible lens we can consider. Marian Boquiren, from SDCAsia, will then share approaches to employment generation through the experience of the milkfish industry in the Philippines.

Presenters

Marian E. Boquiren

Value Chain/Market Systems Consultant, Strategic Development Cooperation – Asia (SDCAsia)

Steven Hartrich

Technical Officer, International Labour Organization (ILO)

Session 4: Building an Enabling Environment for Agricultural Transformation and Market Development

Learning Objectives

At the end of the session, participants will be able to understand:

1. The role of regulation/policy and a conducive enabling environment to achieving agricultural transformation and market development
2. The benefits of including an enabling environment in agricultural programs
3. The best tools for assessments and where to go to learn more about these tools and resources for enabling environment reform

Description

Just as the roles of the public and private sectors evolve during agricultural transformation, regulatory systems must also evolve to meet the needs of a growing private sector and a more sophisticated market. This session will explore the importance of the enabling environment to achieving market system development objectives. Presenters will share examples of enabling environment reforms in Burma and solicit additional experience and examples from participants' own work.

Moderator

Amy Chambers

Deputy Chief of Party, Fintrac Inc.

Presenters

Duncan Boughton

Professor, International Development, Michigan State University

Dan Swift

Office Director, USAID/Burma

Session 5: Monitoring Systems for Impact and Results: Beyond the Feed the Future Monitoring System (FTFMS)

Learning Objectives

At the end of the session, participants will be able to:

1. Describe how a systems approach to development is reflected in the GFSS
2. Identify different, non-indicator driven tools that can be used to monitor systemic change
3. Take 1–2 practical actions that can improve their monitoring of FTF progress

Description

Market systems are made up of complex interrelationships and include a broad spectrum of actors—from resource-poor households and small-scale enterprises to larger and more formal firms that play a role in catalyzing market change. How do you monitor this dynamic system to know if you are going in the right direction?

The purpose of this session is to think beyond traditional indicator-based monitoring systems when monitoring market system development. Colleagues will share practical tools that participants can use to develop and gather information needed to monitor system health and speak toward progress and impact.

Moderator

Tatiana Pulido

M&E Specialist, USAID/BFS

Presenters

Gwyneth Coates

Director, Global Initiatives, SPRING

Michael Field

COP, Agricultural Value Chain, Bangladesh, Development Alternatives Incorporated

Mark Tegenfeldt

Feed the Future Coordinator, USAID/Ethiopia

Wednesday, March 22

Session 6: Using Facilitation in a Market Systems Program

Learning Objectives

At the end of the session, participants will be able to:

1. Design facilitation engagements into existing projects
2. Differentiate a facilitation approach from a traditional intervention
3. Understand when and how to apply facilitation in their projects

Description

This session focuses on how USAID activity managers can approach a market systems project that is based on the facilitation model. What does facilitation mean versus a traditional intervention? Where has it been applied successfully and how? What tools are available for USAID staff to utilize these methods? This discussion is based on a case study on agricultural value chains (AVC) in Bangladesh.

Moderator

Sashi Jayatileke

Private Sector Agriculture Advisor, USAID Asia Bureau, Office of Technical Services

Presenters

Margie Brand

Executive Director, EcoVentures International

Michael Field

COP, Agricultural Value Chain, Bangladesh, Development Alternatives Incorporated

Session 7: Asian Intra-Regional Trade Performance

Learning Objectives

At the end of the session, participants will be able to:

1. Understand current trends and analytical evidence of primary commodity flows across the region
2. Explore opportunities for export led growth through engaging with new “consuming” markets, such as China
3. Develop a clearer picture of SAARC-ASEAN-China regional trade and competition for ASEAN market access
4. Digest impact of SPS regulatory/system structures and drill into barriers and country level input trade
5. Have a picture of country connectivity with other regional partners

Description

This session will examine current intra-regional trade patterns among SAARC, ASEAN and competition vis-a-vis China, with an in-depth look at input regulations and system performance, country market access and connectivity to regional trade.

Moderator

Patterson Brown

Trade, Investment and Governance Advisor, USAID/BFS

Presenters

Raian Divanbeigi

Economist, World Bank

Devesh Roy

Research Fellow, International Food Policy Research Institute

Kevin Chen

Senior Research Fellow, International Food Policy Research Institute

Session 8: Regional Opportunities for Private Sector and Industry Leadership

Learning Objectives

At the end of the session, participants will be able to:

1. Identify the major initiatives, issues, opportunities, and challenges for private sector led trade in the region
2. Think strategically about opportunities for leveraging the private sector in their trade related programming

Description

This session will focus on the private sector and what the major initiatives, issues, opportunities and challenges are for private sector led trade in the region. Participants will share their visions for expanded regional trade and the impacts on nutrition and food safety/food security. Additionally, the session will identify opportunities for leveraging this private sector led work into USAID programming.

Moderator

Jay Daniliuk

Private Sector Advisor, USAID

Presenter

Steven Bartholomeusz

Head of Advocacy and Communications, Food Industry Asia

Session 9: Safe Trade along Local Supply Chains

Learning Objectives

At the end of the session, participants will be able to:

1. Better understand the importance of food safety along local supply chains
2. Assess the trade-off of different safety standards on local supply chain development and market access
3. Access information and approaches that USAID missions and other agencies, such as USDA, have used in different contexts to work with formal/informal traders and farmers to address food safety issues
4. Identify ways that USAID and partners can concretely translate these concepts into their strategies and programs

Description

Building on the regional trade issues discussed earlier, this session aims to take a more transactional perspective to trade along local value chains. The session will focus on how a lack of food safety hinders development and issues that are crucial, but often overlooked, when thinking about food safety in the context of market development (e.g., the burden of food borne diseases (FBD), the enigma of malnutrition, antibiotic use, food adulteration, food processing). The session will reexamine the roles of formal and informal traders, in pursuit of more inclusive and sustainable markets. Participants will hear from USAID and USDA about experiences dealing with this issue.

Moderator

Kelley Cormier

Division Chief, BFS/MPI, USAID/BFS

Presenters

John Lamb

Senior Adviser in Agriculture, Food Security, and Food Safety, Independent

Jason Sandahl

Food Safety Technical Advisor, USDA Foreign Agricultural Service

Session 10: Joint Session with TRR Trainees on Better Integration of FTF and E3 Funded Trade Programming

Moderator

Paul Fekete

Senior Trade Advisor, USAID E3

Presenter

Sang Lee

Agriculture Officer, USAID/Cambodia

Session 11: Facilitating Capital Flows in Agri-Food Systems

Learning Objectives

At the end of the session, participants will be able to:

1. Understand basic terminology and definitions in the agricultural finance sector
2. Explain the challenges and opportunities associated with access to finance for rural populations
3. Understand the basic trends in the field and the gaps that exist

Description

This session will take the form of a keynote presentation featuring a representative from the Initiative for Smallholder Finance—recognized experts in the field of agricultural finance—presenting the latest research and findings on the provision of financial services to rural populations. The session will focus on setting a good base of knowledge for the rest of the day's discussion on finance and access to financial services. Following the presentation, the Director of USAID's Office of Market and Partnership Innovations will discuss how the Bureau for Food Security has increased its focus on these important issues. The session will end with representatives from the field explaining how their Mission/organization is thinking about agricultural finance and how they are incorporating it into their programs.

Presenters

Matt Shakhovskoy

Executive Director, Initiative for Smallholder Finance

Anar Khalil

Senior Private Sector Agriculture Advisor, USAID/Bangladesh

Pamela Fessenden

Director, Office of Market and Partnership Innovations, BFS/MPI

Debbie Aung Din Taylor

Co-founder, Proximity Designs

Thursday, March 23

Session 12: How to Incorporate Finance Into Your Market Systems Programs

Learning Objectives

At the end of the session, participants will be able to:

1. Differentiate finance interventions for actors of a market system
2. Understand the multiple types of innovation in financial inclusion

Description

This interactive session will highlight how to incorporate finance into a market systems program. Participants will examine four different models of financial interventions working with a range of actors, utilized within a market systems project.

Presenters

Margie Brand

Executive Director, EcoVentures International

Michael Field

COP, Agricultural Value Chain, Bangladesh, Development Alternatives Incorporated

Sang Lee

Agriculture Officer, USAID/Cambodia

Session 13: Tools for Enabling Agricultural Finance

Learning Objectives

At the end of the session, participants will be able to:

1. Describe some of the new and innovative tools being used to enable access to finance for agriculture in the Asia region
2. Understand and apply lessons learned about using the tools discussed
3. Explain some of the appropriate contexts where specific tools can be implemented

Description

This session will introduce participants to some of the innovative tools and mechanisms available that can increase access to finance for the agricultural sector. The panel discussion will seek to highlight some of the successes these tools have achieved and what results can be expected if they are well implemented. Emphasis will be placed on specific examples and evidence for success.

Moderator

Patrick Starr

Financial Specialist, BFS/MPI

Presenters

Matt Shakhovskoy

Executive Director, Initiative for Smallholder Finance

Aniruddha Roy

Private Sector Advisor, USAID/Bangladesh

Sashi Jayatileke

Private Sector Agriculture Advisor, USAID Asia Bureau

Tara Steinmetz

Assistant Director, Feed the Future Innovation Lab for Assets & Market Access

Debbie Aung Din Taylor

Co-founder, Proximity Designs

Session 14: Markets for Good Nutrition

Learning Objectives

At the end of the session, participants will understand:

1. Why (and if) diets improve with economic growth
2. The characteristics of food environments that are conducive to improved nutrition profiles
3. How market-based interventions can impact nutrition

Description

Integration of nutrition in market development programming requires thoughtful consideration along the value chain and appropriate market placement. This session will provide an overview of nutrition importance in market systems development that can help or hinder nutrition outcomes (under-/over-nutrition; aka double burden).

Moderator

Katherine Dennison

Nutrition Advisor, USAID/BFS

Presenter

Gwyneth Coates

Director, Global Initiatives, SPRING

Session 15: Innovation Stations

Learning Objectives

At the end of the session, participants will be able to:

1. Understand and talk more specifically about innovative technologies and their impact
2. Understand different business models and market systems of the technologies and consider how those models might work in their own programs and country contexts

Description

Entrepreneurs and innovators from the region will present their technologies, focusing on the impact the technologies can have as well as how they might work in other country contexts.

Moderator

Kipp Sutton

Regional Agriculture Team Leader, USAID RDMA

Presenters

Sutham Phurahong (Toh)

Project Management Specialist (Agriculture), USAID RDMA

Saumil Shah

Managing Director, EnerGaia

Muhammad Nabil Satria Faradis

Founder and Chief Executive Officer, MINO "Microbubble Technology"

Ehsanul Karim

Manager, Business Development, Grameen Intel Social Business Ltd

Dimas Sandya

Associate Director, eFishery

Chanthy Leang

Head of Special Project, Rat-Hunter Project

Avishek Malla

Chief Executive Officer, SunFarmer Nepal

Friday, March 24

Session 16: Risk-Based Analysis and Strategies for Risk Management

Learning Objectives

At the end of the session, participants will:

1. Understand why risk management is important
2. Recognize how a structured approach to ASRAs can contribute to the broader USG Global Food Security Strategy Objective focused on Strengthened Resilience
3. Understand how to identify, quantify and prioritize risks
4. Understand how to develop a Risk Management Strategy

Description

The World Bank's agricultural sector risk assessment (ASRA) methodology was developed as a tool to help decision makers understand risk exposure and to provide the basis for developing appropriate risk management solutions. ASRA is a consultative, time-bound process that provides an orderly way to analyze, identify and prioritize risks. The process facilitates risk management policy and program design by providing a framework and tools for decision making. ASRAs are designed to provide actionable recommendations to development agency decision makers and developing country policy makers and serve as a key complement to conventional constraints-based analysis.

Presenters

Vikas Choudhary

Senior Economist, World Bank

Carlos E. Arce

Economic Development Consultant

Session 17: Risk Management Tools: So You're Thinking About Index Insurance ...

Learning Objectives

At the end of the session, participants will:

1. Understand the benefits of index insurance for agriculture
2. Understand how to assess if index insurance might be feasible and appropriate

Description

The session will highlight the opportunity presented by index insurance with lessons and impact findings from the Index-Based Livestock Insurance (IBLI).

The presenters will discuss the challenges in developing a high-quality, feasible index for use in an insurance product and how recent research has led to innovations in this area.

They will also discuss recent innovations around marketing and distribution to address the challenge of low uptake, which frequently faces index insurance interventions in the field. This will focus on the proposed "VISA Model," which was inspired by work in Nepal.

Finally, the session will describe new directions for index insurance.

Presenters

Tara Steinmetz

Assistant Director, Feed the Future Innovation Lab for Assets & Market Access

Ulziibold Yadamsuren

Former Project Director and PhD Candidate, Index-Based Livestock Insurance Project, Mongolia

Session 18: Harnessing Digital Solutions to Improve Your Impact and Reach

Learning Objectives

At the end of the session, participants will gain a better understanding of:

1. Transformative ways digital solutions can help solve key challenges in agricultural market systems, beyond “applications” to digital webs
2. Difficulties in designing and implementing digital solutions and best practices for doing so
3. Approaches to implementing digital solutions within a USAID FTF program
4. Insights regarding business models so solutions are financially sustainable and scaled

Description

Digital solutions are quickly evolving in agriculture as more stakeholders, including the rural poor, have access to affordable digital services and devices. This session will go beyond the usual hype of the potential of digital tools to focus on practical and proven ways—including some “quiet applications”—that simple digital tools are being leveraged for solid results. We will update participants on ways digital applications are transforming into “webs” across market systems by tightening linkages and making new ones possible and, in many cases, empowering smallholder farmers in unprecedented ways. The session will also cover a growing body of rigorous evidence of how some, but not all, digital solutions are having measurable impact. For far too long, those using digital tools have simply assumed such impact and cost effectiveness. Participants will be able to consider ways to adapt concrete applications from across Asia and sub-Saharan Africa to meet their own challenges. Finally, the session will provide best practices for implementing digital tools and integrating them into Feed the Future programs in ways that can be sustained and scaled beyond a project’s life, an outcome that has been elusive for far too long.

Presenter

Judy Payne

Digital Solutions Advisor for Agriculture, USAID/BFS

Session 19: USG Internal Meeting

SESSION NOTES

DAY ONE

Notes _____

Reflections

1. My key takeaways today: _____

2. What I will do to apply what I learned today in my work: _____

3. Support I need to help me apply what I learned: _____

DAY TWO

Notes

Reflections

1. My key takeaways today:

2. What I will do to apply what I learned today in my work:

3. Support I need to help me apply what I learned:

DAY THREE

Notes

Reflections

1. My key takeaways today:

2. What I will do to apply what I learned today in my work:

3. Support I need to help me apply what I learned:

DAY FOUR

Notes

Reflections

1. My key takeaways today:

2. What I will do to apply what I learned today in my work:

3. Support I need to help me apply what I learned:





FEED THE FUTURE

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

feedthefuture.gov