



MARKETLINKS

# REALITIES OF CO-CREATING WITH THE PRIVATE SECTOR (WEBINAR)

CHAT TRANSCRIPT

NOVEMBER 20, 2019

## PRESENTERS

Sergio Rivas, Chief of Party, USAID's Transforming Market Systems, ACDI/VOCA

Luca Crudeli, Chief of Party, USAID's Feed the Future Mozambique Agricultural Innovations, DAI

Marcos Moreno, Chief of Party, USAID's Feed the Future Uganda Youth Leadership for Agriculture, Chemonics

## MODERATOR

Kristin O'Planick, Market Systems Specialist, USAID's Bureau for Food Security

Charlin Caster (Marketlinks): Good morning everyone! Thank you for joining! I'm Charlin from the Marketlinks Team, joining from DC. Please introduce yourself and say where you're joining from

Kimberly Carter: Good morning! I am Kimberly Carter and I'm the current STEM Education Fellow for the Pan American Development Foundation in DC!

Joanne Sonenshine: Good morning. This is Joanne Sonenshine from Connective Impact - Arlington, VA

Joaquim Govanhica: Good Morning, this is Joaquim from USAID Mozambique – Maputo

Tom Wildman: Good morning, this is Tom Wildman from Oxfam GB - joining from the UK

Jerry Brown: Jerry Brown: Good morning! This is Jerry Brown in Washington, DC with Agriculture Results Inc.

Andrea Chartock: Greetings. This is Andrea Chartock from DAI, I'm participating remotely from Nepal.

Lisa Blonder: Good morning - Lisa Blonder from USAID/Office of Education (Private Sector Engagement)

Captioner - Lesia: Please promote me to host so that I may load the caption pod

Charlin Caster (Marketlinks): HI, welcome Andrea and Lisa

Peggy Aviotti: Hi - Peggy Aviotti, Market Linkages Facilitator at Exporting Quality Program, IESC/USDA

Charlin Caster (Marketlinks): Great - welcome, Peggy

Aziz Mohammed: Good morning Aziz Mohammed from the Caribbean Agricultural Research and Development Institute (CARDIO in Trinidad and Tobago

Charlin Caster (Marketlinks): Welcome Peggy and Aziz! Thanks for joining. We have some poll questions up

Drew Wheadon: You are clear, thank you.

Tom Wildman: yep hear you clearly

Christian Klein: I can here

Kimberly Carter: Clear!

Lisa Blonder: yes

Kimberly Carter: Yes!

Drew Wheadon: And hello everyone from the Tetra Tech office in a snowy Vermont!

Charlin Caster (Marketlinks): Hi Drew, thank you for joining! Stay warm

Veronica O'Connor: Hello. This is Veronica O'Connor with Fintrac Inc., implementing Feed the Future Partnership for Innovation.

Joanne Sonenshine: Jealous of the snow in Vermont, Drew! I know it's coming to DC but in Vermont it's so much prettier

Christian Klein: Hello everyone, this is Christian Klein from NCBA CLUSA in Washington DC

Charlin Caster (Marketlinks): Hi Veronica, Joanne and Christian

Heather Esper: Good morning. I'm Heather Esper from the William Davidson Institute at the University of Michigan in Ann Arbor, MI

Kristina Evans USAID/E3/LS: Good morning, Kristina Evans here with USAID's Office of Local Sustainability

Charlin Caster (Marketlinks): Fantastic! Welcome to you both Everyone, as you join, please answer the poll questions. We'll get started soon

Thomas Galloway: HI all, Tommy Galloway from FHI 360 in DC

Jerry Brown: YES.

Amanda Fong: Good morning everyone, Amanda Fong from Power Africa relationship management program

Drew Drozynski: Good morning, Drew Drozynski with SNV USA

d: Dick Tinsley signing in from Colorado

Austen Moore: Good morning. Austen Moore from AgReach at the University of Illinois.

Amanda Fong: Is there any sound yet?

d: could someone please correct the d: to Dick Tinsley

Arvil Gonzalez: Arvil Gonzalez from USAID Senegal

Alison Porter: Alison Porter from Power Africa as well

Dun Grover: Dun Grover from Honduras TMS Activity

Chiara Gaburri: Good morning, Chiara Gaburri, Regional Livelihoods and Food Security Adviser, Norwegian Refugee Council, Central and West Africa Office Dakar

Nicole Stafford: Nicole Stafford from CORE Group

Amanda Fong: I don't hear anything.

Amanda Fong: Is there audio?

Julian Guelig: Hi this is Julian Guelig calling in with my team from Chemonics in Washington DC

Christian Klein: I don't hear anything

Kirby Crider (Marketlinks): No audio yet! We will begin shortly

Amanda Fong: Hi Luca Crudeli!!!!

Oscar Jacob: Oscar Jaxob, PPP and Cost-Share from Haiti Reforestation

Ann Wessling: I don't hear anything

Malini Patel: Good morning! Malini Patel from Banyan Global. Primarily working on women's economic empowerment and equality.

Lane Pollack: Hi everyone! Lane Pollack, from USAID's Bureau for Policy, Planning and Learning -- excited to join!

Dick Tinsley: audio check please

Iska: Hello. Do you want us to answer the questions?

Dick Tinsley: loud and clear

Charlin Caster (Marketlinks): hi, yes please

Charlin Caster (Marketlinks): Thanks for answering

Malini Patel: I can't hear anything

Charlin Caster (Marketlinks): can everyone hear?

Kimberly Carter: Yes!

Shannon Kelley: No

Malini Patel: Confirmed - I can hear now

Joanne Sonenshine: You may need to call in separately

DIEYNABA THIAM - KA: yes

Charlin Caster (Marketlinks): For your reference, the slides and the document Luca mentioned are both available for download in the Resources section on the left!

David Resetar: I work for an asset-financing company that targets farmers in northern Uganda. What assets would have the greatest impact for smallholders?

Charlin Caster (Marketlinks): Thanks for the question, David. This is a great consideration.

Kiersten Johnson: Good morning - Kiersten Johnson from USAID Bureau for Food Security, Monitoring, Evaluation and Learning Division

Charlin Caster (Marketlinks): welcome Kiersten

Charlin Caster (Marketlinks): All, as you think of questions, please add them here! We are saving them for the end for the speakers

Dick Tinsley: with 350,000 youth involved how many are you in direct contact with vs. indirect contact?

Charlin Caster (Marketlinks): Great question, Dick. Glad to have you joining us

Austen Moore: Youth and women have unique challenges, as do the ultra-poor. Are there field-tested approaches to engage the ultra-poor as well, given their unique challenges?

Matt Weinmann: Marcos, you spoke about several pivots over the course of YLA -- to what extent were those pivots planned out / mapped / anticipated or did you pivot as you came to each opportunity?

Joanne Sonenshine: Sometimes organizations identify partners out of convenience (geographic considerations or who has worked with who before). But what criteria do you use to find the right partner? Not always about who 's worked on these issues before. How do you evaluate partnerships?

Hem Roy: How do you influence private sectors to include youths in their business transactions when many of the youths are beginner and have little knowledge in farming and investment opportunities? What are the good practices and resource support is allowed for the PSA engagement?

Dick Tinsley: Can we have some examples of what kind of business you are involved with/. This is all very abstract

Joanne Sonenshine: Agree Dick. That would be helpful.

Iska: Dick - bingo

Dick Tinsley: Are you working with Agrodealers, contract mechanizers, cooperatives, etc.

Hem Roy: How long it may take to do a co-creation with private sector partner and what should be ideal duration of implementation period?

Dick Tinsley: How many of these enterprises are family enterprises in direct contract with smallholders

Heather Skilling: I would like to second Joanne's question about bringing all the "right" voices into the conversation.

Charlin Caster (Marketlinks): Thanks Heather

Joanne Sonenshine: Agreed that private sector entities don't always want funds from USAID bc of the bureaucracy, but many actors DO want co-funding. So how do they work with USAID and others to obtain funding for scaling that doesn't come with the red tape?

Joanne Sonenshine: \*red tape

Ada: I struggle with separating co-design from co-creation. I feel like it is synonymous

Gary Alex: The three modality typology of interventions is quite useful. It seems that: The "light-touch" is really specific transactional assistance and should be very much demand driven responding to and owned by the business. Direct alliance seems more extensive and potentially market distorting, but valuable for testing major changes/innovations. The multi-stakeholder model is more an ideal to influence the whole sector.

Joanne Sonenshine: There are so many private sector actors wanting to work in these modalities. Finding the right partner is critical, but the universe is quite broad. They need assurance that their innovation can be taken and run with, and they won't be stymied. Public sector/civil society may need to be more open to new ideas/flexibility

Gary Alex: How do you screen private partners for those that deliver public good benefits (e.g., increased farmer productivity, lower cost or better quality goods for consumers, environmental benefits, etc.). All are presumably motivated by profits, but not all increases in their profits benefit society.

Austen Moore: Great question, Gary I have the same questions.

Jerry Brown: Partnership development, as you well know, is a complex phenomena especially from the international development context. Question #1: What the role of the host country organization (small farmer association, indigenous craft cooperative, village bank (credit& savings) in the co-creating practices framework. Question #2: USAID and donor will most likely remain an active partner in co-creating practices from a policy, funding and an administrative oversight vantage point. How does co-creating level the playing field that allow the project manager to have confidence that the private sector partner understands that co-creating practices must include a certain level of understanding the oversight and return on investment requisite for donor partnering

Matt Marzolo - Mercy Corps Jordan: how internally you were able to navigate USAID compliance requirements in terms of type of contracts signed with the partner and the flexibility needed to adapt, how did you get your compliance people on board to be adaptive and were there some good successes that could be shared with fellow implementers.

Charlin Caster (Marketlinks): We'll move to poll questions soon, but please continue asking your questions!

Charlin Caster (Marketlinks): We'll collect any unanswered questions to share with the presenters

Nick Ramsing: @Matt Marzolo: Great question!! And "moving away from the transactional relationships" has implications with one

Nick Ramsing: \*one's contract with USAID

Nick Ramsing: \*implications with one's contracting with USAID

Joanne Sonenshine: Thanks for an excellent discussion. Looking forward to continuing in some capacity in the future!

Charlin Caster (Marketlinks): Thanks for joining everyone. We appreciate your questions and examples from your work

Charlin Caster (Marketlinks): Looking forward to continuing the learning on this!

Lane Pollack: Totally fascinating -- thanks!

Austen Moore: Very helpful. Thanks for a fantastic discussion!

John Scicchitano: Specific area that wasn't addressed - any perspectives on private sector support to business incubation and entrepreneurship? Would be eager to connect with those with interest.

Charlin Caster (Marketlinks): Please continue to answer the polls