



MARKETLINKS

# MAINSTREAMING THE MINIMUM ECONOMIC RECOVERY STANDARDS FOR IMPROVED MARKET-BASED PROGRAMMING

CHAT TRANSCRIPT

FEBRUARY 19, 2020

## PRESENTERS

Sonya Salanti, Senior Program Manager, The SEEP Network

Elle Lee, Associate Livelihoods and Economic Inclusion Officer, UNHCR

Karri Byrne, Senior Market Systems Advisor

Saad Barood, Partnership Manager

## MODERATOR

Laura Meissner, Economic Recovery and Markets Advisor, USAID contractor

Charlin - Marketlinks: Hi everyone, welcome! Thanks for joining us today. Please introduce yourself and say where you're joining from. And thanks for completing the poll questions!

Charlin - Marketlinks: I'm Charlin joining from DC representing the Marketlinks Team!

Delorean: Hi all, Delorean C. Tuning in from DC.

Cassendy CHARLES: Hi all, I am Cassendy from Haiti representing Mercy Corps

Charlin - Marketlinks: Hi Cassendy, welcome! Thank you for joining.

Sonya Salanti: Hello all This is Sonya - one of the presenters on today's webinar. So pleased you are here, and I am excited to introduce you to our work with MERS!

Dawit Blackwell: Welcome everyone! Thanks for completing the polls. As you join, please introduce yourself in the chat and let us know where you're joining from!

Pam: Morning everyone. Pam B. from CIPE in DC. Afraid I can only attend off and on but looking forward to being here as much as I can!

Indra Klein: There is an echo effect.

Pam: Yes, can hear you.

Indra Klein: Loud and clear.

Indra Klein: Very low volume.

Hussam: I'm Hussam joining from Jordan representing Mercy Corps ISHA program.

Indra Klein: Breaking up

Charlin - Marketlinks: Hi everyone, welcome!

Pam: Hi, looks like my mic may not be working.

Charlin - Marketlinks: Hi Pam, do you mean you can't hear audio?

Indra Klein: Hi, independent consultant, DC.

Pam: Hi - audios good. Mic not, which is ok. Can type if need be.

Amadou Diane: Amadou Diane from Mali

Charlin - Marketlinks: Ah, Pam, we'll just use the chat box for the webinar.

Charlin - Marketlinks: Hi Amanda, thanks for joining.

Pam: Thanks, Charlin. Sounds good!

Charlin - Marketlinks: We'll take the polls down soon, everyone. So please complete them if you haven't already!

Iván Pulgar: Greetings from Ecuador, I'm Iván Pulgar of Ayuda en Acción, a Spanish NGO.

Charlin - Marketlinks: Can everyone hear?

Stephen Walsh: no

Iryna: no

Katherine: I can't either

Alaine Spiwak: I can hear.

Alaine Spiwak: You are crystal clear for me!

Marcella W: Yes, I can hear.

Terry Wollen: Sound is OK for me.

Aaron Larsen: Clear for me also

Pam: Ditto

Dr Daniel Abah: I can hear.

Ellen Lee: Great! for those who can't hear, please make sure to call in via phone or enable audio on your computer :)

Austen Moore: The sound comes through fine for me.

Stephen Walsh: Unmuted speakers, can now hear, but not clear how to manage my background noise from disturbing others.

Charlin - Marketlinks: Okay, we want to make sure our captioner can hear and then we can get started again. one second please

Charlin - Marketlinks: Thanks for your patience!

Hussam: no

Marcella W: I was hearing you but now I cannot

Louise Sperling: Is there dialogue now. I could hear before and now, no. Might someone test speak?

Charlin - Marketlinks: Hi Dr. Louise, can you hear now

Louise Sperling: Yes. Thank you.

Indra Klein: To what degree have the lack of clear laws and regulations posed challenges? Can you provide areas where there has been marked improvements (clearer laws and regulations)?

Pam: I'd be interested in that question too, since we often work with businesspeople on laws that don't exist, aren't working, aren't being applied, etc.

Charlin - Marketlinks: Great question, Indra.

Charlin - Marketlinks: As you all think of questions, please add them here.

Stephen Walsh: Evaluations / assessments have been done to look at application of MERS at a sector level or institution level?

Patricia Vondal: Have you considered conducting longitudinal assessments to judge impact of approach over time on target population groups in any countries?

Indra Klein: Regional livelihood officers: What % are locals? Thoughts on buy-in, especially where there may be tensions among neighboring locals?

Pam: I see livelihoods as referring to more low-level subsistence economic activity - is that fair? Because if so, I am wondering how you/if you make the link between MERS for livelihoods and more sustainable job creation, SME development and market development (i.e. sectoral growth, etc.).

Pam: Can MERS be used as a useful steppingstone in market evolution in that way, and do you have examples?

Charlin - Marketlinks: Thanks for the great questions, folks.

Phil - Mercy Corps: What sort of work has been done to integrate MERS with graduation approach programming?

Indra Klein: With regard to private partnerships (local/regional businesses that either rely on small stakeholder as supply chain or provide services/products to small stakeholder) thoughts on best practices in vetting and minimizing&/or ensuring any "corrupt"/unfair market scenarios?

Charlin - Marketlinks: Hi everyone, the case studies are available for download or to access online in the left side of the portal!

Indra Klein: To what degree has the implementation of MERS created a fairer playing field for women-owned businesses & in what ways?

Patricia Vondal: This question relates to the inclusivity standard. Does the design and implementation of the approach take into account the different levels of household poverty within target locations?

Indra Klein: In crises areas, where the gov't plays a role, how are MERS program providers maneuvering through such?

Evelyn Ifeyinwa Ezeagu: Hello everyone, Ifeyinwa from Nigeria

Charlin - Marketlinks: Hi Evelyn! welcome

Evelyn Ifeyinwa Ezeagu: Thanks, Charlin.

Indra Klein: Resilience?

Indra Klein: Ok...audio back.

Dawit Blackwell: Are you able to hear Indra?

Indra Klein: yes, thank you

Dawit Blackwell: You're welcome.

Marcelo Viscarra: I have to leave, unfortunately. Are there plans to share the presentation?

Indra Klein: Regarding refugees, thoughts on how trainers/implementers are trained in addressing varying cultural differences and possible tensions amongst the refugee groups? What steps are taken to monitor and follow up on effectiveness and ensuring sensitivity?

Dawit Blackwell: This webinar is being recorded and will be shared

Marcelo Viscarra: Awesome. Thanks!

Marcelo Viscarra: Congrats to the presenters and organizers! Awesome initiative!

Charlin - Marketlinks: Glad you enjoyed it so far, Marcelo!

Indra Klein: Donors/Investor education: How has the dialogue changed, particularly in the story telling/ask and ROI, at all/varied levels?

Pam: Thank you, Karri! Helpful... In our case, we would be helping partners do those market analyses and or apply MERS... I'll look forward to reading MERS more careful and consider that aspect. It's been on my list for ages...

Pam: Thank you again. I'll take a look.

Saad Barood: Indeed "Read the Guidance Notes"

Saad Barood: Famous comment :)

Pam: How much work have you done with the WB and IFC on MERS, because these orgs often drive economic programming, at least on the macro level...

Indra Klein: @Pam, great question

Pam: Programming by gov's, I mean. Btw.

Pam: Thanks! The conflict-oriented WB folks are likely a good entry-point.

Charlin - Marketlinks: We're going to move to poll questions next as we finish the Q&A segment.

Alaine Spiwak: Thank you very much!

Indra Klein: Thank you for a fantastic presentation/session!

Thomas Byrnes DRC: Thank you for a very interesting discussion.

Indra Klein: As always, sessions exceed expectations....

Sayed Mukhtar Sadat: Thank you very much for very nice and useful presentation.

Charlin - Marketlinks: Thank you all for joining.

Dawit Blackwell: Thanks for listening!

Evelyn Ifeyinwa Ezeagu: Thanks.

Laura Meissner: Thank you all!

Charlin - Marketlinks: We'll leave the poll questions up for a few more moments!

Nada Omeira 2: Wanted to thank UNHCR HQ, Karri and Sonya for the MERS training which I recommend to all participants.

Elodie Nsamba: Thank you organizing this webinar. very helpful, indeed!

Charlin - Marketlinks: Glad you were able to join, Elodie!