



MARKETLINKS

EMBEDDING EVERYDAY PEA IN MARKET SYSTEMS PRACTICE

PRESENTATION TRANSCRIPT

JUNE 4, 2019

PRESENTERS

Marc Cassidy, Adapt LLC, through the Feed the Future Enabling Environment for Food Security (EEFS) project

Melanie Bittle, USAID Private Sector Driven Agriculture Growth Project (PSDAG) in Rwanda, through Research Triangle Institute (RTI)

Mike Field, EcoVentures International

MODERATOR

Kristin O'Planick, USAID's Bureau for Food Security

Shira Babow (Marketlinks): Good morning everyone! Please take a few minutes to fill out the polls - we greatly appreciate it! We will get started in just a few minutes.

Charlin - Marketlinks: Hi everyone, welcome!

Charlin - Marketlinks: As you join, please introduce yourself and let us know where you're joining from

Indra Klein: G'morning!

Shira Babow (Marketlinks): Good morning, Indra! Welcome!

Adam Keatts: Morning all – I'm Fintrac's Director of Food Analytics and COP for the FTF-Enabling Environment for Food Security Project. I'll be on hand to direct you to any relevant resources or address any questions here in the chat room. USAID and the presenters will lead a more extensive Q&A following the presentations.

Kevin Fath: Howdy from Mali

Shira Babow (Marketlinks): Hi, Kevin!

Stevens Tucker 2: no sound

Onoriode: Hello, goody day all, I am Onoriode Ezire, i work with Palladium (HP+ Project) and i am base in Nigeria

Shira Babow (Marketlinks): Hi, Onoriode. Welcome!

Evelyn Ifeyinwa Ezeagu: Good day all, I'm Ifeyinwa from Nigeria, ED Phelyn Skill Center.

Shira Babow (Marketlinks): We are currently on mute as we finish getting set up.

Shira Babow (Marketlinks): Hi, Ifeyinwa

Indra Klein: Is audio on?

Shira Babow (Marketlinks): Not yet!

Joseph Merton: Hello, Joseph Merton from Virginia, USA

Indra Klein: k, thx

Shira Babow (Marketlinks): Good morning, Joseph!

Jesus De Isos Santos: Hello Jesus De los Santos, Dominican Republic

Mary Beggs, Cardno: Hello everyone! Looking forward to the discussion.

Clara Knutson: Good morning, Clara Knutson, SEGURA Consulting (Rockville, MD)

Indra Klein: echoing Mary Beggs comment

Shira Babow (Marketlinks): Hello Jesus, and welcome Mary and Clara!

Tricia Peterson: Hi! Tricia Peterson from La Paz, Bolivia

Shira Babow (Marketlinks): Hi, Tricia!

Shira Babow (Marketlinks): We are getting live captioning set up, and will start in just a minute

Julian: Hi everyone. I'm Julian Peach, working as an independent consultant based in Cambodia.

Shira Babow (Marketlinks): Hello, Julian!

David bonnardeaux: hey Marc C, looking forward to learning all the advanced PEA work you have been engaged in!

Lianna Sarkisian: Please can you share the access info via phone?

Shira Babow (Marketlinks): Lianna, you will only need to listen in. All interaction will be done via chat!

Myra Y. Emata-Stokes: I don't hear anything right now. Is someone speaking?

Marie-Ange: Good morning; is anyone speaking? I cannot hear anything

Shira Babow (Marketlinks): Not yet - we are working out a technical issue and will get started now

Marie-Ange: Thank you!

Fabiana Di Lorenzo: Hello, this is Fabiana from Levin Sources. I cannot hear anything - has this started yet?

Charlin - Marketlinks: Hi Fabiana, we've started

Indra Klein: Yay! audio is on!

Johannes Tonn - Global Integrity: Good morning, Johannes from Global Integrity

Shira Babow (Marketlinks): Good morning, Johannes!

Indra Klein: Would you ask person to speak up a little?

Charlin - Marketlinks: Is that better, Indra?

Farzana: Good morning. I'm Farzana Yasmeen, joining from Bangladesh.

Shira Babow (Marketlinks): Hi, Farzana!

Indra Klein: A bit, thank you

Sergio E. Rivas: is anyone speaking?

Indra Klein: @Sergio, yes, he's a bit soft spoken

Shira Babow (Marketlinks): Hi Sergio, can you hear a bit better now?

Sergio E. Rivas: nothing

Sergio E. Rivas: I'll disconnect and come back

Indra Klein: PEA Framework: who are participants in determining focus?

Adam Keatts: Indra – in this case, Marc is referring to how USAID and/or its implementing partners would define the purpose/focus

Indra Klein: @Adam, thanks

Shira Babow (Marketlinks): Feel free to post your questions as we go!

Thomas Rojas: Good morning. Have USAID PEA specialists incorporated learnings from our work supporting the Asia Foundation's "Development Entrepreneurship Model" to leverage political capital to execute necessary structural reforms?

Jane Lowicki-Zucca: Was there a specific approach or criteria for co-creation of shared-value propositions to ensure inclusive development, including youth and women?

Adam Keatts: Thomas - sounds interesting, please feel free to share any web links that may be useful for participants. I'm unaware if this was explicitly integrated into any previous PEA

Thomas Rojas: Hi Adam. Here's the link: <https://asiafoundation.org/2014/12/19/the-asia-foundation-and-odi-launch-cutting-edge-paper-on-development-entrepreneurship/>. I worked closely with the Asia Foundation on this model in the Philippines.

Charlin - Marketlinks: Thanks, Thomas

Adam Keatts: Jane - this is a great Q for the presenters. But generally, the co-creation of activities typically takes place during the design phase. I agree that considering these factors in activity selection is critical. I also would suggest that a PEA may be focused specifically on the barriers/opportunities to integrate women/youth

Julian: Does anyone else have experience with a donor pushing a program to do something, 'because the Minister of wants it'? On one side the donor asks for smart implementation, on the other it wants to gain favour. Condundrum.

Adam Keatts: Thanks Thomas - very helpful

Adam Keatts: Agree Julian - it's a careful balancing act, and identifying where interests align is as important as it is challenging

Indra Klein: With regard to the varying degrees of corruption, can you provide any insight on how addressing such in PEA design facilitated any change?

Adam Keatts: Indra - I'll let the presenters discuss specific experiences, but indeed, identifying varying incentives (which may include rent seeking and patronage networks) may certainly be a component of a PEA

Indra Klein: As a result of more focused PEA, thoughts on how this has changed conversation with funder/donor, as well as prospective business partnerships?

Charlin - Marketlinks: Thanks for the great questions, everyone!

Adam Keatts: Indra - again, I'll yield to Marc on his specific experiences in terms of how this has changed the conversation, but I would add that integrating PEA into the Market Systems Approach is a relatively new initiative that is gaining momentum. I expect it will begin to change the conversation in positive ways if this momentum can be maintained

Farzana: This is a great slide, summing up the key points of TWP,

Richard W. Mugo: Thanks for the Rwanda case presentation. I lead the Trade Team for USAID Kenya and East Africa and would like to point out that PEA is required for specific value-chains. This has been useful to us here e.g. for the maize trade in some countries. The Agriculture input side also has its specific PE issues i.e. around seed and fertilizer.

Indra Klein: @Adam, do you foresee anything that would deter momentum?

Adam Keatts: Thanks Richard - please share any specifics in terms of how the PE influences the seed and fertilizer systems

Julian: Adam - political economy has formed a large part of M4P since it was formed. See Springfield Centre operational guide p10 reference to 'drivers of change' analysis.

Adam Keatts: Indra - no I don't, apologies if I suggested as much. The increasing discussions between those engaged in democracy and governance work with those engaged in market development work is a natural fit and very positive

Jane Lowicki-Zucca: Do you have any examples of political analyses that have specifically focused on youth? Do typical baseline PEAs include attention to specific groups such as young people? Many thanks.

Adam Keatts: Julian - you're right. And even USAID's value chain approach focused on both the formal rules and informal norms in a system. I suppose I meant that the use of a formal PEA within market system programming is gaining steam as of late. Springfield was a definitely a very positive foundational thought leader in this space

Melanie Bittle: For Richard Mugo - our project was not required to do a PEA but it's something we're making that recommendation to the Mission here.

Jane Lowicki-Zucca: @Adam, thanks for the response re: question above on shared-value propositions

Farzana: Should the baseline PEA take into account socio-economic norms in the working area? How can this baseline PEA be integrated with the MEL plan and CLA plan?

Richard W. Mugo: In Kenya, the PE around fertilizer is quite "advanced" using legislation around the standard (content composition) for imports. Setting the content composition means locking out fertilizer from most parts of the world. This issue is still under debate currently.

Adam Keatts: Farzana - absolutely. In my view, the political economy reflects social norms and vice versa. So this should be a critical consideration

Adam Keatts: And Marc has some suggestions on how this all integrates with a CLA/adaptive management approach, so I'll let him address that piece

Charlin - Marketlinks: Great questions and we'll move into Q&A soon! Continue posting questions for the presenters here!

Adam Keatts: Thanks Richard, very interesting. Trade protectionism is certainly rooted in the PE

Jane Lowicki-Zucca: Very much agree with need for this varied expertise described based on similar experience on DYNAMIC with Mastercard youth-focused program in Uganda focused on market systems change approaches to youth inclusion in agriculture in northern Uganda

Julian: This is a very good webinar. The origins of thinking about markets in the C18th were part of political economy https://en.wikipedia.org/wiki/Political_economy

Charlin - Marketlinks: thanks for the link, Julian!

Adam Keatts: Julian - absolutely. Markets are social constructs, as are political institutions

Indra Klein: With regard to integration of youth focus, what considerations were made with regard to mobile tech and fintach, if applicable?

Indra Klein: fintech

Richard W. Mugo: @Adam Keatts, the project Mike is describing is a perfect example on input-side PE in the seeds sector.

Indra Klein: Could you address any circumstances where govt (at any level) favored one group/industry over another (policies for example) and how such was addressed, if applicable?

Julian: Kristin's Q re being safe: Don't challenge power directly, point to the better place, empower other views, use evidence to influence

Thomas Rojas: Elite capture is one political economic obstacle that pervades many of the contexts we operate in. How best do you introduce structural change given elite capture?

Farzana: Thanks @Adam Keatts

Feno: Once you have identified the person who holds power and key decision making and if that person is within the central government while you work at the very low facility delivery level? What are interventions you can use out of the results of the PEA, since these would not require technical solutions.

Julian: @Thomas Rojas: Elites often gain from a growing, balanced market; show them that change can be good for them too. Use scenarios to show that the status quo is stagnant.

Adam Keatts: Indra - this is a good one for the presenters, but one issue that is often pervasive in food markets is the ad-hoc export ban of staple food. This type of policy directly benefits net food consumers at the expense of net food producers, but the PE calculus is such for policy makers that there are significantly more net food consumers than producers. There are MANY examples of this across regions and market systems!

Indra Klein: Would you elaborate on cultivation of relationships within "network"?

Joe Lowther: I've found that being on top of political and other external contextual information is crucial. Among other things this requires local staff to be communicating with influencers and decision makers constantly. It can be tough to balance this with the rest of their work, including providing TA. How to help them balance their work and collect the information we need?

Paul Guenette: Good strategy, Joe, and good question!

Chijioke Ndem: good thought Joe

Richard W. Mugo: @Melanie Bittle - do you have a mechanism that can offer field offices/missions at USAID to buy-in and access specific PEA expertise i.e. in specific value-chains? And what would a menu of such expertise look like?

Joe Lowther: I think that some of the things already said about structuring PEA and TWP on a project will help, and perhaps we can get into more detail on this.

Adam Keatts: Richard - I'll let Melanie address the question as it pertains to PSD-AG specifically. I will add that the Feed the Future Enabling Environment for Food Security Project is one such demand driven mechanism that can respond rapidly to USAID office/mission need for PEA. Contact me offline and I can provide further information (akeatts@fintrac.com)

Melanie Bittle: @Richard M. I think this is a good question for our USAID presenters and hosts. I think that would be great for Missions, but I don't know if it exists. I've seen RFIs and RFPs that require PEAs, so it becomes the project's responsibility, like part of the work plan.

Paul Guenette: Marc Cassidy, I love the suggestion of including the "unusual" suspects to broaden the sample group for PEA. Good insights into sector dynamics may be found there.

Richard W. Mugo: Thanks Adam and Melanie for your response.

Richard W. Mugo: @ Kristin O'Planick: does BRFS have or plan to have a mechanism that can offer field offices/missions at USAID to buy-in and access specific PEA expertise i.e. in specific value-chains? And what would a menu of such expertise look like?

Gauthier Mouton: Questions to all the speakers: What's are the biggest hurdles in the way of financial inclusion today? Second question: How can we strike the balance between increasing financial access while reducing the inherent risks of digital lending?

Kevin Fath: Traditionally, USAID value chain projects have emphasized technical expertise in agriculture for key personnel and project staff. With increasing understanding of the importance of PEA and facilitative approaches to influencing market actors to change business practices, what are the presenters' thoughts on how project staff should be organized and comprised to effectively employ these practices? What are the project budget implications of moving more in this direction? I'm thinking resources allocated to M&E, overhead vs. field activities, etc.

Joe Lowther: Yes, we need to think about CLA and TWP when we recruit. Good answer Marc!

Joe Lowther: Right Mike. We need to be pulling out feedback including changes in context while implementing. Thanks.

Paul Guenette: Melanie raises a great point, how nat'l govts are different, i.e. Rwanda centralism vs Kenya decentralization initiative, thus programs need PEA to justify programming and approaches to optimize impact.

Anna Brenes: I agree -Hiring local staff is critical to PEA working - language, culture, and a deep understanding of the historical and emerging political landscape

Charlin - Marketlinks: We're moving into polls soon, but the presenters will continue answering questions!

Richard W. Mugo: @ Kristin O'Planick: Thank you for your response.

Hayden Aaronson: Here is the link to the Serbia Political Economy Analysis that ACIDI/VOCA carried out under the LEO project - <https://usaidlearninglab.org/library/serbia-competitiveness-assessment-and-political-economy-analysis>

Charlin - Marketlinks: Thanks, Hayden

Charlin - Marketlinks: As Kristin mentioned, we also have many helpful links and downloads to the left of your screen

Indra Klein: Thank you for a thought-provoking presentation -- a much needed complement to past presentations

Richard W. Mugo: @ Kristin O'Planick: please consider creating a PEA working group in USAID around market systems?

Charlin - Marketlinks: Stay tuned for post-event resources. We'll share an event recording and transcript from the speakers and the chat, soon.

Paul Guenette: Thanks, Marketlinks!

Feno: Thanks so much! This was so well done!

Charlin - Marketlinks: Thanks for joining everyone!

Feno: I like the space where you see the downloads, transcripts and the chat box

Joe Lowther: Great topic, great input. Thanks.

Andrew: Thank you

Jane Lowicki-Zucca: Thank you!

Anna Brenes: Thanks!

Joseph Merton: Thank you!

Evelyn Ifeyinwa Ezeagu: Thanks everyone!

Mary Beggs, Cardno: Thanks all!

Adam Keatts: Thanks for the participation everyone! Enjoyed the discussions here in the chat box

Carianne: Thank You