

MARKETLINKS



Embedding Everyday PEA in Market Systems Practice

Speakers: Marc Cassidy, *Fintrac*

Mike Field, *EcoVentures International*

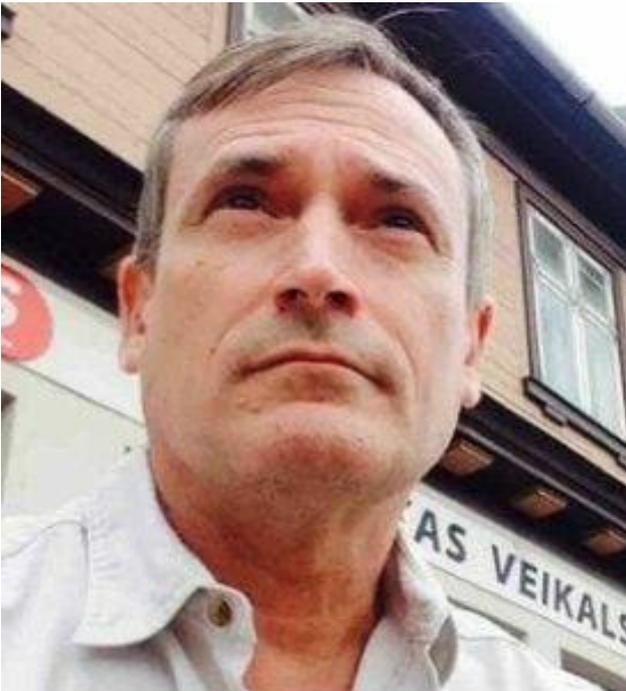
Melanie Bittle, *PSDAG*

Facilitator: Kristin O'Planick, *USAID's Bureau for Food Security*

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Marc Cassidy

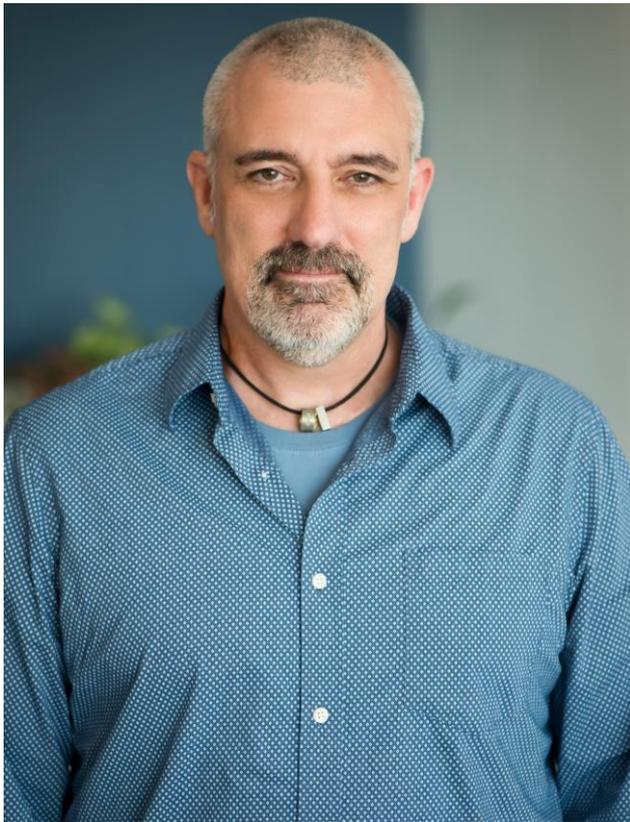
Fintrac



Marc Cassidy is a specialist in applied political economy analysis. Marc advises USAID and other clients on how to incorporate thinking and working politically (TWP) into their program/project design, implementation and monitor and evaluation processes. He served as team leader and member of various applied political economy research assignments on such topics as sustainable fisheries, environmental impact assessments, artisanal gold mining, labor rights, HIV-AIDS, among others.

Mike Field

EcoVentures International



Michael Field is currently a Senior Technical Advisor at EcoVentures International. Previously, Mr. Field led USAID's Agricultural Value Chain project in Bangladesh. Other recent experience includes advising and training donor and project staff in Mozambique, Kenya, Thailand, Nigeria, Stockholm and Zimbabwe on applying systems concepts to private sector, resilience, and enabling environment challenges. Mr. Field continues to provide guidance on improved practice on systems approaches via various learning platforms.

Melanie Bittle

Private Sector Driven Agriculture Growth Project



Melanie Bittle is the Chief of Party for the USAID Private Sector Driven Agriculture Growth Project (PSDAG) in Rwanda and works for Research Triangle Institute (RTI). She has over 20 years of experience in business and overseas economic development to include agriculture value chains, policy and public/private dialogue, public/private partnerships, business analysis, entrepreneurship training and advising, and team management. Prior to PSDAG, Ms. Bittle served as the Enterprise Development Specialist for the USAID Food and Enterprise Development (FED) program for Liberia.

Using Political Economy Analysis to Think and Work Politically



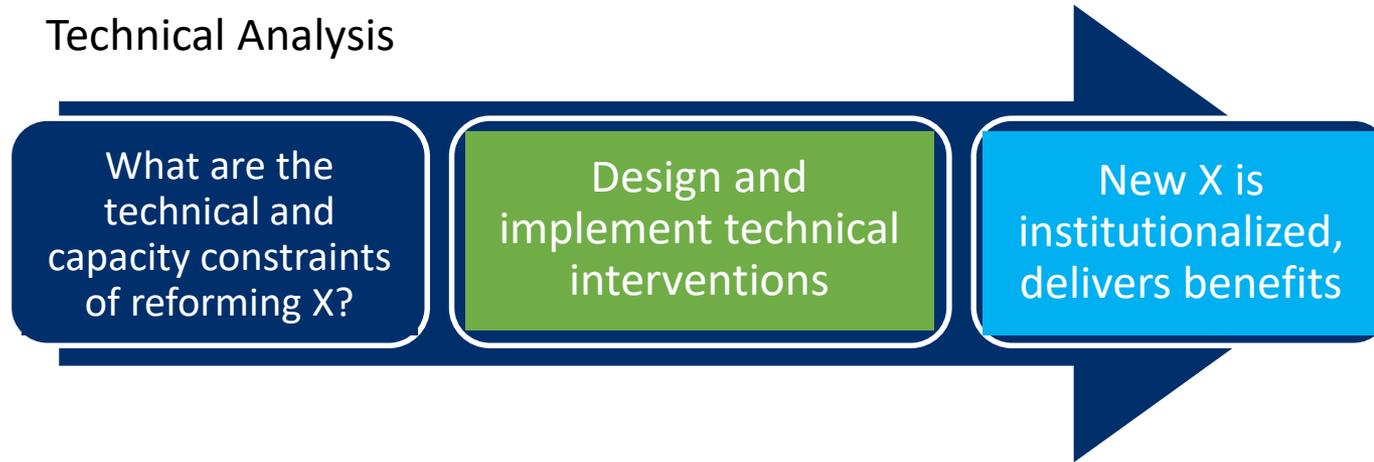
Politics: So messy.

Most development practitioners want to steer clear of engaging in the politics of the nation, sector, or problems they are investing in. Yet, most practitioners know that to some degree they will have to enter the murky waters of small “p” politics in order to achieve their goals. And, to sustain their investments, they will need to identify and support (without harming) local change agents. Using an applied Political Economy analytical framework can help development practitioners to systematically analyze and act on political and economic barriers and opportunities to reform.

A Thinking and Working Community of Practice <https://twpcommunity.org/> was established to share lessons learned, experiences and to build an evidence base.

A Complement to Technical Analysis

Technical Analysis



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Technical Analysis

What are the technical and capacity constraints of reforming X?

Design and implement technical interventions

New X is institutionalized, delivers benefits

+

Applied Political Economy Analysis

Who wins and loses from the current system and WHY?

Situate proposed reform within broader institutional context

Explicitly map risks and assumptions

Design and implement politically savvy interventions

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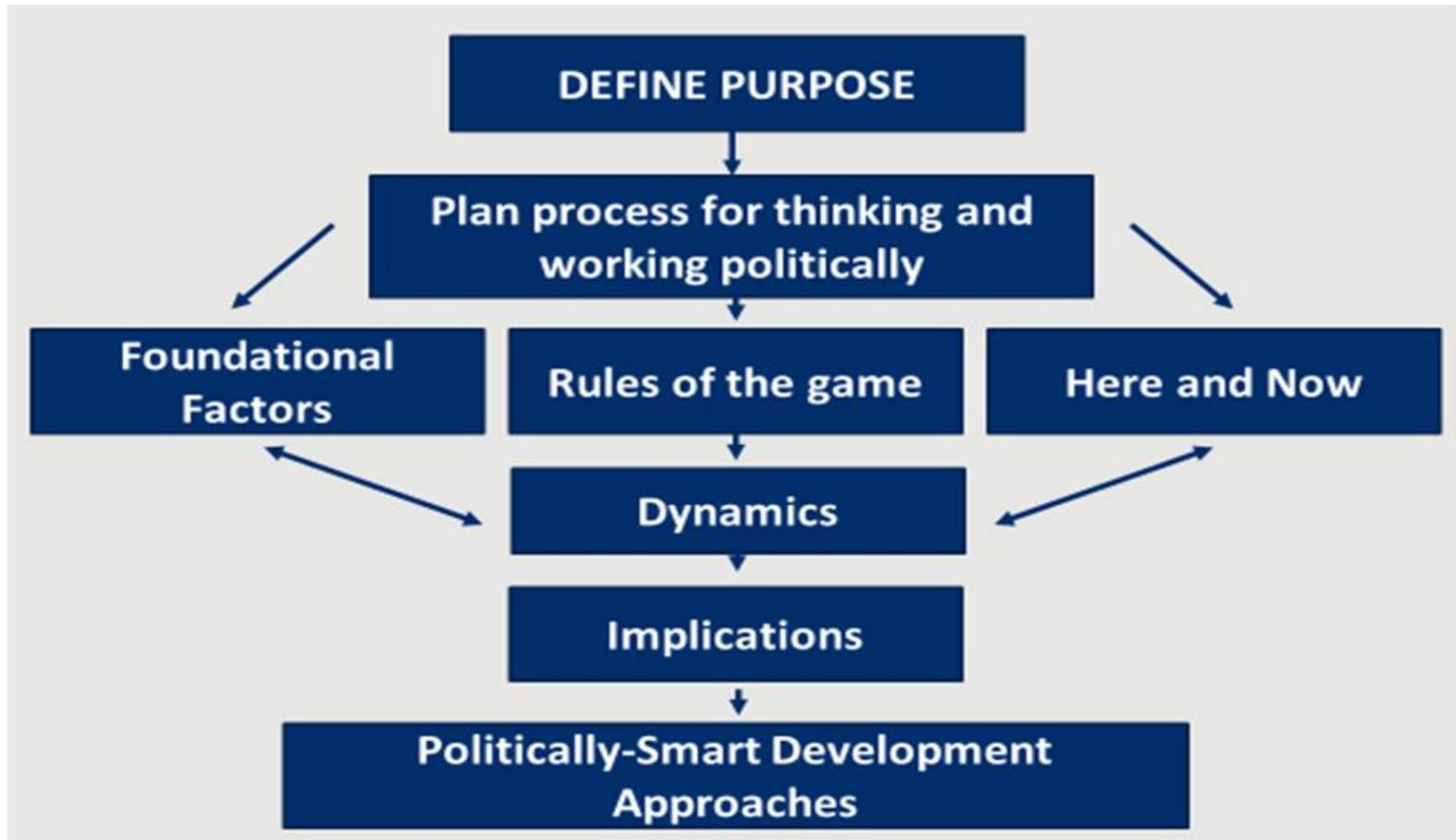
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Design and implement politically savvy interventions

Technically Sound,
Politically Savvy
Programming

USAID Applied PEA Framework



PEA and Market Systems



Photo: Ellie Van Houtte/RTI International

PEA and Market Systems



Photo: Ellie Van Houtte/RTI International; for PSDAG

PEA and Market Systems



Photo: Kirsten Pfeiffer, PSDAG

COLLABORATING, LEARNING AND ADAPTING (CLA)

Enabling Conditions

- Resources
- Processes
- Culture

Program Cycle

- Collaboration
- Theories of Change
- Adaptation



Everyday Political Analysis (EPA)

- Methodology pioneered by the UK's University of Birmingham Development Leadership Program
- Simplified version of PEA to help development practitioners to TWP on a daily, weekly, or on as needed basis
- Focuses on interpreting changes in government, business and society through a political lens. Why did the Minister of Agriculture abruptly change his mind on a key reform issue? Why was the fertilizer subsidy re-introduced after multiple studies provide its detriment to the market? Who is really behind the farmers' blockade of the roads?
- Tests the simplest explanations to determine if further investigation on a particular issue merits a deeper dive

EPA: Understanding Interests

- Are we clear on who we want to influence or support? Is it an individual or institution? What is the status of our relationship?
- Are we confident that the individual/institution is really interested in what we have to offer? What is their motivation, why?
- Are they acting in accordance with their past behavior? Is this just talk?
- Are they facing an unseen barrier? Or why are they suddenly moving so fast ? Who is behind them?
- Are they behaving in accordance with local norms and customs? Which ones—religious, ethnic, gender?

EPA: Understanding Change

- Are we clear on our own ideas and interests?
- What are the risks associated with this approach?
- Are we sure we are working with the actual decision-makers? If not, who are they?
- Are we targeting a single person/institution or a coalition? What are the incentives we can offer to hold the coalition together? Are the incentives we offer politically viable to the real decision makers?
- Are we aware of their decision points? What is their timeline?
- Are we ready to provide the necessary type, amount, and quality of assistance to change makers when a window of opportunity opens?

Thinking and Working Politically

Baseline PEA

- Purpose of the research is clearly defined and bounded
- Research is focused on a specific “core question”
- Level of analysis is established earlier on— regional, national, sector or problem level
- Set period of time (1-6 months on average) for completion
- Tests assumptions and ToC’s of development interventions
- Findings and recommendations used to guide programming
- Can be used at anytime in the program cycle but more often used at the design or startup stages

Every Day PEA

- Purpose is to build on initial findings and recommendations of the baseline PEA or similar studies
- Development of simple and clear processes to provide project management with a steady flow of information about the operating environment
- Information used to track contextual changes within specific geographies, sectors, issues of interest
- Iterative process – imbedded into routine project management -- often performed informally by staff, grantees, sector experts
- Products include: issue briefs, environmental scans, memos, PPTs, verbal discussions, outcome journals

Everyday Political Analysis in Market Systems



Photo: Ellie Van Houtte/RTI International; for PSDAG

Everyday Political Analysis in Market Systems



Photo: Ellie Van Houtte/RTI International; for PSDAG

TOP TAKE - AWAYS

1

Thinking and Working Politically (TWP)

TWP through PEA provides deeper analysis of the political obstacles and potential opportunities to making markets work for the poor through more conducive enabling environments.

2

Collaborative, Learning and Adapting (CLA)

Can be used to operationalize the “W” -- working politically by integrating this approach into a project that is using CLA.

3

Every Day Political Analysis (EPA)

Is another methodology to operationalize TWP by building staff capacity to regularly analyze how change happens and their role in contributing to the process.

4

PEA is about more than government



MARKET-BASED SOLUTIONS FOR DEVELOPMENT

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