



MARKET SYSTEMS SYMPOSIUM|2024

Cape Town, South Africa

HIGHLIGHTS REPORT



An initiative of the Vikāra Institute



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LETTER FROM THE CHAIRS



MSS24 was a standout event, drawing over 400 participants from over 70 countries, with an even greater diversity of voices this year. Not only were there more local perspectives, but we also heard from experts in climate change, humanitarian efforts, and conflict, all of which brought deeper insights into the complex dynamics of development. But perhaps the most rewarding aspect was the genuine, candid conversations about the interrelated challenges faced by some of the most vulnerable and marginalized communities around the world.

A common thread through all the sessions was the recognition that climate change is triggering interconnected shocks and stresses globally. What's been particularly striking is the growing realization among practitioners that we can no longer operate in silos. Whether it's humanitarian aid, health, education, climate change, or market systems, the need for collaboration across these traditionally separate areas has never been clearer. One of the key takeaways from these discussions was how climate change is disrupting the coping mechanisms that communities have long relied on. For instance, rural communities that once built resilience based on predictable weather patterns are now seeing those strategies unravel as climate change makes weather more erratic. This uncertainty is not just a challenge—it's forcing entire communities to rethink how they adapt. A clear example shared during MSS2024 was the increasing urbanization driven by failing farming practices, with many young adults leaving rural areas to seek work in cities. Despite this shift, there's still a lack of investment in understanding and addressing the rural-to-urban migration trend, especially as many young migrants end up in informal settlements.

The growing uncertainty surrounding key resources like water, land, and fuel is also heightening anxiety and, in some cases, triggering conflict. Participants shared examples of escalating tensions worldwide, and conflict specialists urged practitioners to adopt a conflict-sensitive approach in their work. One of the most important calls to action that emerged from the discussions was the need to apply systems thinking when supporting communities through these major transitions.

MSS2024 delved into more specific subtopics, including green financing mechanisms and the broader financial services systems' need to integrate climate risks. Many of the sessions also focused on cross-cutting issues, such as social inclusion, employment, and the role of monitoring and evaluation in driving progress.

Throughout the event, the plenary sessions provided a rich mix of perspectives—from the private sector to calls for greater reflection and action. MSS2024 served as an invaluable opportunity for the industry to pause, reflect, and collaborate on the critical issues at hand.

Sincerely,

A handwritten signature in black ink, appearing to read "Margie Brand".

Margie Brand, Vikāra Institute
Symposium Co-Chair

A handwritten signature in black ink, appearing to read "Mike Field".

Mike Field, Vikāra Institute
Symposium Co-Chair



“ The Market Systems Symposium is the one platform where our conversations can dig deep into what is emerging, dig deep into what is uncomfortable, and influence the direction of future funding and global agendas. ”

Vikāra Institute, USA/South Africa -
Margie Brand, Executive Director

COLLABORATING PARTNERS



Terwilliger Center for Innovation in Shelter





GLOBAL PARTICIPATION

65
COUNTRIES

80+
LARGE
MULTI-YEAR
PROGRAMS

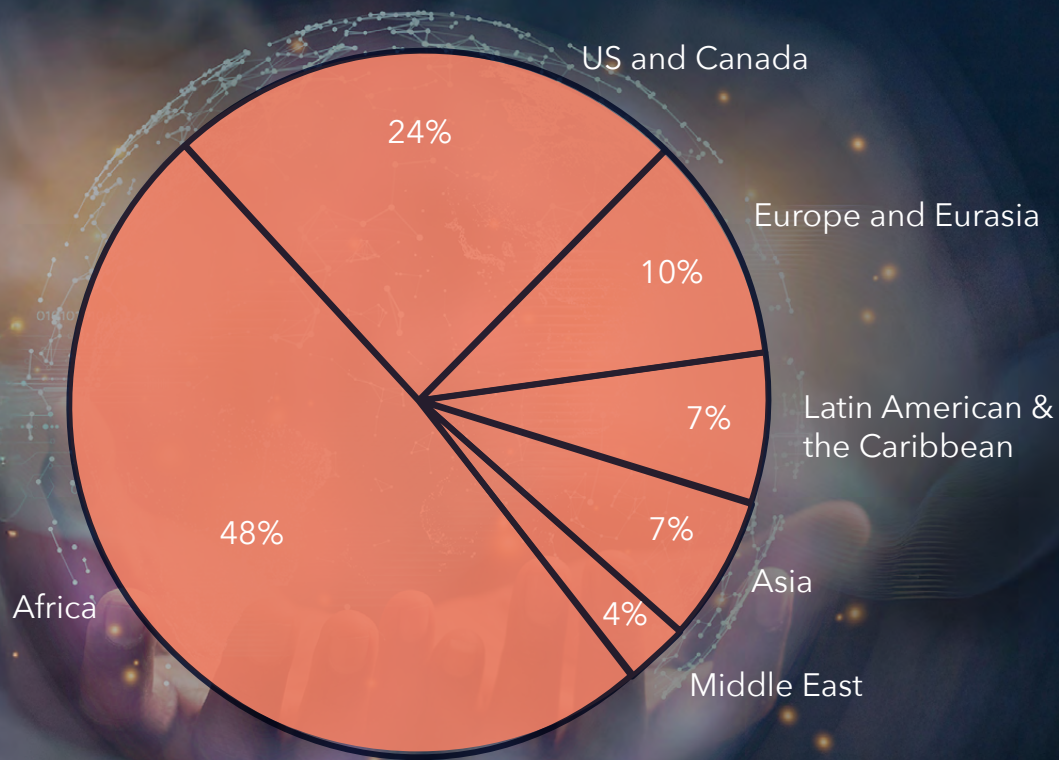
65%
FROM THE
GLOBAL
SOUTH

400+
DELEGATES

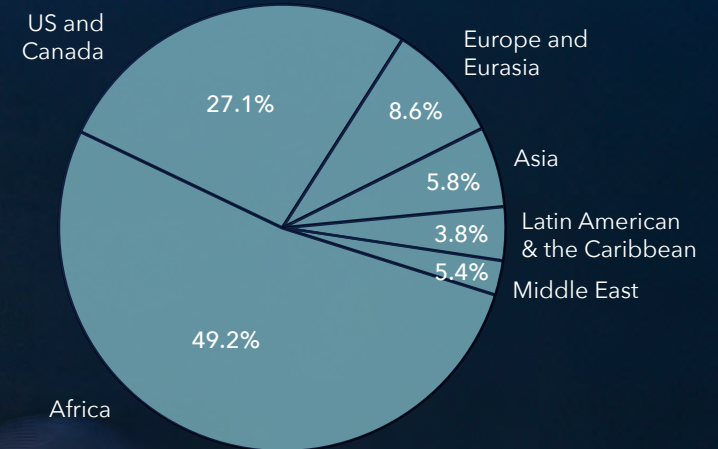
EXPERIENCE AND EXPERTISE FROM ACROSS THE GLOBE

The Symposium was attended by market systems development professionals from around the world. High-quality, real time streaming supported our commitment to greater inclusion in important industry conversations.

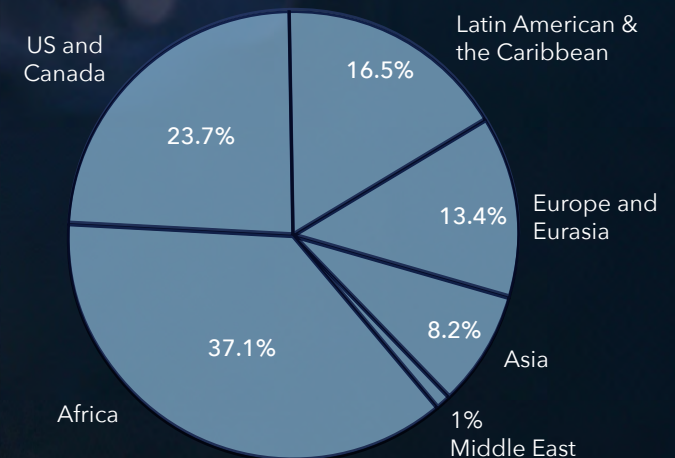
TOTAL PARTICIPANTS BY REGION



IN-PERSON PARTICIPANTS BY REGION



ONLINE PARTICIPANTS BY REGION



PARTICIPATING ORGANIZATIONS

- 
- Absa
 - Abt Global
 - ACDI/VOCA
 - AFCAR Consulting
 - African Circular Economy Network (ACEN)
 - African Management Institute (AMI)
 - Bankers Without Boundaries
 - BCL Group
 - Cadmus Group
 - CANOA Mox
 - CARE
 - Caritas Switzerland
 - Catholic Relief Services
 - Centre for Sustainability Transitions
 - Chemonics International Inc
 - CORDAID
 - Counterpart International
 - Creative Associates
 - Cultivating New Frontiers in Agriculture
 - DAI
 - Danish Refugee Council
 - DevLearn
 - DT - Global
 - EconDev International LLC
 - Environmental Coalition of South Seattle (ECOSS)
 - Embassy of Switzerland in Maputo
 - Enroot Development
 - Ernst & Young
 - ETS JB Consult & Advisory
 - EWaste Africa
 - Fashion Revolution SA
 - UK Foreign, Commonwealth and Development Office (FCDO)
 - Fronteras Capital
 - Gatsby Africa
 - Gerry Roxas Foundation
 - Global Communities
 - Global Resilience Partnership
 - GOAL Global
 - GreenCape
 - Habitat for Humanity International
 - Habitat for Humanity, Terwilliger Center for Innovation in Shelter
 - Harambee
 - Harvest Thrive Limited
 - Helvetas
 - IFRC
 - Integral Coaching South Africa
 - IPE Global Africa Limited
 - Kilimo Trust
 - KPMG
 - LandO'Lakes Venture 37
 - Leafline
 - LINC
 - Lutheran World Relief
 - MarketShare Associates
 - MEDA
 - Mercy Corps
 - NCBA CLUSA
 - Nude Foods
 - Oxfam
 - Palladium International
 - Pan American Development Foundation (PADF)
 - People in Need
 - PIND FOUNDATION
 - Plan International
 - ProAzul - Blue Economy Development Fund Mozambique
 - Resonance Global
 - Rural Support Programmes Network (RSPN)
 - RTI International
 - SANBI/University of Johannesburg
 - Save the Children
 - SOCODEVI
 - SOLVE@Waterfront
 - SouthSouthNorth (SSN)
 - Stellenbosch University - Center for Sustainable Transitions
 - Stichting Spark
 - Swisscontact
 - TANGO International
 - TechnoServe
 - Tetra Tech
 - The Canopy Lab
 - Two Oceans Aquarium Foundation
 - University of Cape Town
 - UCT Graduate School of Business
 - USAID
 - V&A Waterfront
 - Vikāra Institute
 - Winrock International
 - World University Service of Canada (WUSC)
 - World Vision
 - World Resources Institute (WRI)
 - Zerocrete

PROJECT LIST

- AFD's Promoting the Economic Revival of Micro Businesses & Agriculture II (PERMA II), Iraq
- AFD's Urban Fabric Initiative (UFI), Kenya
- Austrian Development Agency's Empowering Rural Economies in Agriculture (EREA), Kosovo
- BMUV's International Climate Initiative (IKI)'s Aligning Financial Flows with the Paris Agreement in Africa (AFF), Ethiopia, South Africa, Mozambique
- BMZ's Skills & Opportunities for Youth Employment and Entrepreneurship (SOYEE), Global
- Caritas Switzerland's Strengthening Market Actors and Communities Project, South Sudan
- DFAT's Somali Enhanced Resilience Through Inclusive Economic/Market Systems Development and Climate Smart Approaches (SERECA), Somalia
- DGIS and Canada's International Development Research Centre (IDRC)'s Climate and Development Knowledge Network (CDKN), Global
- DGIS's 2SCALE (Toward Sustainable Clusters in Agribusiness through Learning and Entrepreneurship), Multi-country
- EKN's Accelerating Agriculture and Agribusiness in South Sudan for Enhanced Economic Development (A3SEED), South Sudan
- EKN's Communal Approach to the Agricultural Market (ACMA3), Benin
- EKN's HortiNigeria program, Nigeria
- EKN's Integrated Seed Sector Development in the Sahel, Mali and Niger
- EU's Opportunity Salone Programme, Sierra Leone
- FAO's Dryland Sustainable Landscapes Impact Programme, Africa's Miombo Mopane region
- FCDO and USAID's Inclusive Resilience in Somalia (IRIS), Somalia
- Feed the Future Bangladesh Horticulture, Fruits, and Non-food Crops Activity, Bangladesh
- Feed the Future Bangladesh Nutrition Activity, Bangladesh
- Feed the Future Ethiopia Transforming Agriculture (ETA) Activity, Ethiopia
- Feed the Future Growth Poles Activity, Malawi
- Feed the Future Haïti Programme d'Appui à la Rentabilisation de l'Élevage (PARE), Haiti
- Feed the Future Inclusive Agricultural Markets (IAM) Activity, Uganda
- Feed the Future Market Systems and Partnerships (MSP) Activity, Global
- Feed the Future Mozambique Resiliência Integrada na Nutrição e Agricultura (FTF RESINA) Activity, Mozambique
- Feed the Future Nigeria Rural Resilience (RRA) Activity, Nigeria
- Feed the Future Resilience in Pastoral Areas (RIPA-North) Activity, Ethiopia
- Feed the Future Rwanda Hanga Akazi, Rwanda
- Feed the Future Rwanda Orora Wihaze Activity, Rwanda
- Feed the Future Sene Yiriwa, Mali
- Feed the Future Strengthening Livelihoods and Resilience (SLR) Activity, Democratic Republic of Congo
- Feed the Future Uganda Institutional & Systems Strengthening (ISS) Activity, Uganda
- Feed the Future Water and Food Systems Activity (WFSA), Uganda
- Global Affairs Canada's Feminist Entrepreneurs Growing Green Economies (FEGGE), Tanzania
- Heifer International's Naija Unlock Signature Program, Nigeria
- Hilton Foundation and IKEA Foundation's Delivering Resilient Enterprises and Market Systems (DREAMS), Ethiopia and Uganda
- Howard G. Buffett Foundation's Horizons Initiative, Guatemala
- IKEA Foundation's Sustainable Market Inclusive Livelihood Pathways to Self-Reliance (SMILES), Uganda
- Irish Aid's Global Partnership Centre (GPC), Multi-country
- Jersey Overseas Aid's Resilience and Income for Smallholders in Ethiopia through Digital Financial Services (RAISE-DFS), Ethiopia
- Mastercard Foundation's Accelerating Change Through Innovation in Agricultural TVET (ACTIVATE), Ghana
- Mastercard Foundation's Fund for Resilience and Prosperity (FRP), Sub-Saharan Africa
- Mastercard Foundation's Young Africa Works: Markets for Youth, Uganda
- Millennium Challenge Corporation (MCC)'s Coastal Livelihoods and Climate Resilience (CLCR), Africa
- Ministry of Foreign Affairs of Denmark's Danish-Arab Partnership Program (DAPP), Middle East and North Africa (MENA)
- Multi-donor-funded Somali Resilience Program (SomReP), Somalia
- SDC and Sida's Inclusive Markets, Bolivia
- SDC and USAID's Feed the Future Premier - Oholo (PRO) Project
- SDC and USAID's Feed the Future Bangladesh Livestock and Nutrition (LAN) Activity, Bangladesh
- SDC's Local Economic Development, Bosnia and Herzegovina
- SDC's RisiAlbania: Enhancing Youth Employment, Albania
- SDC's Skills to Build, Mozambique
- Sida's Catalysing Economic Development Through the Informal Sector (CEDIS), Zimbabwe
- Sida's Paisajes Mayas Sostenibles, Guatemala
- Sida's Promoting Sustainable Partnerships for Economic Transformation (PROSPECTS) IV, Liberia
- USDA's McGovern-Dole International Food for Education and Child Nutrition's Our Bright Future!, Mozambique
- UN Women and the Government of Japan's Women's Socio-Economic Resilience in Pakistan, Pakistan
- USAID Bureau for Humanitarian Assistance (BHA)'s Strengthen PSNP Institutions and Resilience (SPIR) II, Ethiopia
- USAID's Afghanistan Value Chains Program (AVCP), Afghanistan
- USAID's Agriculture Growing Rural Opportunities (AGRO) Activity, Ukraine
- USAID's Alianza Cacao Perú, Peru
- USAID's Ber-IKAN Activity, Indonesia
- USAID's Building Resilience through Market-led Livelihood Opportunities (Uthabiti), Uganda
- USAID's Business Enabling Project, Zambia
- USAID's Climate Finance for Development Accelerator (CFDA) Activity, Global
- USAID's Climate Resilient, Water, Sanitation and Hygiene (CR WASH), Ethiopia
- USAID's Communities of Practice for Effective Partnerships (COPE) Activity, Asia and Latin America
- USAID's Community-Driven Development, Haiti
- USAID's Competitive Economy Program (CEP), Ukraine
- USAID's Cooperative Leadership Engagement Advocacy and Research (CLEAR+) Activity, Kenya
- USAID's Ghana MEL Platform Activity, Ghana
- USAID's Iqlaa (Informal Livelihoods Advancement Activity), Jordan
- USAID's Kosovo Compete Activity, Kosovo
- USAID's Kuza Activity, Kenya
- USAID's Market Driven Rural Development (MDRD), Tajikistan
- USAID's Nawiri Activity, Kenya
- USAID's Practice, Research, and Operations in Water, Sanitation, and Hygiene and Strengthening Capacity in Agriculture, Livelihoods, and Environment (PRO-WASH & SCALE) Activity, Global
- USAID's Resilience Food Security Activity (RFSA), Global
- USAID's Resilience Learning Activity (RLA), Ethiopia
- USAID's Resilience Learning Activity (RLA), Kenya
- USAID's Southern Africa Mobilizing Investment (SAMI) Project, Southern Africa
- USAID's Transforming Market Systems (TMS) Activity, Honduras
- USAID's Ubona Mashinani Program, Kenya
- USAID's Western Kenya Sanitation Project, Kenya
- USDA's Bangladesh Climate Smart Livestock Project, Bangladesh
- USDA's Food for Progress Jamaica Spices, Jamaica
- Vikāra Institute's Circular Innovation Challenge, Southern Africa
- VisionFund's Transforming Household Resilience in Vulnerable Environments (THRIVE 2030), Ghana and Honduras

MSS LOCAL IMPACT FUND

The Market Systems Symposium (MSS) advances locally-led development by connecting community leaders with industry discussions.



In 2022, Vikāra Institute launched the [MSS Scholarship Program](#) to enable local market systems practitioners and consultants, who lack corporate or organizational support, to attend the event.

In 2024, the MSS Scholarship Program was made possible by:

- USAID's Feed the Future Market Systems and Partnerships (MSP) Activity
- USAID Resilience, Evaluation, Analysis, and Learning (REAL) 2 Associate Award
- USAID/BHA PRO-WASH & SCALE Award
- USAID Communities of Practice for Effective Partnerships (COPE)
- Fronteras Group

The MSS2024 Scholarship Program awarded 20 full scholarships out of over 400 applications worldwide. These local experts enriched the Symposium by sharing their experiences and perspectives, while also learning from global thought leaders in market systems development.

- | | |
|-------------|--------------|
| · Congo | · Nigeria |
| · Egypt | · Pakistan |
| · Fiji | · Tajikistan |
| · Guatemala | · Turkey |
| · Haiti | · Uganda |
| · Indonesia | · Yemen |
| · Kenya | · Zambia |

BURNING ISSUES & BLIND SPOTS

MSS2024 fostered open and honest dialogue on pressing issues and overlooked challenges in applying market systems development. Delegates identified key topics and engaged in focused consultations to explore these issues in depth. This encouraged candid conversations and collective problem-solving.



TOP 5 ISSUES

(as voted for by delegates in order of importance)

- Localization: Overburdening Market Actors
- Systems Approach Focus
- Conflict Sensitivity Integration
- Market-Conflict Intersection
- Beyond Smallholder Focus

RUNNER UP ISSUES

(as voted for by delegates in order of importance)

- Urban Landscapes Importance
- Flexible Intervention Funds
- Care Economy Inclusivity
- Broader Market Systems
- Support Beyond Agriculture
- Project Continuity Improvement
- Incentivize Collaboration Projects
- MSR as Essential
- Accountability Metric Changes
- Long-term Strategic Links Between Projects
- Health Market Support
- Tools Unsuitable for Turbulent Environments



INDUSTRY LEVEL CONVERSATIONS

INDUSTRY LEVEL CONVERSATIONS

MSD IN KEY DONOR & GLOBAL INITIATIVES

The 7th annual MSS2024 launched with inspiring and forward thinking remarks from representatives from donor partners USAID, FCDO, and SDC. They shared updates about their own journeys integrating Market Systems Development approaches in their organizations and portfolios.



WHAT TRENDS ARE TOP OF MIND?

Resilient markets in conflict contexts, people's migration in search of better economic opportunities, integrating market systems development and resilience across sectors.

Discussants:

- **USAID Washington** - Kristin O'Planick, Market Systems Team Lead, USAID Bureau for Resilience, Environment, and Food Security
- **FCDO Somalia** - Nur Abdi, Private Sector Advisor, USAID/FCDO Inclusive Resilience in Somalia (IRiS)
- **USAID Kenya and East Africa Mission** - Jennifer Maurer, Resilience Coordinator
- **SDC Mozambique** - Nito Matavel, National Program Officer, Inclusive Economic Development, Embassy of Switzerland Mozambique
- **USAID Honduras** - Jorge Reyes Reina, Trade, Investment & Competitiveness Team Lead, Office of Economic Growth

INDUSTRY LEVEL CONVERSATIONS

GLOBAL COMMUNITIES OF PRACTICE - LEARNING AGENDAS



Learning and growing was at the heart of the 7th annual Market Systems Symposium. Global Communities of Practice panelists celebrated advances in market systems development thanks to their collaborative learning and joint implementation efforts.



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FEATURED COMMUNITIES OF PRACTICE INCLUDED:


- Markets in Crises (MiC)
- Market Systems Resilience Global Community
- Green Avengers
- Market Systems Development for Employment (MSD4E)
- Global Climate and Development Knowledge Network (CDKN)

Panelists:

- **CRS, USA** - Laura Phelan, Strategic Learning & Evidence & MiC Facilitator
- **Vikāra Institute, South Africa** - Sesetu Holomisa, Associate
- **The Canopy Lab, UK** - Andrew Panton, Senior Consultant
- **SouthSouthNorth, South Africa** - Michelle du Toit, Programme Manager, Climate and Development Knowledge Network (CDKN)
- **WUSC, Canada** - Catherine Walker, Market Systems Advisor

INDUSTRY LEVEL CONVERSATIONS

PRIVATE SECTOR DIALOGUES ON INNOVATIONS & SYSTEMS CHANGE



MSS2024 included three boundary-
pushing conversations on private
sector innovations that can make
market systems more inclusive,
competitive, and resilient.



ROLE OF BANKS TO SUPPORT INCREASED **COMPETITIVENESS,** **INCLUSIVITY, AND RESILIENCE** OF MARKET SYSTEMS

Are banks starting to integrate risks related to climate change and inequality? While banks remain primarily concerned about how to generate a return on their funds, many banks are starting to realize the importance of these slower moving risks. Are there ways that banks can become a more positive influence on market systems through the way they assess creditworthiness? Delegates discussed the role of banks in catalyzing positive systemic change.

Speaker:

- **Absa Bank, South Africa** - Heidi Barends, Head of Sustainable Finance, Corporate & Investment Banking

Discussants:

- **Habitat for Humanity International, India** - Ashwin Kumar Rao, Manager, MEAL - Market Systems, Terwilliger Center for Innovation in Shelter
- **Vikāra Institute, USA** - Michael Field, Senior Systems Change Specialist
- **ACDI/VOCA, Jamaica** - Dean Passard, Sr. Technical Advisor

INNOVATIONS IN RESILIENCE OF BUSINESSES AND SUPPLY CHAINS



How do companies make investments to support resilience of their businesses and supply chains?

How do companies adapt their decision-making criteria to focus more on being able to manage risks known and unknown? Delegates spoke about how systems thinking helps identify points of entry to **build resilience of the private sector** and support sustainability.

Speaker:

- **UCT Graduate School of Business, South Africa** - Ralph Hamann, Deputy Director: Business strategy and Sustainability, Collaborative Governance, Social Entrepreneurship & Innovation

Discussants:

- **Kilimo Trust, Uganda** - Rachel Ajambo, Country Team Leader
- **DAI, Uganda** - Stephen Anecho, Market Systems Development Technical Specialist
- **Vikāra Institute, USA** - Michael Field, Senior Systems Change Specialist

SHARED VALUE INNOVATIONS IN BUSINESS FOR SOCIAL IMPACT



How are businesses adopting a shared value strategy to have a positive impact on the ecosystem in which they operate? Can the **private sector integrate systemic risks** such as climate change and inequality and still generate value addition? Delegates discussed the journey of the V&A Waterfront as a case study about how to **create space for small businesses** alongside large established companies and address skills gaps in different supply chains.

Speaker:

- **SOLVE, South Africa** - Heather Parker, Circular Initiatives

Discussants:

- **DAI, Uganda** - Dorothy Muroki, Chief of Party, USAID Feed the Future Uganda Water and Food Systems Activity
- **ACDI/VOCA, Mozambique** - Jahamo Calima, Capacity Building Specialist, Feed the Future RESINA Project
- **Vikāra Institute, USA** - Michael Field, Senior Systems Change Specialist

INDUSTRY LEVEL CONVERSATIONS

LOCALIZATION



Is the push for localization genuine change or just surface-level reform?

Donors have long promoted locally-led development, but these efforts often focus on helping local organizations secure grants and contracts, ultimately co-opting them to align with donor agendas rather than empowering them to shape market and political systems.



Delegates debated whether recent localization efforts, guided by strong systems thinking, could represent a **real shift in development** or simply repeat past mistakes, distorting local dynamics and fostering dependency on donor funding.

Discussants:

- **Mercy Corps, UK** - Lucho Osorio-Cortes, Sr. Market Systems Advisor
- **DT Global, USA** - Rose Mary Garcia, Lead Economist
- **Stichting Spark, South Sudan** - Emmanuel Ocen, Team Leader, Strengthening Market Actors and Communities in South Sudan, SPARK
- **LINC, USA** - Patrick Sommerville, Managing Director
- **RTI, USA** - Joanna Springer, Senior Manager, MERLA
- **Mercy Corps, Ethiopia** - Meseret Getahun, Global Market System Development Advisor, USAID Pro WASH and SCALE
- **Pan American Development Foundation (PADF), Haiti** - Frednel Isma, Chief of Party, Community Driven Development (CDD) Activity
- **Habitat for Humanity, Poland** - Marcin Maryl, Head of Programs
- **Basal Consultancy Limited, Kenya** - Euphresia Luseka, Director Markets Governance and Systems Strengthening
- **LINC, USA** - Meghan Bolden, Technical Director
- **Mercy Corps, Liberia** - Hamid Gbawuru Marah, Team Leader, Market Systems Development
- **Independent Consultant, Kenya** - Irene Mue
- **ACDI/VOCA, Brazil** - Luca Crudeli, Sr Director Blue Economy and Market Systems

INDUSTRY LEVEL CONVERSATIONS

ADAPTIVE MANAGEMENT:

PRACTICAL ADAPTATIONS
& INNOVATIONS

Delegates discussed the role of adaptive management in donor-funded market systems programs, stressing the need for flexibility in grants and procurement to drive systemic change while ensuring compliance.

Key to success is effective communication with donors, especially when shifting from ineffective activities.



Adaptive management demands **strategic responses to market signals**, balancing donor needs with local capacities, and **aligning operations with systems thinking** for systemic change.

Discussants:

- **RTI, USA** - Joanna Springer, Senior Manager, MERLA
- **ACDI/VOCA, USA** - Anar Khalil, Senior Director, Subaward Systems Management
- **DAI, South Africa** - Gwendolyn Tweed, USAID Southern Africa Mobilizing Investment (SAMI)
- **Habitat for Humanity International, India** - Ashwin Kumar Rao, Manager, MEAL - Market Systems, Terwilliger Center for Innovation in Shelter
- **WUSC, Canada** - Catherine Walker, Market Systems Advisor

INDUSTRY LEVEL CONVERSATIONS

IMPACT LEVERAGE THROUGH MSD COLLABORATION: GLOBAL CASE STUDIES

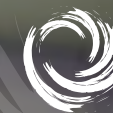
Market systems are complex, with multiple forces at play. Catalyzing systemic change typically requires multiple interventions targeting different system elements, as no single project can address all the necessary leverage points for sustained transformation. However, incentives often discourage collaboration on broader systemic goals.



Delegates explored two case studies from Ethiopia and Kenya, highlighting how letting go of narrow project focus and fostering **collaboration, communication, and trust** among partners can build resilience and **scale impact**.

Discussants:

- **USAID Kenya and East Africa Mission** - Jennifer Maurer, Resilience Coordinator
- **RTI, Ethiopia** - Tebeje Nigussie, Deputy Chief of Party, Ethiopia Transforming Agriculture Activity
- **ACDI/VOCA, Kenya** - Mercyline Adhiambo, Deputy Chief of Party, USAID Kenya/East Africa Resilience Learning Activity (RLA)
- **Mercy Corps, Ethiopia** - Meseret Getahun, Global Market System Development Advisor, USAID Pro WASH and SCALE
- **LINC, Ethiopia** - Bersabeh Beyene, Chief of Party, Ethiopia Resilience Learning Activity (RLA)



FEATURED THEMATIC SUMMITS



FEATURED THEMATIC SUMMITS

KEY DEVELOPMENTS IN STRENGTHENING FOOD SYSTEMS RESILIENCE



How can food systems adapt to slow-moving risks like climate change and inequality, which also trigger faster-moving threats such as conflict, erratic weather, health crises, and trade disruptions?



Delegates discussed strategies for managing both **known and emerging shocks**, highlighting key gaps and research priorities for effective action.

Panelists:

- **Abt Global, USA** - Sarah Kozyn, Director, Agriculture Market Systems
- **RTI, Ethiopia** - Tebeje Nigussie, DCOP, Ethiopia Transforming Agriculture
- **ACDI/VOCA, Mozambique** - Joao Aguasse Jequé, Food Systems & Nutrition Specialist, RESINA
- **Chemonics, Guatemala** - Catherine Maldonado, Senior Advisor Agriculture and Food Security
- **Tango International, USA** - Timothy Frankenberg, President (Global Network on Food Crises Working Group)
- **DT Global, Zambia** - Carianne De Boer, Chief of Party, Business Enabling Project (BEP)
- **Fronteras, Zimbabwe** - Dumisani Nyoni, Director
- **GreenCape, South Africa** - Sibusisiwe Maseko, Agriculture Senior Analyst
- **Center for Sustainable Transitions, South Africa** - Dr. Nyasha Magadzire, Stellenbosch University

FEATURED THEMATIC SUMMITS

INNOVATIONS IN BUSINESS CIRCULARITY MODELS ACROSS MSD

How can both large and small companies transition from linear to circular business models? More crucially, how can market systems become circular by repurposing waste from one system as raw material for another?



MARKET SYSTEMS
SYMPOSIUM | 2024



Delegates explored this question through a **systems thinking lens**, examining how market systems identify, prioritize, and allocate resources to address growing risks and increasing fragility.

Panelists:

- **Resonance, USA** - Laurie Pickard, Chief of Party, CIRCLE Alliance project
- **Ernst & Young, South Africa** - Sara Holloway, RIPPLES team
- **Habitat for Humanity International, India** - Ashwin Kumar Rao, Manager, MEAL - Market Systems, Terwilliger Center for Innovation in Shelter
- **African Circular Economy Network (ACEN), South Africa** - Chris Whyte, Executive Director
- **Center for Sustainable Transitions, South Africa** - Prof. Rika Preiser, Stellenbosch University (UNESCO Co-Chair in Complex Systems and Transformative African Futures)
- **Green Cape, South Africa** - Saloshnee Naidoo, Circular Economy Programme Manager

FEATURED THEMATIC SUMMITS

LEVERAGING SIGNIFICANT CHANGE IN SOCIAL INCLUSION USING MSD APPROACHES

Market systems resilience and competitiveness depend on social inclusion. While many projects target specific vulnerable groups, systems thinking emphasizes lowering barriers across the entire market to enhance the quantity and quality of connections.



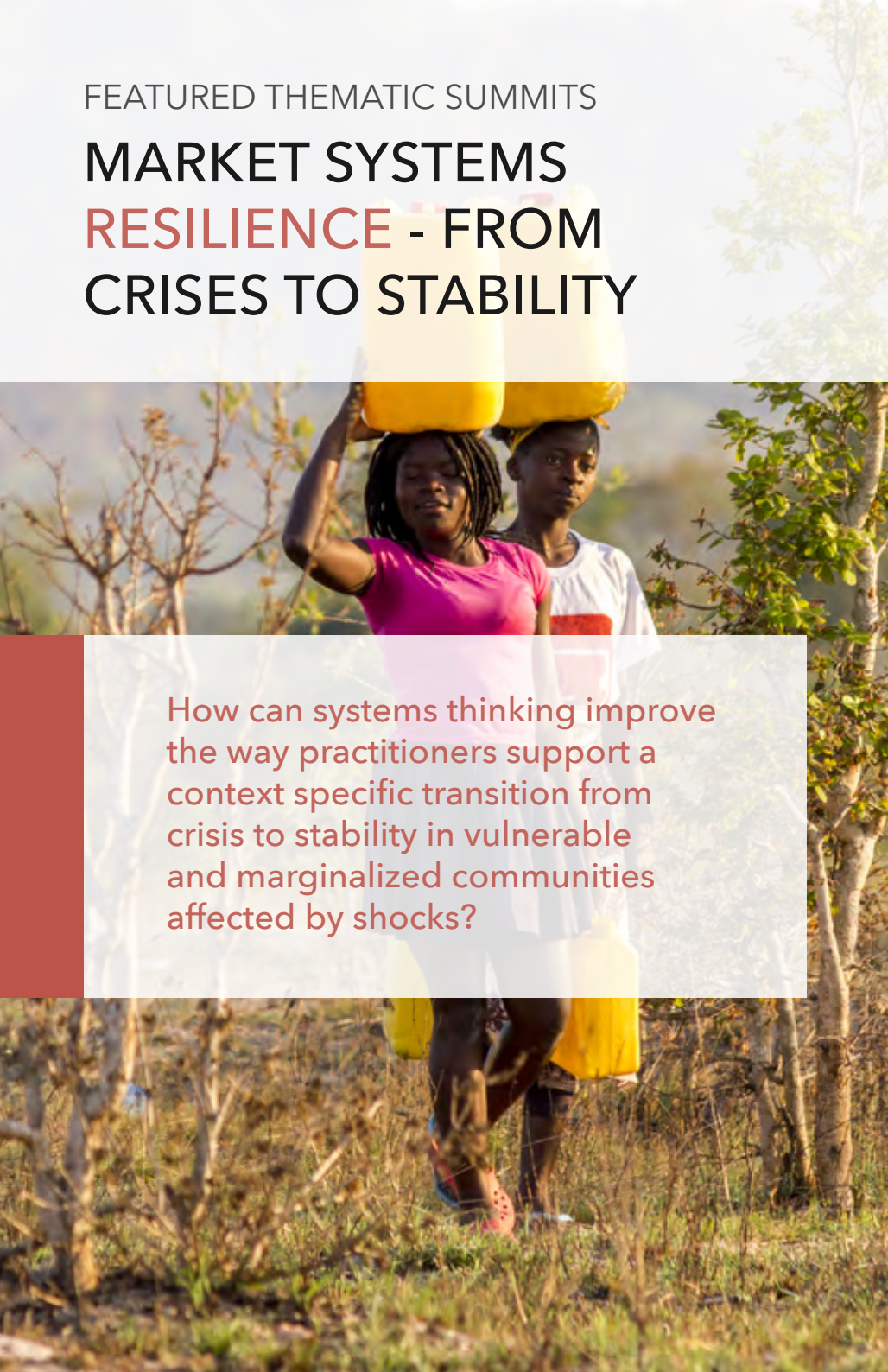
Panelists shared strategies to improve social inclusion by leveraging the natural bridging capacity of market systems.

Panelists:

- **RTI, Rwanda** - Timothy Shumaker, Chief of Party, Rwanda Hanga Akazi
- **CARE, USA** - Elly Kaganzi, Director for Agriculture & Market Systems
- **ACDI/VOCA, USA** - Melissa Matlock, Director, Gender & Social Inclusion
- **Global Communities, USA** - Ashley Holst, Chief of Party & Technical Director - Cooperative Development & Inclusive Business
- **Vikāra Institute, USA** - Michael Field, Senior Systems Change Specialist
- **DAI, USA** - Lindsay North, Principal Specialist, Resilience and Stability
- **DAI, Afghanistan** - Matt Smither, Chief of Party, Afghanistan Value Chains Program (AVCP)
- **Center for Sustainable Transitions, South Africa** - Dr. Julia van Velden, Stellenbosch University, Head, Southern African Resilience Academy
- **World Vision, USA** - Mona Davies, Technical Director, Economic Empowerment
- **RTI, Kenya** - Beatrice Tonui, Policy Coordinator, Kenya Western Sanitation Project

FEATURED THEMATIC SUMMITS

MARKET SYSTEMS RESILIENCE - FROM CRISES TO STABILITY



How can systems thinking improve the way practitioners support a context specific transition from crisis to stability in vulnerable and marginalized communities affected by shocks?



The Summit was an opportunity for key partners to discuss the importance of **identifying catalytic intervention points** that address both immediate humanitarian needs and long-term resilience.

Panelists:

- **DAI, UK** - Nandi Hall, Senior Director, Economic Growth, Climate and Environment
- **Chemonics, Ukraine** - Viktoriia Gultai, Learning and Communications Director, Agriculture Growing Rural Opportunities (AGRO)
- **Chemonics, Ukraine** - Kseniya Sydorkina, Chief of Party, Agriculture Growing Rural Opportunities (AGRO)
- **Mercy Corps, Nigeria** - John Rachkara, Chief of Party, Feed the Future Nigeria Rural Resilience Activity
- **World Vision, Somalia / Kenya** - Nishant Das, Chief of Party, Somali Resilience Program
- **DAI, USA** - Lindsay North, Principal Specialist, Resilience and Stability
- **Abt Global, USA** - Peter Saling, Director, Food Security & Livelihoods, Resilient Economies
- **Vikāra Institute, USA** - Dun Grover, Associate

FEATURED THEMATIC SUMMITS

BLUE ECONOMY & MSD



How can a market systems approach strengthen the resilience of our freshwater and oceans?

The Summit sparked an in-depth discussion on systemic solutions, highlighting key areas for successful stewardship: governance, multi-stakeholder forums, communication, trust, and collaboration.



Delegates agreed that **investment and business incubation** are essential to creating nature-positive, competitive landscapes that sustain and value a healthy blue economy.

Panelists:

- **OceanHub Africa, South Africa** - Herland Cerveaux, Managing Director
- **UNDP, South Africa** - Adnan Awad, Head - Water & Oceans Program
- **GOAL U.S., Honduras** - Bernard McCaul, President of Global Program Design, Innovation and Business Development
- **Pan American Development Foundation (PADF), Haiti** - Frednel Isma, Chief of Party, Community Driven Development (CDD) Activity
- **ACDI/VOCA, Brazil** - Luca Crudeli, Sr Director Blue Economy & Market Systems (including Mozambique's Coastal Livelihoods and Climate Resilience (CLCR) Project)
- **Resonance, Indonesia** - Wildan, Small Scale Fisheries Lead, USAID Ber-IKAN
- **DT Global, Somalia** - Ismail Aden, Inclusive Resilience in Somalia (IRiS)
- **Two Oceans Aquarium Foundation, South Africa** - Ann Lamont, CEO
- **World Resources Institute, South Africa** - Nikara Mahadeo, Nature-based Solutions Associate

FEATURED THEMATIC SUMMITS

MSD AND PRIVATE SECTOR APPROACHES TO SMALLHOLDER AGRICULTURE



Smallholder farmers face growing pressure to adapt to climate change, yet many projects still promote livelihood approaches that won't support the transformative change needed. While a few may commercialize their production, most smallholders will need to shift to non-farming income sources. Facilitating this transition will be challenging but essential for community resilience in a rapidly changing world.



Delegates shared **key lessons** on how engaging smallholder farmers, market systems, and political systems can help manage this **systemic shift**.

Panelists:

- **Chemonics, Bangladesh** - Philip DeCosse, Chief of Party, Feed the Future Bangladesh Horticulture, Fruits, and Non-food Crops Activity
- **Vikāra Institute, USA** - Michael Field, Senior Systems Change Specialist
- **Harvest Thrive Limited, Uganda** - Molly Olwoch, Managing Director



FEATURED THEMATIC SUMMITS

EMPLOYMENT & LABOR MARKETS - A SYSTEMIC CHANGE PERSPECTIVE



How can we drive positive change in labor market dynamics? While development efforts often focus on technical and vocational training, systems thinking highlights the need to address broader forces that limit how human capital is utilized in market systems.



Delegates discussed how divisions based on ethnicity, religion, gender, and social hierarchy can create distrust and bias in hiring, prioritizing loyalty or group identity over merit. To overcome these barriers and **unlock a country's human capital potential**, systemic interventions beyond skills training are essential. Shared experiences offered valuable insights into the **complexities of labor markets**.

Panelists:

- **WUSC, Canada** - Catherine Walker, Market Systems Advisor
- **Swisscontact, France** - Laura Courbois, Advisor, Inclusive Economic Development
- **Mercy Corps, United Kingdom** - Sumaiya Virji, Market Systems Development (MSD) Advisor
- **USAID Honduras** - Jorge Reyes Reina, Trade, Investment & Competitiveness Team Lead, Office of Economic Growth
- **Swisscontact, Mozambique** - Regula Chavez-Malgaritta - Country Director, Skills to Build program
- **WUSC, Ghana** - Christian Kuder-MERL Advisor - Mastercard Foundation's ACTIVATE program
- **Helvetas, Albania** - Edlira Muedini, Project Manager, RisiAlbania
- **Mercy Corps, Liberia** - Hamid Gbawuru Marah - Team Leader, Market Systems Development, Sida's Market Systems Development for Employment (MSD4E) Programme

FEATURED THEMATIC SUMMITS

CLIMATE FINANCE & GREENING OF FINANCE & INVESTMENTS SUMMIT

International investors play a key role in driving the greening (and blueing!) of finance, fostering growth, and helping markets manage climate risks. The Climate Finance & Greening of Finance Summit explored innovations in climate-specific financing mechanisms and their impact on broader financial markets.



MARKET SYSTEMS
SYMPOSIUM | 2024

While such mechanisms are **crucial**, they alone won't shift market systems to effectively manage climate risks. Delegates discussed the vital role of **financial intermediaries** in integrating climate risks across market, political, and social systems, and shared recommendations for further action and learning.

Panelists:

- **Absa Bank, South Africa** - Heidi Barends, Head of Sustainable Finance, Corporate & Investment Banking
- **DAI, USA** - Nathan Hulley, Chief of Party, Feed the Future Market Systems & Partnerships (MSP) Activity
- **SouthSouthNorth, South Africa** - Phatsimo Rahman, Climate Finance Researcher, Aligning Financial Flows (AFF) (Leading Africa Regional Resilience Hub for COP29)
- **Center for Sustainable Transitions, South Africa** - Prof. Mark Swilling, Stellenbosch University (SARChI Chair in Urban Governance and Energy in Africa)
- **Chemonics, USA** - Niek De Goeij, Senior Technical Director, Climate Finance for Development Accelerator (CFDA)
- **DAI, South Africa** - Robin Padberg, Chief of Party, USAID Southern Africa Mobilizing Investment Project (SAMI)
- **Cadmus, USA** - Marc Shiman, Technical Director, Trade and Investment

FEATURED THEMATIC SUMMITS

URBAN LANDSCAPES UNDER INCREASING PRESSURE

Climate change, urban migration, informal economies, and inadequate housing and services are straining urban landscapes, which are increasingly central to national resilience.



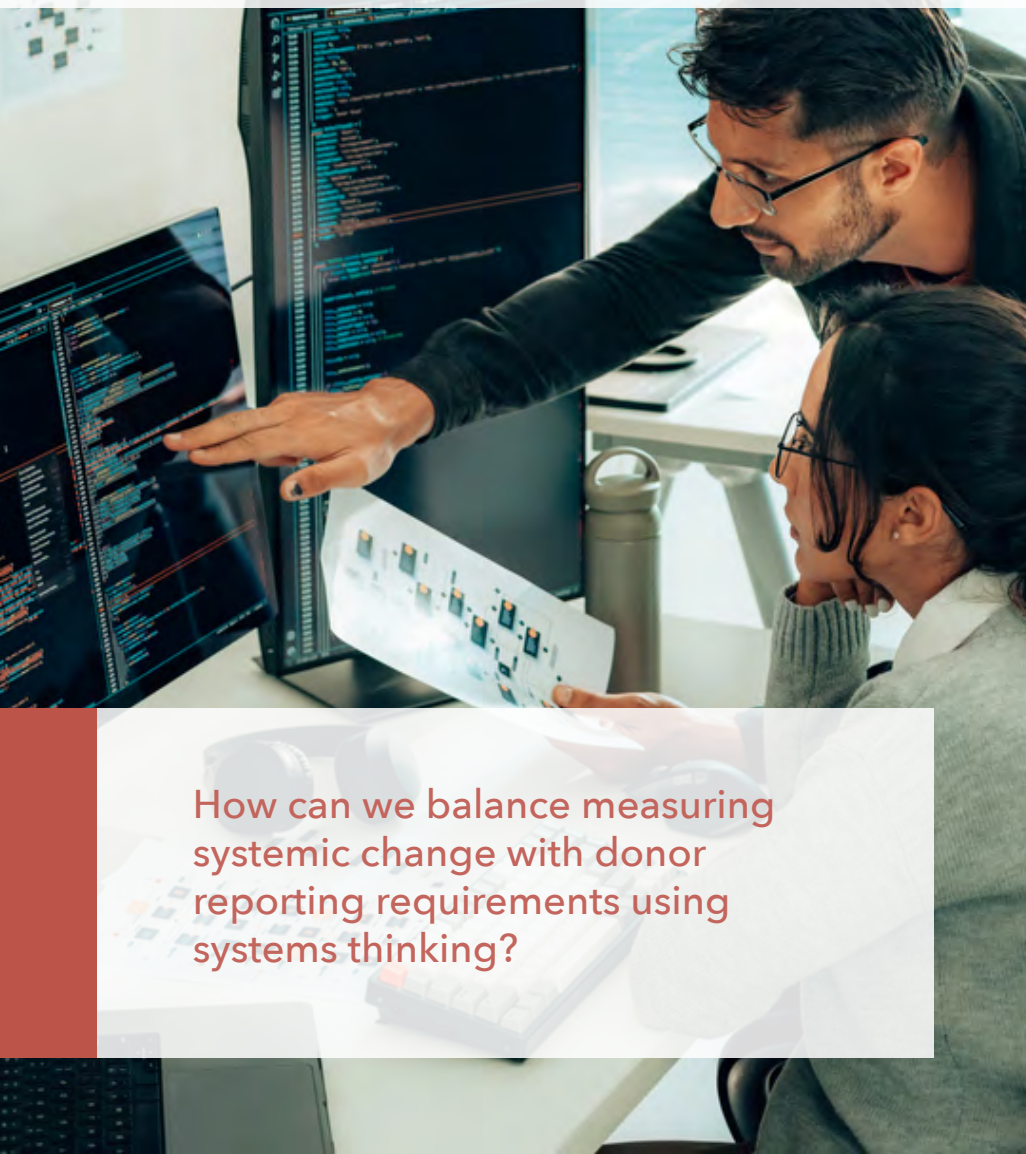
The Summit explored the **connections** between housing, climate change, food security, and access to education and healthcare, with a strong call to **increase development investments** in urban areas.

Panelists:

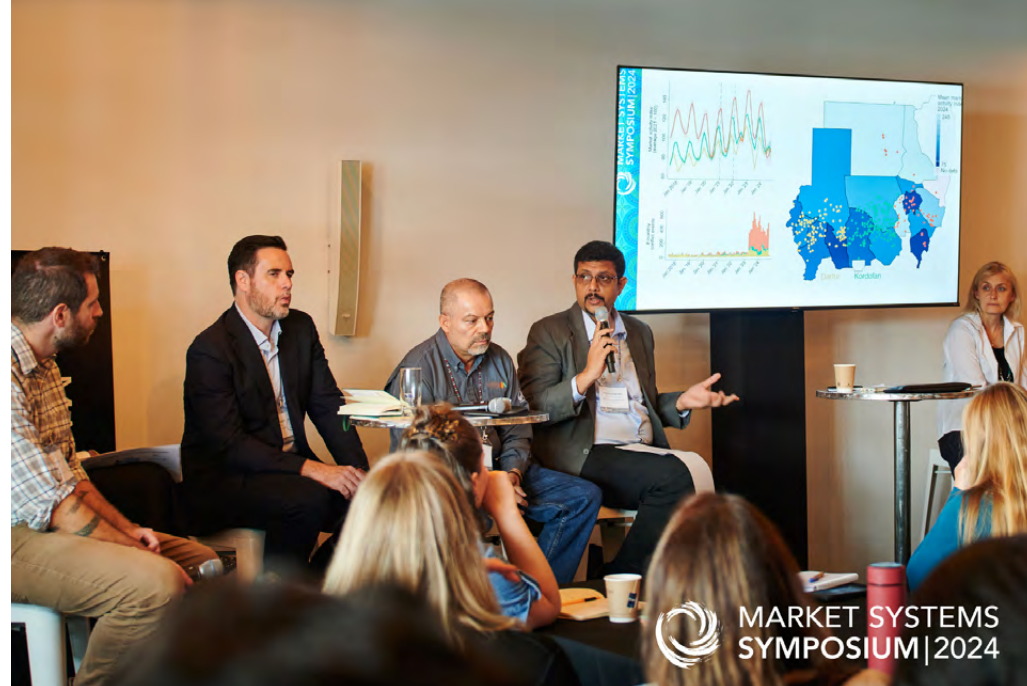
- **Vikāra Institute, USA** - Michael Field, Senior Systems Change Specialist
- **SouthSouthNorth, South Africa** - Lisa McNamara, Knowledge Networks Coordinator, Global Climate and Development Knowledge Network (CDKN) programme
- **Basal Consultancy Limited, Kenya** - Euphresia Luseka, Director Markets Governance and Systems Strengthening
- **GOAL U.S., Honduras** - Bernard McCaul, President of Global Program Design, Innovation and Business Development
- **Habitat for Humanity International, India** - Prasanna Sriraman, Manager - Housing Market Systems, Terwilliger Center for Innovation in Shelter
- **Helvetas, Albania** - Ermira Shyti, Team Leader of Career Guidance, Intermediation and Skills Development, RisiAlbania
- **RTI, USA** - Aleisha Khan, Sr Climate Resilience Advisor
- **Helvetas, Albania** - Edlira Muedini, Project Manager, RisiAlbania

FEATURED THEMATIC SUMMITS

INNOVATIONS IN SYSTEMIC RESEARCH, MONITORING & DECISION-MAKING



How can we balance measuring systemic change with donor reporting requirements using systems thinking?



MSS2024 delegates discussed lessons on managing this tension, insights from **systemic change metrics**, and **emerging applications** of market systems resilience approaches.

Panelists:

- **Chemonics, Ukraine** - Viktoriia Gultai, Learning and Communications Director, Agriculture Growing Rural Opportunities (AGRO)
- **Catholic Relief Services, El Salvador** - Jairo Andrade, Chief of Party, Alianza Cacao, El Salvador
- **Mercy Corps, USA** - Daniel Hudner, Senior Researcher - Resilience & Market Systems
- **TripleLine, Kenya** - Timothy Hobden, MEL Director, Fund for Rural Prosperity
- **Habitat for Humanity, Poland** - Marcin Maryl, Head of Programs
- **LINC, USA** - Patrick Sommerville, Managing Director
- **Chemonics, DRC** - Lucine Le Moal, Chief of Party, DRC Invest
- **Tango International, USA** - Tim Frankenberger, President (Global Network on Food Crises Working Group)
- **Habitat for Humanity International, India** - Ashwin Kumar Rao, Manager, MEAL - Market Systems, Terwilliger Center for Innovation in Shelter



MSD DEEP DIVE
DIALOGUES

MSD DEEP DIVE DIALOGUES



Deep Dive Dialogues at the Market Systems Symposium bring professionals together to share experiences and advance practical applications of systems change and resilience across various contexts and sectors.

WHAT'S REALLY WORKING TO DRIVE GROWTH FOR AFRICAN SMES?

Delegates explored the key drivers of growth for African SMEs, examining effective strategies, market dynamics, and systemic interventions that support their scalability and resilience in a rapidly evolving market landscape.

Lead discussants:

- **African Management Institute (AMI), Kenya** - Patricia Maina, Director of Partnerships
- **African Management Institute (AMI), Kenya** - Andrea Warriner, Managing Director
- **TripleLine, Kenya** - Timothy Hobden, MEL Director, Fund for Rural Prosperity
- **WUSC, Ghana** - Christian Kuder - Monitoring, Evaluation, Research and Learning Manager



PROGRAMMING ADAPTATIONS IN CHALLENGING & CONFLICT CONTEXTS

Delegates focused on how market systems development programs can adapt in challenging and conflict-affected contexts, exploring strategies to maintain resilience, foster inclusivity, and navigate complex political and economic landscapes.

Lead discussants:

- **AFCAR Consulting, Yemen** - Adnan Qatinah, Founder & CEO
- **Pan American Development Foundation (PADF), Haiti** - Frednel Isma, Chief of Party, Community Driven Development (CDD) Activity
- **Chemonics, Ukraine** - Kseniya Sydorkina, Chief of Party, Agriculture Growing Rural Opportunities (AGRO)
- **World Vision, Somalia** - Daniel Kanyerere, Regional Program Coordinator, Somalia Resilience Program
- **Chemonics, Ukraine** - Viktoriia Gultai, Learning and Communications Director, Agriculture Growing Rural Opportunities (AGRO)
- **Caritas Switzerland, Syria** - Rama Maded, Project Manager
- **DAI, DRC** - Pepin Mugisho, Deputy Chief Of Party, Feed the Future, Strengthening Livelihood and Resilience (SLR) Activity



MSD IN THIN MARKETS

Delegates explored how MSD can be effectively applied in thin markets, where limited market actors and low transaction volumes pose unique challenges, and discussed strategies for building resilience and stimulating growth in such environments.

Lead discussants:

- **DT Global, Uganda** - Christabel Tumwebaze, Institutional Strengthening and Advocacy Director, Uganda Institutional and Systems Strengthening project
- **DAI, Germany** - Alejandro Huertas, Lead Specialist Economic Growth
- **DT Global, Somalia** - Silas Ochieng, Director, Monitoring, Evaluation & Learning - USAID/FCDO Inclusive Resilience in Somalia (IRiS)
- **Palladium, Malawi** - Tate Munro, Chief of Party, Feed the Future Growth Poles Project
- **The Canopy Lab, United Kingdom** - Andrew Panton, Senior Consultant

WATER & SANITATION USING MSD APPROACHES

Delegates discussed how MSD approaches can be applied to water and sanitation, focusing on sustainable solutions that leverage market dynamics to improve access, quality, and affordability while enhancing system resilience.

Lead discussants:

- **RTI, Kenya** - Beatrice Tonui, Policy Coordinator, Kenya Western Sanitation Project
- **CARE, USA** - Henry Swira, Acting Senior Director Food and Water Systems

WOMEN & YOUTH INCLUSION THROUGH MSD

Delegates explored strategies for promoting women and youth inclusion through MSD, discussing how to design market systems that empower these groups, enhance their economic participation, and address barriers to access and opportunity.

Lead discussants:

- **CARE, USA** - Elly Kaganzi, Director for Agriculture & Market Systems
- **SouthSouthNorth, South Africa** - Michelle du Toit, Programme Manager, Climate and Development Knowledge Network (CDKN)
- **ACDI/VOCA, USA** - Caroline Bailey, Technical Director, Youth and Gender
- **Mercy Corps, Nigeria** - Christiana Wakawa, GEDSI Advisor



SYSTEMIC MONITORING, EVALUATION & LEARNING

Delegates discussed the integration of systemic monitoring, evaluation, and learning (MEL) in MSD, focusing on how to capture and analyze the complex dynamics of market systems to improve program effectiveness and support adaptive management.

Lead discussants:

- **Chemonics, Ukraine** - Viktoriia Taranska, MEL Manager, Agriculture Growing Rural Opportunities (AGRO)
- **IFRC, Turkey** - Abdullah Alani, Program Manager (Quality and Accountability)
- **Palladium, Malawi** - Elizabeth Venable, Project Economist and Evaluation Advisor, Feed the Future Growth Poles Project



FINANCIAL INSTRUMENTS TO LEVERAGE MARKET SYSTEMS CHANGE

Delegates explored the role of financial instruments in leveraging market systems change, discussing how targeted financing mechanisms, such as impact investing and blended finance, can catalyze sustainable growth and innovation within market systems.

Lead discussants:

- **DAI, Uganda** - Isaac Boateng, Deputy Chief of Party, Feed the Future Inclusive Agricultural Markets (IAM) Activity
- **Fronteras Capital, Zimbabwe** - Dumisani Nyoni, Director
- **USAID Honduras** - Jorge Reyes Reina, Trade, Investment & Competitiveness Team Lead, Office of Economic Growth

SHARED VALUE AND COOPERATION IN MSD

Delegates discussed the concept of shared value and cooperation in MSD, focusing on how businesses, communities, cooperative members and other market actors can collaborate to create mutually beneficial outcomes that drive sustainable market systems development and address social challenges.

Lead discussants:

- **Global Communities, Kenya** - Mike Kipngeno, Sr Cooperative Officer
- **JB Consult and Advisory, DRC / Netherlands** - Jean Bosco Aganze, CEO
- **World Vision, Australia** - Concetta Scarfiello, Women's Economic Empowerment Advisor

HEALTH SYSTEMS RESILIENCE

Delegates explored how MSD can strengthen health systems resilience, focusing on strategies to improve access, equity, and sustainability while adapting to shocks such as pandemics and climate change.

Lead discussants:

- **GOAL U.S., Honduras** - Bernard McCaul, President of Global Program Design, Innovation and Business Development
- **GOAL, Kenya** - Daniel Muhungura, Health Advisor



NUTRITION IN FOOD MARKET SYSTEMS

Delegates explored the integration of nutrition into food market systems, discussing how MSD approaches can enhance food security, improve nutritional outcomes, and promote sustainable, inclusive practices across food value chains.

Lead discussants:

- **Southern Africa Food Lab** - Scott Drimie, Director: Division of Human Nutrition, Stellenbosch University"
- **ACDI/VOCA, USA** - Gargi Grandner, Technical Director, Nutrition and Food Systems
- **Chemomics, USA** - Lorna Tokos Harp, Senior Specialist - Agriculture & Food Security



MODERNIZING LIVESTOCK SYSTEMS & CLIMATE CONSIDERATIONS

Delegates discussed how MSD approaches can help modernize livestock systems while incorporating climate considerations, focusing on sustainable practices that enhance productivity, resilience, and environmental stewardship in the face of climate change.

Lead discussants:

- **World Vision, Somalia** - Abdirahman Dubad, Livestock, NRM and IBLI Technical Advisor

EMBEDDING POLITICAL ECONOMY ANALYSIS AND APPROACHES IN MSD

Delegates explored how embedding political economy analysis and approaches in MSD can help identify and address power dynamics, governance challenges, and institutional barriers, ensuring that market systems development is inclusive, sustainable, and effective in different contexts.

Lead discussants:

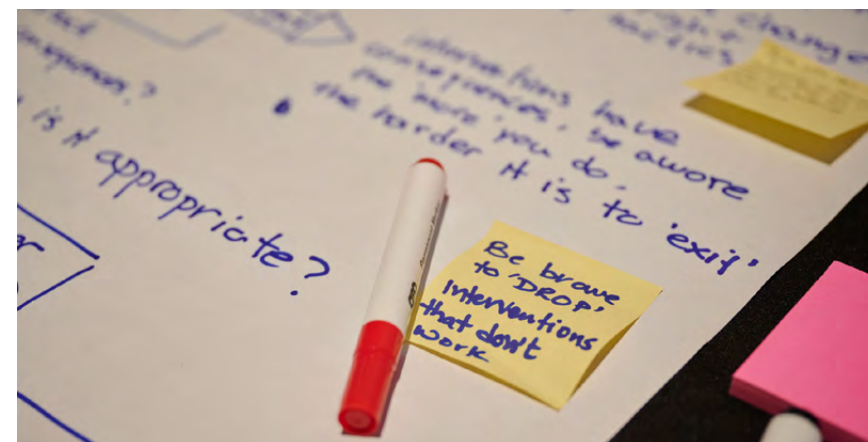
- **Center for Sustainable Transitions, South Africa** - Nina Callaghan, Deputy Director, Stellenbosch University
- **ACDI/VOCA, USA** - Ydun Donahoe - Sr Technical Director Market Systems & Governance
- **DT Global, USA** - Rose Mary Garcia, Lead Economist

MARKET FACILITATION APPROACHES

Delegates explored market facilitation approaches in MSD, testing new guidance being developed to strengthen the role of facilitators in driving systemic change, enhancing market actor engagement, and fostering sustainable market development through indirect interventions.

Lead discussants:

- **Vikāra Institute, USA** - Dun Grover, Associate
- **Vikāra Institute, USA** - Michael Field, Senior Systems Change Specialist



LEVERAGING THE CARE ECONOMY THROUGH MSD

It is important to explore the MSD approach to the critical care economy, discussing how market systems can be leveraged to improve access to quality healthcare, strengthen supply chains, and promote sustainable practices in the delivery of essential health services.

Lead discussants:

- **ACDI/VOCA, USA** - Melissa Matlock, Director, Gender & Social Inclusion

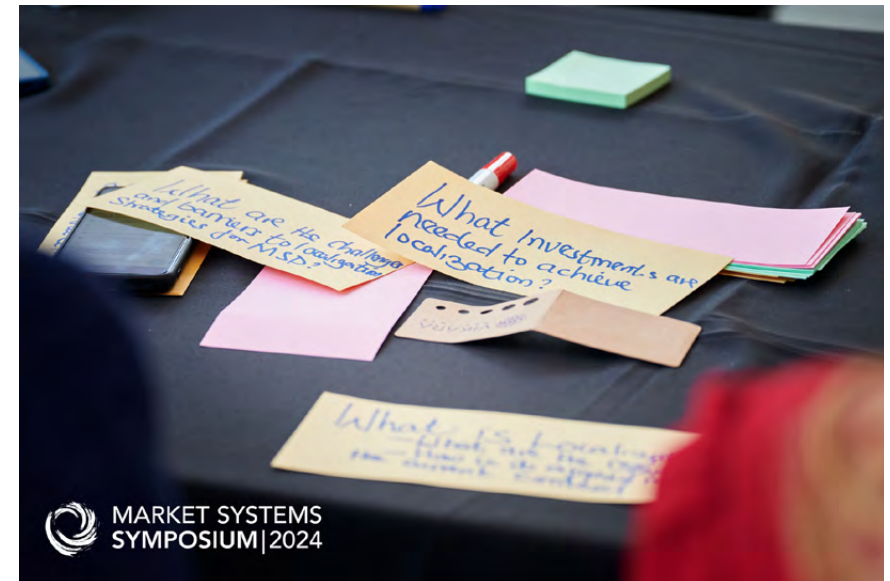


LOCALIZATION STRATEGIES & ISSUES FOR MSD

Delegates explored localization strategies and issues for MSD, focusing on how to design context-specific approaches that empower local actors, address power imbalances, and foster sustainable, locally-driven market systems development in diverse regions.

Lead discussants:

- **Habitat for Humanity, Fiji** - Susan Radhika Naidu, National Director
- **Stichting Spark, South Sudan** - Ocen Emmanuel, Team Leader, Strengthening Market Actors and Communities in South Sudan, SPARK
- **DT Global, Zambia** - Carianne De Boer, Chief of Party, Business Enabling Project (BEP)



FOOD SYSTEMS - THE WAY AHEAD

Delegates discussed how market systems approaches can drive sustainable, inclusive, and resilient food systems by addressing challenges in production, distribution, and consumption while promoting better nutrition and environmental stewardship.

Lead discussants:

- **Enroot, Egypt** - Alaa Fahmy, Founding Partner (Devoneers, Co-founder)
- **Abt Global, USA** - Bennett LaFond, Agricultural Markets and Livelihoods Specialist, Resilient Economies
- **Local Market Systems Consultant, Kenya** - Irene Mue
- **Kilimo Trust, Uganda** - Rachel Ajambo, Country Team Leader
- **ACDI/VOCA, Tajikistan** - Sabohat Dustova - Deputy Chief of Party, Market Driven Rural Development (MDRD) Activity
- **Save the Children, Somalia** - Nimona Birhanu Benti, MSD Technical Specialist, Inclusive Resilience in Somalia (IRiS)
- **Center for Sustainable Transitions, South Africa** - Dr. Nyasha Magadzire, Stellenbosch University
- **Chemonics, Guatemala** - Catherine Maldonado, Senior Advisor Agriculture and Food Security



ORGANIZATIONAL CHANGE TO INTEGRATE SYSTEMS THINKING

Delegates explored organizational change strategies to integrate systems thinking and MSD, focusing on how organizations can adapt their structures, cultures, and processes to better address complex market dynamics and drive long-term, sustainable impact.

Lead discussants:

- **Habitat for Humanity, Indonesia** - Scott Merrill, Sr Director of Regional Operations, Terwilliger Center for Innovation in Shelter

EXPANDING THE REACH OF MSD APPROACHES - TRIPLE NEXUS

Delegates explored expanding the reach of MSD approaches through the Triple Nexus, discussing how to effectively integrate humanitarian, development, and peacebuilding efforts to create more resilient, inclusive, and sustainable market systems in conflict-affected areas.

Lead discussants:

- **Caritas, Switzerland** - Maciej Chmielewski, Senior Income & Livelihood Advisor
- **Mercy Corps, Iraq** - Robert Dolan, Team Lead, AFD Promoting Economic Revival for Microbusiness and Agriculture (PERMA)

INTEGRATING MSD INTO REFUGEE COMMUNITIES, DISPLACED PERSONS, AND MIGRATION

Delegates explored integrating MSD into refugee communities, displaced persons, and migration contexts, discussing strategies to support livelihoods, improve access to services, and build resilient market systems that can address the unique challenges faced by these populations.

Lead discussants:

- **DAI, UK** - Anne Brady, Senior Programme Manager, Economic Growth
- **Chemonics, Ukraine** - Yevhen Zagudaev, Program Management Director, Europe and Eurasia
- **Save the Children, Uganda** - Mwesigwa 'Bikie' Isharaza, Chief of Party Uthabiti
- **DAI, Uganda** - Stephen Anecho, Market Systems Development Technical Specialist
- **Save the Children, Uganda** - Michael P'Rajom, Head of Child Poverty Reduction



DIGITAL ECONOMY & E-COMMERCE IN MSD

Delegates explored the role of the digital economy and e-commerce in MSD, discussing how digital platforms can enhance market access, promote inclusive growth, and drive innovation in developing markets by connecting underserved populations to new opportunities.

Lead discussants:

- **Palladium, USA** - Brittany May, Manager, Inclusive Growth
- **Palladium, USA** - Amanda Saville, Senior Manager, Inclusive Growth



INTEGRATING DESIGN THINKING & SYSTEMS THINKING IN MSD

Delegates discussed how integrating Design Thinking into MSD can enhance innovation and adaptability, focusing on practical approaches to address complex, systemic challenges in market systems development.

Lead discussant:

- **Habitat for Humanity, Philippines** - Al Razon, Technical Advisor, Housing Market Strategies, Terwilliger Center for Innovation in Shelter

ENTREPRENEURSHIP & ENTERPRISE ECOSYSTEMS DEVELOPMENT

Delegates explored approaches to fostering entrepreneurship and developing enterprise ecosystems through MSD, focusing on creating supportive environments for innovation, business growth, and sustainable market impact.

Lead discussants:

- **DAI, Uganda** - Stephen Anecho, Market Systems Development Technical Specialist, IKEA Foundation Sustainable Market Inclusive Livelihood Pathways to Self-Reliance (SMILES) Project
- **TripleLine, Kenya** - Timothy Hobden, MEL Director, Fund for Rural Prosperity
- **Mercy Corps, Jordan** - Abdullallah Khan, MSD Director, USAID Informal Livelihoods Advancement Activity (Iqlaa)
- **World Vision, USA** - Michael Brown, Senior Technical Advisor for Food and Market Systems, Food Security and Livelihoods



CLIMATE SMART AGRICULTURE THROUGH MSD

Delegates discussed advancing Climate Smart Agriculture through MSD, focusing on strategies to build resilience, enhance productivity, and address environmental challenges within market systems.

Lead discussants:

- **Mercy Corps, Myanmar** - Wahyu Adi Nugroho, MSD Team Leader, Nurturing Green Aquaculture Project
- **PIND Foundation, Nigeria** - Faith Emmanuel Soya, Market Systems Development Projects Manager
- **SDC Mozambique** - Nito Matavel, National Program Officer, Inclusive Economic Development, Embassy of Switzerland, Mozambique

MARKET RESEARCH TECHNIQUES TO UNDERSTAND AND DRIVE BEHAVIOR CHANGE

Delegates explored market research techniques within MSD to better understand consumer and stakeholder behaviors, focusing on strategies to drive meaningful behavior change for more effective and sustainable market outcomes.

Lead discussants:

- **Habitat for Humanity International, India** - Ashwin Kumar Rao, Manager, MEAL - Market Systems, Terwilliger Center for Innovation in Shelter



MSD STAKEHOLDER PEER-TO-PEER DIALOGUES



MSD STAKEHOLDER PEER-TO-PEER DIALOGUES



MSS2024 provided a unique opportunity for professionals in similar roles to connect and discuss common challenges and solutions.

PROJECT LEADERSHIP

- Strategies for managing complex systems and adapting to changing contexts
- Balancing short-term deliverables with long-term systemic change

Project Directors / Team Leaders / Chiefs of Party:

- **RTI, Rwanda** - Tim Shumaker, Chief of Party, Rwanda Hanga Akazi
- **Global Communities, USA** - Ashley Holst, Chief of Party & Technical Director - Cooperative Development & Inclusive Business
- **Pan American Development Foundation (PADF), Haiti** - Frednel Isma, Chief of Party, Community Driven Development (CDD) Activity
- **DAI, USA** - Nathan Hulley, Chief of Party, Feed the Future Market Systems & Partnerships (MSP) Activity
- **Chemonics, DRC** - Lucine Le Moal, Chief of Party, DRC Invest
- **Catholic Relief Services, El Salvador** - Jairo Andrade, Chief of Party, Alianza Cacao, El Salvador
- **Mercy Corps, Nigeria** - John Rachkara, Chief of Party, Feed the Future Nigeria Rural Resilience Activity
- **Mercy Corps, Jordan** - Abdullah Khan, MSD Director, USAID Informal Livelihoods Advancement Activity (Iqlaa)
- **Mercy Corps, Iraq** - Robert Dolan, Team Lead, AFD Promoting Economic Revival for Micro-business and Agriculture (PERMA)
- **Chemonics, Bangladesh** - Philip DeCosse, Chief of Party, Feed the Future Bangladesh Horticulture, Fruits, and Non-food Crops Activity
- **DT Global, Zambia** - Carianne De Boer, Chief of Party, Business Enabling Project (BEP)
- **DAI, South Africa** - Robin Padberg, Chief of Party, USAID Southern Africa Mobilizing Investment Project (SAMI)
- **Habitat for Humanity, Nepal** - Eliza Sthapit, National Director
- **Palladium, Malawi** - Tate Munro, Chief of Party, Feed the Future Growth Poles Project

- **Save the Children, Uganda** - Mwesigwa 'Bikie' Isharaza, Chief of Party Uthabiti
- **Chemonics, Ukraine** - Kseniya Sydorkina, Chief of Party, Agriculture Growing Rural Opportunities (AGRO)
- **World Vision, Ethiopia** - Michael Mulford, Chief of Party, Strengthen PSNP Institutions and Resilience (SPIR) II
- **World Vision, Somalia / Kenya** - Nishant Das, Chief of Party, Somali Resilience Program

Deputy Project Directors / Deputy Team Leaders / Deputy Chiefs of Party

- **DAI, Uganda** - Isaac Boateng, Deputy Chief of Party, Feed the Future Inclusive Agricultural Markets (IAM) Activity
- **DAI, South Africa** - Hans Balyamujura, Deputy Chief of Party, USAID Southern Africa Mobilizing Investment (SAMI) Project
- **ACDI/VOCA, Kenya** - Mercyline Adhiambo, Deputy Chief of Party, USAID Kenya/East Africa Resilience Learning Activity (RLA)
- **ACDI/VOCA, Tajikistan** - Sabohat Dustova - Deputy Chief of Party, Market Driven Rural Development (MDRD) Activity
- **IFDC, Ethiopia** - Addis Moges, Deputy Program Director, 'Toward Sustainable Clusters in Agribusiness through Learning in Entrepreneurship' (2SCALE)
- **RTI, Ethiopia** - Tebeje Nigussie, Deputy Chief of Party, Ethiopia Transforming Agriculture Activity
- **DAI, DRC** - Pepin Mugisho, Deputy Chief of Party, Feed the Future Strengthening Livelihood and Resilience (SLR) Activity

MONITORING, EVALUATION, AND LEARNING PROFESSIONALS

- Balancing accountability and reporting requirements with tracking systemic change
- Improving the measurement of systemic change

Lead Discussants:

- **Chemonics, Ukraine** - Viktoriia Taranska, MEL Manager, Agriculture Growing Rural Opportunities (AGRO)
- **Habitat for Humanity International, India** - Ashwin Kumar Rao, Manager, MEAL - Market Systems, Terwilliger Center for Innovation in Shelter
- **Mercy Corps, Nigeria** - Ebile Daudu, Monitoring, Result Management & Technology for Development
- **Habitat for Humanity, Philippines** - Karen Marla Rodulfo, Regional MEAL Specialist
- **Palladium, Malawi** - Elizabeth Venable, Project Economist and Evaluation Advisor, Feed the Future Growth Poles Project

DONOR REPRESENTATIVES

- Navigating the tension between pre-defined indicators and the need for flexibility
- Strengthening collaboration and communication with donors

Lead Discussants:

- **SDC Mozambique** - Nito Matavel National Program Officer, Inclusive Economic Development, Embassy of Switzerland, Mozambique
- **USAID Washington, USA** - Kristin O'Planick, Market Systems Team Lead, USAID Bureau for Resilience, Environment, and Food Security
- **USAID Washington, USA** - Henry Heilbroner, Market Systems Specialist, Bureau of Resilience, Environment, and Food Security (REFS)
- **Gatsby Africa, Tanzania** - Neema Siana Risha, Senior Manager - Insights and Partnerships
- **USAID Mozambique** - Elsa Mapilele, Agribusiness and Finance Advisor, Resilient Economic Growth Office
- **USAID Uganda** - John Bruce Nabimanya, Agribusiness Management Specialist
- **FCDO Somalia** - Nur Abdi, Private Sector Advisor, USAID/FCDO Inclusive Resilience in Somalia (IRiS)
- **USAID Honduras** - Jorge Reyes Reina, Trade, Investment & Competitiveness Team Lead, Office of Economic Growth
- **USAID DRC** - Rachel Rasmussen, Deputy Feed the Future Coordinator

OPERATIONAL MANAGEMENT PROFESSIONALS

- Optimizing procurement, HR, and organizational structures for effective learning and flexibility
- Adapting to a more adaptive approach to project implementation

Lead Discussants:

- **ACDI/VOCA, USA** - Anar Khalil, Senior Director, Subaward Systems Management
- **DAI, South Africa** - Gwendolyn Tweed, USAID Southern Africa Mobilizing Investment (SAMI)

GLOBAL AND REGIONAL LEARNING PROGRAMS

- Collaborating to scale successful MSD methodologies
- Identifying effective ways to share knowledge and lessons learned

Lead Discussants:

- **LINC, USA** - Patrick Sommerville, USAID Ethiopia Resilience Learning Activity
- **ACDI/VOCA, Kenya** - Mercyline Adhiambo, Deputy Chief of Party, USAID Kenya/East Africa Resilience Learning Activity (RLA)
- **LINC, Ethiopia** - Bersabeh Beyene, Chief of Party, Ethiopia Resilience Learning Activity (RLA)
- **Mercy Corps, Ethiopia** - Meseret Getahun, Global Market System Development Advisor, USAID Pro WASH and SCALE
- **Gerry Roxas Foundation, Philippines** - Glen de Castro, Executive Director (Communities of Practice for Effective Partnerships (COPE) Activity)
- **DAI, UK** - Ryan Bourque, MSD Advisor, Feed the Future Market Systems & Partnerships (MSP) Activity
- **ECOSS, Colombia** - Kely Sofia Aguilera Torres, Managing Director (Communities of Practice for Effective Partnerships (COPE) Activity)

MSD TOOL CLINICS



MSD TOOL CLINICS



MSS2024 delegates rolled up their sleeves to share tools that have proven to be useful for facilitating systems change and addressing MSD.



SYSTEMS MAPPING TOOLS

Designed by GOAL Global

Presenters:

- GOAL Global, Kenya - Daniel Muhungura, Health Advisor
- GOAL, Ireland - Fiona Mitchell, Markets Advisor

MARKET SYSTEMS ANALYSIS TOOLKIT

Designed by Feed the Future Market Systems and Partnerships (MSP) Activity

Presenter:

- DAI, UK - Ryan Bourque, MSD Advisor, Feed the Future Market Systems & Partnerships (MSP) Activity

MARKET FACILITATION GUIDANCE

Designed by Vikāra Institute for Feed the Future Market Systems and Partnerships (MSP) Activity

Presenters:

- Vikāra Institute, USA - Michael Field, Senior Systems Change Specialist
- Vikāra Institute, USA - Dun Grover, Associate

CHANGE PATHWAYS AND MODELS FOR SCALING

Designed by Habitat for Humanity International

Presenters:

- **Habitat for Humanity, USA** - Sheldon Yoder, Director - Market Systems Development, Terwilliger Center for Innovation in Shelter
- **Habitat for Humanity International, India** - Prasanna Sriraman, Manager - Housing Market Systems, Terwilliger Center for Innovation in Shelter

WOMEN-INCLUSIVE RETURN ON INVESTMENT (WI-ROI) FRAMEWORK

Designed by MarketShare Associates for Feed the Future Market Systems and Partnerships (MSP) Activity

Presenter:

- **MarketShare Associates, Canada** - Jennifer King, Advisor, GESI/Inclusive Markets

INVESTMENT ECOSYSTEM CHANGE WHEEL

Designed by Vikāra Institute

Presenter:

- **DAI, South Africa** - Hans Balyamujura, Deputy Chief of Party, USAID Southern Africa Mobilizing Investment (SAMI) Project

CRISIS TO RESILIENCE FRAMEWORK

Designed by GOAL Global

Presenters:

- **GOAL U.S., Honduras** - Bernard McCaul, President of Global Program Design, Innovation and Business Development
- **GOAL U.S., Ireland** - Vicky Long, VP of Development & Program Innovation



FOOD SYSTEMS ASSESSMENT TOOL

Designed by TANGO International

Presenter:

- **Tango International, USA** - Tim Frankenberger, President (Global Network on Food Crises Working Group)

CLIMATE ADAPTATION FUND ASSESSMENT FRAMEWORK & SCORECARD

Designed by Feed the Future Market Systems and Partnerships (MSP) Activity

Presenter:

- **DAI, USA** - Nathan Hulley, Chief of Party, Feed the Future Market Systems & Partnerships (MSP) Activity

MARKET SYSTEMS BEHAVIOUR CHANGE PATHWAYS (CHANGE WHEEL)

Designed by Vikāra Institute

Presenters:

- **Vikāra Institute, USA/South Africa** - Margie Brand, Executive Director
- **Vikāra Institute, USA** - Abigail Martuscello, Senior Associate

BUSINESS CIRCULARITY CHALLENGE

SHARK-TANK PITCH SESSION



During MSS2024, Vikāra Institute and V&A Waterfront hosted the 2nd annual Circular Business Challenge. A Shark Tank-style event showcasing innovative solutions for plastics, textiles, and waste management. The top 4 finalists (out of over 50 applicants) pitched their ideas to expert judges.

Introductions:

- **SOLVE, South Africa** - Heather Parker, Circular Initiatives
- **V&A Waterfront, South Africa** - Bongani Khuzwayo, Enterprise Development Assistant Manager

Finalists:

- **eWasteAfrica** - Mark Williams-Wynn
- **Leafline** - Candy Androuakos
- **NudeFoods** - Paul Rubin
- **Zerocrete** - Johan Coetzee

Judges:

- **DAI, South Africa** - Hans Balyamujura, Deputy Chief of Party, USAID Southern Africa Mobilizing Investment (SAMI) Project
- **Vikāra Institute, USA** - Michael Field, Senior Systems Change Specialist
- **Green Cape, South Africa** - Saloshnee Naidoo, Circular Economy Programme Manager
- **African Circular Economy Network (ACEN)** - Chris Whyte, Executive Director
- **Fronteras Capital, Zimbabwe** - Dumisani Nyoni, Director



eWasteAfrica emerged as the **winner**. They received a cash prize, business acceleration support, and the opportunity to pilot their circular solution at the huge V&A Waterfront precinct.





MSD PRE-TRAINING

Vikāra Institute offered a pre-Symposium training on Market Systems Development (MSD), providing a valuable learning experience for both newcomers and experienced practitioners. The training covered essential topics such as MSD fundamentals, circular economy practices, trade and investment ecosystems, and market systems resilience. This interactive session fostered networking and enhanced participants' understanding, preparing them to engage fully in the MSS2024 conference.



MSD STUDY TOUR

SYSTEMS CHANGE IN PRACTICE

MSD STUDY TOUR - SYSTEMS CHANGE IN PRACTICE



The Market Systems Symposium 2024 Study Tour provided a unique opportunity to witness systems change in action. Participants explored innovative, successful businesses that are making a significant impact in their respective fields. This hands-on experience complemented the Symposium's theoretical discussions, offering valuable practical insights into market systems development.



AGRO-PROCESSING WASTE TO NUTRITIOUS FOODS

Delegates visited an innovative facility using Black Soldier Fly larvae to convert organic waste into high-protein, sustainable feed for aquaculture, livestock, and pet food industries, showcasing circular food production methods.



BUSINESS INCUBATOR, ACCELERATOR AND DESIGN LAB

Delegates met entrepreneurs supported by this hub, designed to foster innovation and scale small businesses with access to state-of-the-art facilities and mentorship.



LOCAL SMALL FOOD BUSINESS - JOURNEY FROM START UP TO SUCCESS

Delegates enjoyed foods prepared by entrepreneurs supported by food accelerators, learning how they scale their operations, create jobs, and promote local, sustainable food systems.

WASTE-TO-WATER RECOVERY BIODIGESTER

Delegates saw how biodigester technology converts organic waste into water and energy, demonstrating a circular approach to waste management.



DE-SALINATION PLANT

Delegates visited a facility capable of producing 3.3 million liters of fresh water daily from sea water, reducing reliance on municipal supplies.



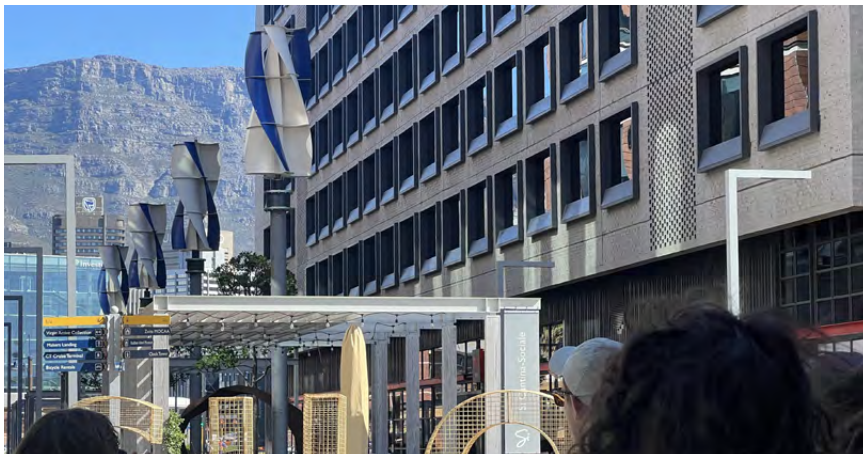
OCEAN-WATER COOLED AIR CONDITIONING FACILITY

Delegates explored an innovative cooling system using seawater to significantly reduce energy consumption and emissions.



MICRO WIND ENERGY TURBINE TESTING

Delegates explored cutting-edge renewable energy solutions including small-scale wind turbines being tested to harness clean energy for urban applications.



FOOD & WASTE RECYCLING FACILITY

Delegates visited a facility that separates and processes waste, demonstrating effective recycling and composting methods that divert significant volumes from landfills.



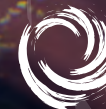


INFLUENCING GLOBAL CONVERSATIONS

The Market Systems Symposium 2024 is influencing significant global events and processes. Insights and discussions from the event are being shared at the **Resilience Hub at COP29** in Baku, Azerbaijan in November 2024, **Ocean Innovation Africa** in Dar es Salaam, Tanzania in 2025, and the **2025 UN Ocean Conference** in Nice, France in June 2025.

These platforms will benefit from the Symposium's focus on market systems development, climate and livelihood resilience, and sustainable blue economy solutions. Additionally, the Symposium delegates officially contributed to the development of new USAID guidance for market facilitation, reflecting the evolving needs of the field.





UNIQUE NETWORKING OPPORTUNITIES

The thought-provoking conversations during the Market Systems Symposium were supplemented with unique networking opportunities, leveraging the venues and vistas available in and around Cape Town.

UNIQUE NETWORKING OPPORTUNITIES UNDER-THE-SEA NETWORKING COCKTAIL



The fantastical Two Oceans Aquarium served as the perfect backdrop for connecting with fellow delegates - MSD practitioners and donors alike - in a relaxed and social setting, sparking new collaborations and building lasting connections.



UNIQUE NETWORKING OPPORTUNITIES

SUNSET BOAT CRUISE IN TABLE BAY



What better way to celebrate the importance of the Blue Economy than a sunset boat cruise along the shores of Table Bay? Attendees explored the vibrant Cape Town coastline while fostering valuable connections with fellow MSD practitioners and donors.



UNIQUE NETWORKING OPPORTUNITIES
EXCLUSIVE SEASIDE SOIRÉE

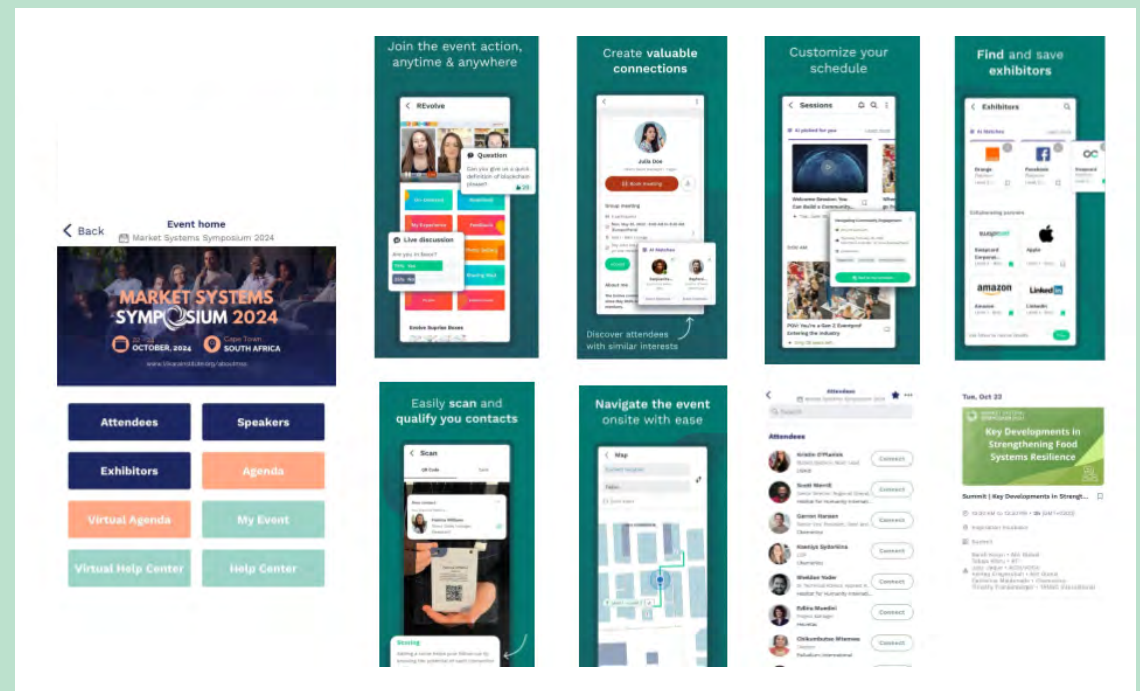
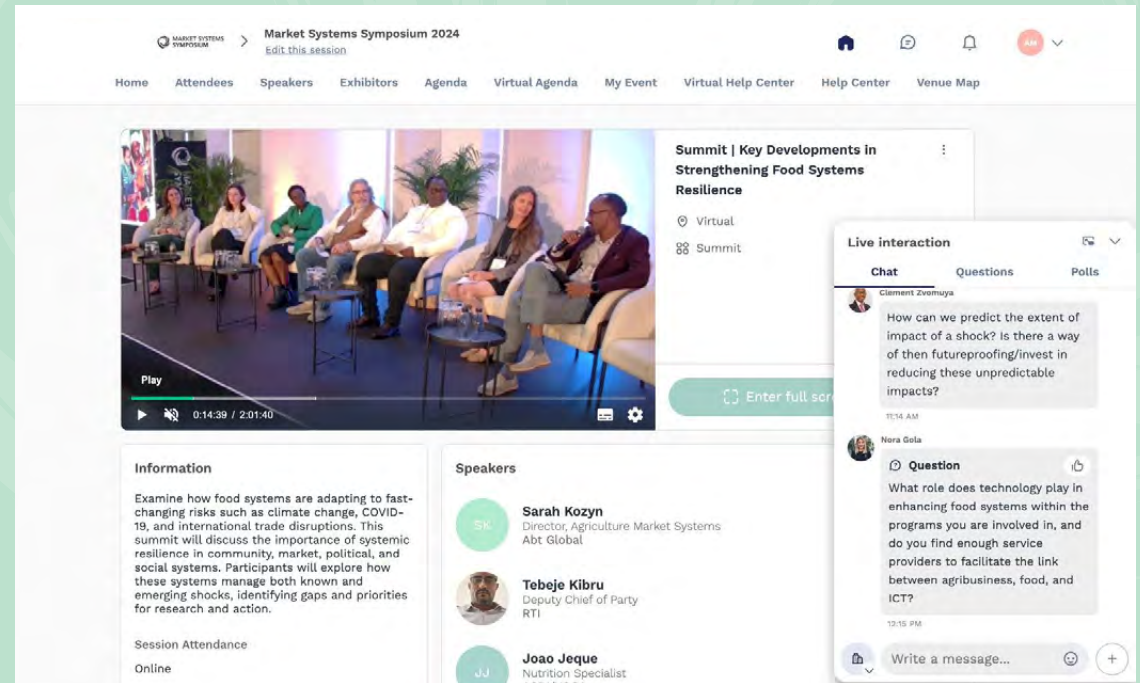


Vikāra Institute hosted a Seaside Soirée Networking Dinner with MSD leaders who are shaping the direction of market systems development practice.



MSS ONLINE PORTAL

In the on-going commitment to inclusion and diversity, the Market Systems Symposium live-streamed the Plenary and Summit sessions on the MSS digital platform, reaching market systems professionals from countries around the world.



COLLABORATING PARTNERS



Terwilliger Center for Innovation in Shelter

