What's All the Fuss About? How USAID is Embracing Systems Thinking With Supporting Frameworks and Tools

Webinar Chat Transcript

November 9, 2016

PRESENTERS

Ben Fowler, MarketShare Associates

Tjip Walker, USAID

Kim Beevers, Sierra Leone Opportunities for Business Action

MODERATOR

Kristin O'Planick, USAID E3 Office of Trade and Regulatory Reform

USAID Microlinks:	Good morning to everyone who has joined us online! Please go ahead and introduce yourselves!
Alba Bulaj Herrera Lorenzo:	Hello to everyone, I am a consultant in developing finance working and living in Mozambique! looking forward to exchange
USAID Microlinks:	Welcome Alba! Thanks for joining us today!
USAID Microlinks:	Please bear with us while we do some audio testing with our presenters.
Malini Tolat:	Hi, this is Malini Tolat from save the Children
Nestor Mogollon:	good morning
USAID Microlinks:	Welcome Malini and Nestor!
Aiza Mercader:	Hello, everyone! This is Aiza from Microisnurance
USAID Microlinks:	Hi Aiza!
USAID Microlinks:	All--Please introduce yourselves in the chat pod! Where do you work and from where are you joining?
Nestor Mogollon:	Hi, this is Nestor Mogollon from ADRA International. I am based in Silver Spring
Aiza Mercader:	Hi! I am Aiza from the Philippines and I work for CARD Pioneer Microinsurance
Beth Nielsen:	good morning, I am an M&E specialist from Fintrac based in the US Virgin Islands
Chrissy B (Microlinks):	Welcome Nestor, Aiza, and Beth!
Daniela Nwaobasi:	Hi. This is Daniela Nwobasi from OSIWA joining from Dakar, Senegal
Chrissy B (Microlinks):	Great, welcome Daniela!
Ahmed Tamimi:	Hi, this Ahmed from AWEF Jordan
Alba Bulaj Herrera Lorenzo:	yes
Daniela Nwaobasi:	Loud and clear from my end!
Lamia Naji:	I can hear you!
USAID Microlinks:	Thanks everyone!
Beth Nielsen:	yes
USAID Microlinks:	We can hear you Ben!

Andrea Fox:	Hello, we can hear you. This is Andrea from ICMA.
Ryan Bourque:	Ryan Bourque - Pollen Group
Glenn Lines:	Hi. My name is Glenn Lines (an independent consultant) and I'm joining from upstate NY.
Nathalie Hudson:	Hi, this is Nathalie Hudson from Dalberg Nairobi
Chrissy B (Microlinks):	Thanks for the introductions. Welcome, all!
Fiona Waata:	Fiona Waata-Uganda
USAID Microlinks:	Welcome Fiona!
Jose Luis Pena:	Hi José Luis Peña from Madrid, Spain
USAID Microlinks:	Hi Jose!
Anna Garloch:	Hi everyone, Anna Garloch from ACDI/VOCA
USAID Microlinks:	Hi Anna!
Emilie Gettliffe:	Hi everyone. This is Emilie from MarketShare Associates joining from Denver, Colorado.
USAID Microlinks:	We will be getting started in just a few minutes. If you haven't already, please introduce yourselves in the chat pod.
Vidhya Sriram:	Vidhya Sriram from CARE
USAID Microlinks:	Welcome Vidhya!
John Coonrod:	This is John Coonrod, The Hunger Project.
USAID Microlinks:	Hi John!
Gabrielle Harris:	This is Gabrielle calling in from SW France, in development, environmental recovery and microfinance
Chrissy B (Microlinks):	Welcome, Gabrielle!
Sascha Lamstein:	Hello All. This is Sascha Lamstein from the SPRING project.
Lauren Dodds:	Lauren - impact evaluation student, University of East Anglia, UK
Willem Heemskerk:	Willem Heemskerk Royal Tropical Institute Amsterdam: Sustainable Economic Development
Lori Reid:	Hi! Lori Reid here from FHI 360
Mary Allen:	This is Mary Allen from Practical Action in Senegal; working on issues of energy access, agriculture and climate information services

Reckson Matengarufu:	Hello I am Reckson Matengarufu from Zimbabwe working for Practical Action
Michelle Garred:	Michelle Garred, CDA Collaborative Learning Projects, still working on my audio link.
Pranata Barua:	This is Pranata Barua. Food Security and Market Systems expert.
USAID Microlinks:	To everyone joining via phone--please mute yourself if you don't mind. We're heariing a good amount of feedback.
Lisa Whitley:	I have no audio
Jim Yazman:	Jim Yazman, BFS livestock specialist.
USAID Microlinks:	Lisa--we are not speaking yet, you will be able to hear in just a minute when we get started.
USAID Microlinks:	You should be able to hear Kristin O'Planick speaking now.
USAID Microlinks:	How is the sound?
Sara Karnas:	Hi everyone, Sara from BEAM Exchange
Alba Bulaj Herrera Lorenzo:	good
Mary ALLEN:	sound is good
USAID Microlinks:	Great, thank you!
Christina Wakefield:	Christina Wakefield--The Manoff Group
Reckson Matengarufu:	no sound
USAID Microlinks:	Welcome to everyone who has just joined and thanks for introducing yourselves!
USAID Microlinks:	Reckson--our A/V Tech will private chat with you. Please check for a blinking yellow box at the bottom of this chat pod.
David Tardif-Douglin:	David Tardif-Douglin, Program Director for Africa Lead, an FTF capacity building and policy support project working Africa-wide. I am based in Bethesda, MD
USAID Microlinks:	Welcome David!
Aniruddha Roy:	Aniruddha Roy, USAID/Bangladesh and COR of Agricultural Value Chains (AVC) activity
David Kozarichuk:	David Kozarichuk, M&E at ADRA Canada
USAID Microlinks:	Hello Aniruddha and David!

Todd Flower:	Todd Flower, USAID/Mozambique
Selma Ebraham:	Selma Ebraham, AECOM International Development Program Coordinator
USAID Microlinks:	Welcome Todd and Selma!
Mark Castellino:	Mark Castellino, Director of Business Development at Fintrac
Chrissy B (Microlinks):	Welcome, Mark!
Nestor Mogollon:	I cannot hear anything
USAID Microlinks:	Nestor--our A/V Tech will private chat with you. Look for the blinking yellow box at the bottom of this chat pod.
John Lipsey:	Virginia Tech Office of In'tl Research, Ed. & Dev. (OIRED), Assoc. Dir. Strategic Partnerships & Prog. Dev.
Rui Chen:	Hello everyone, Rui Chen from Datu Research LLC
Chrissy B (Microlinks):	Hi John and Rui!
Indra Klein:	Hi, Indra Klein, independent consultant, DC
Mark Freeman:	I cannot hear anything either
Jessica Cagley:	This is Jessica Cagley from USAID/BFS
USAID Microlinks:	Hi Indra and Jessica!
Paolo Mele:	Hi I am Paolo Mele from Practical Action
USAID Microlinks:	Mark--Look for a private chat from our A/V Tech.
Lisa Whitley 2:	Nestor, Mark - Try switching to Explorer. That is what worked for me to get audio.
Paolo Mele:	And I have no audio too
Laura Arntson:	Hello! Laura from MECap (PPL/LER)
USAID Microlinks:	All--if you're having trouble with hearing, make sure that you're not on Google Chrome. This webinar software and Chrome do not always work well together.
Chrissy B (Microlinks):	Welcome Paolo and Laura!
William Kedrock:	Bill Kedrock here.
Dan White:	Dan White from ACDI/VOCA
USAID Microlinks:	Welcome Bill and Dan!

Jarrod Goentzel:	Jarrod Goentzel from MIT and the Market System Monitoring activity in Uganda
Chrissy B (Microlinks):	Hello Jarrod!
Jerry Brown:	Jerry Brown here, good morning! I just lost audio
Indra Klein:	Presumption: To what degree is due diligence conducted to gain a better understanding of culture, perspective and perceived needs of stakeholders in targeted regions?
USAID Microlinks:	Thank you for the question, Indra! All--feel free to type in your questions into this chat pod throughout the webinar and we will get to as many as we can after the presentations.
Rabih Yazbeck:	Hi. This is Rabih Yazbeck from the Near East Foundation - good morning
Chrissy B (Microlinks):	Welome, Rabih!
Alba Bulaj Herrera Lorenzo:	can we have the presentations sent by emails?
USAID Microlinks:	We will pull up the resources pod during the Q&A.
Emilie Etienne:	Hello, this is Emilie Etienne, from Practical Action in Peru
USAID Microlinks:	Alba--You can download the presentation now through this link:https://www.microlinks.org/library/whats-all-fuss-about-how-usaid-embracing-systems-thinking-supporting-frameworks-and-tools--0
USAID Microlinks:	We will also be sending out post event resources approximately one week after the event including the slides and a recording of this webinar.
Jennifer Gauck:	Hi, this is Jennifer Gauck from PPL/LER/MECap
Chrissy B (Microlinks):	Welcome, Jennifer!
Dick Tinsley:	dick Tinsley from Colorado
USAID Microlinks:	Welcome Dick!
AV Tech:	Mr. Tinsley!
Anna Garloch:	Tjip, can you reflect a bit more on what a systems-centric project would look like? Key components or intervention areas, etc...
AV Tech:	Thanks to Ben joining us (early!) from Denver
Christy Collins:	Hi, This is Christy Collins, BFS/CSI
Chrissy B (Microlinks):	Welcome, Christy!
Justin Hill:	Will this webinar be recorded for us to revisit later?

Fiona Waata:	Do you have notes on each of these tools (e.g. sense maker
Chrissy B (Microlinks):	Hi Justin! Yes, it's being recorded and we'll share it with folks with other resources about a week after the event.
USAID Microlinks:	Fiona--Check out this resource: https://www.microlinks.org/library/testing-tools-assessing-systemic-change-synthesis-and-tool-trial-reports
Jerry Brown:	Jerry Brown
Justin Hill:	Thank you, Chrissy!
Chrissy B (Microlinks):	No problem!
Justin Hill:	I appreciate your help.
USAID Microlinks:	The event Ben mentioned: https://www.microlinks.org/facilitating-systemic-change-insights-feed-future-programs-rwanda-senegal-ghana-and-zambia
Toni Akinluyi:	Hi Everyone this is Toni form GEMS, Nigeria
Chrissy B (Microlinks):	Hello Toni!
Caroline Brownstone:	Hello from Caroline Brownstone with IMMA Ltd in San Francisco/Silicon Vally
Chrissy B (Microlinks):	Welcome, Caroline!
Fiona Waata:	Thanks for the link
USAID Microlinks:	You're welcome! More resources will be pulled up during the Q&A.
Maria Brindlmayer:	Hello Chrissy :)
Chrissy B (Microlinks):	Hi, Maria! Glad to have you with us :)
Abelardo Rodriguez:	can you provide a reference for the DSDFramework? Thanks
USAID Microlinks:	Abelardo, here you go: https://www.microlinks.org/library/disrupting-system-dynamics-framework-understanding-systemic-changes
Patrick Sommerville:	Ben presented a ranking of the four tools' applicability to the project cycle. Were these conclusions reached on the basis of the pilot trials themselves? In these pilots, were the tools tested at discreet stages, or longitudinally across multiple stages of the project cycle?
Sascha Lamstein:	The analysis related to Georgia is useful, but retrospective. How did this systems change come about? What steps did the project(s) take?

Indra Klein:	Ben Fowler, MarketShare Assoc: Would you touch upon associated costs & how small stakeholders were able to (1) leverage resources (2) maneuver through financing if/when applicable?
Indra Klein:	Would ask speaker to speak into mic, she fades in and out
Cassandra Jessee:	Hi Cassandra Jessee from YouthPower Learning, Washington DC
Chrissy B (Microlinks):	Welcome, Cassandra!
USAID Microlinks:	Hi Indra--Kim's connection isn't as clear as Ben's so not sure that there is much she can do but we will be providing transcripts of the webinar after the event for any clarification on talking points.
Indra Klein:	Thank you.
Anna Garloch:	I can hear Kim fine.
Karin McFarland:	lost the audio
Dan White:	no audio?
Glenn Lines:	Just lost the audio
Nestor Mogollon:	lost audio
Indra Klein:	Uh oh, lost audio
Laura Arntson:	audio?
Alba Bulaj Herrera Lorenzo:	we lost Kim
USAID Microlinks:	We've lost Kim for the moment. Please bear with us while we try to get her back.
Fiona Waata:	Lost the audio
Pranata Barua:	no audio
Michelle Garred:	Fascinating discussion thus far! I'm curious what other types of systems are being analyzed in USAID using these systems approaches. For example, has USAID applied systems thinking to conflict analysis?
Laura Arntson:	while we're waiting, could you type in the statement on % re men and women trade and communications?
Alastair Stewart:	Hello - where can I get more information on the Mozambique SenseMaker study?
Nestor Mogollon:	any application on food security projects?

Michelle Jennings:	Thanks…a previous slide mentioned the identification of negative impacts in addition to positive…what are those in some of the analysis undertaken and how are we learning from these and balancing trade-offs?
David Tardif-Douglin:	where did you make observations that were completely unexpected and that you did not already know from working in the system?
Kristin O'Planick (USAID):	Alastair, there is some info on the SenseMaker trial in the synthesis document that will be shared in the resource pod during Q&A. And we'll have a supplementary report on it published on Microlinks probably next week at the latest.
USAID Microlinks:	Thank you all for your understanding! Hopefully we'll be able to get Kim back so that she can finish her presentation and participate in Q&A.
David Tardif-Douglin:	I am curious to know what were the surprises that arose from doing the Network Analysis.
Alastair Stewart:	Thanks Kristin
James Schmitt:	How did the analysis build into a monitoring and evaluation plan?
Indra Klein:	To what degree is mobile technology utilized by researchers as well as market stakeholders? Was any type of online social media venue utilized? IF so, in what way?
Anna Garloch:	Interested to hear a bit more on the gender findings, and how that influenced project strategy/activities.
David Tardif-Douglin:	What kind of mapping tools are used for Network Analysis? There are various tools and approaches and it would be interesting to learn more about them.
AV Tech:	Thanks for your patience all. Technology to bring peers together from around the globe is a wonderful thing … when it works.
David Tardif-Douglin:	We did non-state actor mapping exercises for stakeholders involved in agriculture in various countries
Glenn Lines:	What was the name of the open source software that Kim mentioned using for the Network Analysis?
David Tardif-Douglin:	The idea was that the shape of these networks would change over time, the nature of connections would vary.
USAID Microlinks:	Thanks for all of the questions so far! Keep typing them into the chat pod and we'll try to get to as many as we can.

USAID Microlinks:	Also, resources referenced during the presentation are now available in the "Resources" pod at the top of this chat pod.
Gabrielle Harris:	Tjip, you mentioned use of these tools in biodiversity, could you point me to any case studies that would be relevant?
Tjip Walker:	Michelle: USAID has been applying systems thinking to conflict. Several years ago our CMM office published a primer on applying systems to analyzing conflict. In addition Rob Ricigliano wrote a book length treatment called *Making Peace Last.* Also CDA Collaborative Learning Projects also has worded in this space
Tjip Walker:	Gabrielle: I do not have details but I can put you in touch with someone in out Biodiversity office who can. Email me at stwalker@usaid.gov
Anna Garloch:	Note on resources for each tool is captured in the synthesis report, as well as the trial-specific report at the same landing page.
Gabrielle Harris:	I will, thank you very much
USAID Microlinks:	Great, thanks for the additional info, Anna!
Jessica Cagley:	It looks like these exciting examples are useful tools for informing implementation, learning, and adaptive management, in part because they are tailored to the specific context of the activity. If we think about systems measurement as a mechanism for accountability (as opposed to learning), are there any measurement tools that show promise for measuring systems change across contexts but in a specific sector (improving agriculture and food systems, for example)? How is the agency thinking about measuring systems change in the context of our standard monitoring processes?
USAID Microlinks:	I believe this is the resource Anna is referring to: https://www.microlinks.org/library/testing-tools-assessing-systemic-change-synthesis-and-tool-trial-reports
USAID Microlinks:	Great point, Kim!
Anna Garloch:	correct - that is the landing page for the synthesis report as well as the individual project reports for each tool trial. So, you can read the report delivered to SOBA on the network analysis, which is a nice example for projects of what they could expect.
Anna Garloch:	They synthesis report takes more of a comparative perspective, looking at all 4 tools we looked at.
Rosemarie Moreken:	At an EERS conference we discussed: For complex system evaluations, there is a need to include partnerships as they enrich the capacity for systemic

	change. There are project focused partners, formal systems partners (for policies, etc.) and community-grounded partners. The evaluator role becomes distinguishing the types of partnership, supporting project implementation and reinforcing system change, adapting work to situations, and reflecting on the bigger picture. Beverly Parsons from InSites discussed the four Ds: definition, depth, dynamics and dimension. We must look below the iceberg, in depth, at norms, infrastructure, policy and paradigms. First we look at the link between activities and results, then more deeply to determine patterns. Then simpler reports.
Indra Klein:	In what way(s) did local gov't facilitate ability to conduct study?
Rosemarie Moreken:	At the last EERS conference, we discussed systems: For complex system evaluations, there is a need to include partnerships as they enrich the capacity for systemic change. There are project focused partners, formal systems partners (for policies, etc.) and community-grounded partners. The evaluator role becomes distinguishing the types of partnership, supporting project implementation and reinforcing system change, adapting work to situations, and reflecting on the bigger picture. Beverly Parsons from InSites discussed the four Ds: definition, depth, dynamics and dimension. We must look below the iceberg, in depth, at norms, infrastructure, policy and paradigms. First we look at the link between activities and results, then more deeply to determine patterns. Then simpler reporting...
James Schmitt:	Thank you
Michelle Garred:	Very rich Q&A session. Much appreciated.
USAID Microlinks:	Glad that you're finding it useful, Michelle!
USAID Microlinks:	We'll probably have time for one more question so if you haven't asked yours yet, make sure to type it in!
USAID Microlinks:	Just pulled up some polls...would love your feedback about the event!
Indra Klein:	Thank you for very informative presentation
USAID Microlinks:	Thank you for your participation, Indra! It's a pleasure as always to have you here.
Katherine Vaughn:	Can you please send out a list of resources? The window showing it disappeared.
USAID Microlinks:	Katherine, you can find all of the resources also on the event page: https://www.microlinks.org/library/whats-all-fuss-about-how-usaid-embracing-systems-thinking-supporting-frameworks-and-tools--0

Patrick Sommerville: two network analysis software open source platforms one very easy to use for anyone (http://kumu.io/) and another very complex but rich in functionality (https://sites.google.com/site/ucinetsoftware/home)

Katherine Vaughn: Thank you!!

USAID Microlinks: Thank you everyone for attending!

Chrissy B (Microlinks): Thanks, everyone!

Jarrod Goentzel: Thank you. Very interesting.

Toni Akinluyi: Thank you.

Prakash Karn: Thank you

Glenn Lines: Thanks for organizing.

AV Tech: We'll leave the room open for another five minutes or so.

Caroline Brownstone: Thank you for informative program. Looking forward to follow-up sessions.

USAID Microlinks: Thank you all!

Tjip Walker: Rosemarie: I think you have identified the key issue. You need a framework and partnerships (what we call relationships) are a critical aspect of any framework.

AV Tech: We're going to close the room now. Thanks for attending and we look forward to seeing you online next time!