



FACT SHEET

Venture37's Participation at #MSS2023

In-Person Sessions

[MSS2023 - Agenda - Google Sheets](#)

MSD FOR BOTTOM-OF-THE-PYRAMID, LAST MILE CONSUMERS ACROSS AGRICULTURAL, HOUSING, WASH, AND HEALTH CARE SYSTEMS

Tuesday, November 14 | 11 a.m. SAST

The session will explore how MSD efforts are dealing with challenges of consumer segments that only buy a small amount per transaction, but tend to generate very large numbers of transactions. Rural elements of this segment can be hard to reach and many poor/vulnerable communities have unique characteristics related to decision-making, community norms, and practice norms that have to be understood in order to effectively frame/market the value addition that retailers can deliver. The discussion will include specific lessons learned about how a retail system would have to evolve, as well as experience around how to intervene in ways to catalyze positive systemic change within retail distribution systems targeting last mile and bottom of the pyramid customers.

Speakers:

- **Michael Field**, Senior Systems Change Specialist, Vikara Institute
- **Pratik Parmar**, Manager, Market Systems and Private Sector Engagement, Habitat for Humanity
- **Emmet Murphy**, Technical Director, Agricultural Market Systems, Land O'Lakes Venture37

Learn more >>

- **Ana Karen Medina**, Terwilliger Center for Innovation in Shelter at Habitat for Humanity International

TECHNOLOGY DISRUPTIONS

Tuesday, November 14 | 1:45 p.m. SAST

While technology solutions should not be seen as a silver bullet, since change over time and resilience concerns require systems to innovate solutions on an ongoing basis, technologies can be catalytic in terms of fostering systemic change. This session will explore the how to apply systems lenses to potentially disruptive technologies to increase the likelihood that such technologies lead increased competitiveness, inclusivity and resilience over time.

Speakers:

- **Caroline Aubrey**, Staff Associate, TetraTech
- **Patrice Thomas**, Market System Liaison Advisor, Papyrus
- **Matt Smither**, Chief of Party, Afghanistan-Livestock/AVC, DAI
- **Macleod Nkhoma**, Executive Director, Centre for Agriculture Transformation, Land O' Lakes Venture37

LESSONS IN WORKING WITH PARTNERSHIPS & GRANTS IN MSD PROGRAMS: CREATIVE PARTNERING AND GRANT MAKING

Tuesday, November 14 | 1:45 p.m. SAST

From a market systems perspective, it is critical that any interaction with market actors should catalyze a knock-on effect that nudges the system to change in a positive direction. The discussion will dig into how practitioners are adapting tools like grants and partnership agreements to catalyze knock-on effects, including how learning and adaptive capacities are integrated into interventions.

Speakers:

- **Nimish Jhaveri**, Chief Of Party, USAID Harvest III activity, Abt Associates
- **Mark Sevier**, Senior Director, Private Sector Engagement, ACDI/VOCA
- **Gwendolyn Tweed**, Grants Management, DAI
- **Dan Langfit**, Economic Growth, Resilience, Fragility, and Inclusion, DRC Strengthening Livelihoods and Resilience (SLR), DAI
- **Melanie Bittle**, Economic Growth, Agriculture and Market Systems, DAI
- **Collins Apouyu**, Chief of Party, Uganda Inclusive Agricultural Markets (IAM), DAI
- **Emmet Murphy**, Technical Director, Agricultural Market Systems, Land O'Lakes Venture37

MARKET SYSTEMS RESILIENCE ACROSS FOOD AND NON-FOOD SYSTEMS AND IN CONFLICT-AFFECTED CONTEXTS

Wednesday, November 15 | 11 a.m. SAST

From a market systems perspective, it is critical that any interaction with market actors should catalyze a knock-on effect that nudges the system to change in a positive direction. The

Learn more >>

discussion will dig into how practitioners are adapting tools like grants and partnership agreements to catalyze knock-on effects, including how learning and adaptive capacities are integrated into interventions.

Speakers:

- **Michael Field**, Senior Systems Change Specialist, Vikara Institute
- **Emmet Murphy**, Technical Director, Agricultural Market Systems, Land O'Lakes Venture37
- **Dun Grover**, Deputy Chief of Party, Transforming Market Systems (TMS), ACDI/VOCA
- **William Barron**, Chief of Party, Resilience in Pastoral Areas - North (RIPA-North), Mercy Corps
- **Henok Begashaw**, Senior Manager of MERL Systems, iDE

DISRUPTIVE TECHNOLOGY: TECH USE IN MSD THROUGH THE PRIVATE SECTOR

Wednesday, November 15 | 11 a.m. SAST

One of the more important lessons that has emerged from the application of market systems resilience lenses and frameworks is that there are inherent tensions in market systems. The COVID-19 pandemic highlighted the tension between redundancy and efficiency, in which many global supply chains over emphasized efficiency leading to fragility. Recent assessments have also identified tensions and trade-offs related to systemic change initiatives that encourage communities to shift how they manage risks through changes in how they engage market systems. This session will explore how MSR lenses are uncovering and understanding tensions and trade-offs in specific contexts. The discussion will also focus on learning and insights from various cases, including examples of how practitioners are managing tensions and trade-offs that emerge.

Speakers:

- **Matt Smither**, Chief of Party, Afghanistan-Livestock/AVC, DAI
- **Patrice Thomas**, Market System Liaison Advisor, Papyrus
- **Macleod Nkhoma**, Executive Director, Centre for Agriculture Transformation, Land O'Lakes Venture37

LESSONS IN WORKING WITH PARTNERSHIPS & GRANTS IN MSD PROGRAMS - CREATIVE PARTNERING & GRANT-MAKING

Thursday, November 16 | 9 a.m. SAST

This interview will focus on practical issues related to structuring market actor agreements, including the use of grants. Grants can be a hard funding mechanism to use from a systems approach perspective, but practitioners are learning creative ways to structure and manage grants that align with MSD principles. Another key discussion point is how they engage with private sector actors in ways that catalyze improvements in the competitive landscape.

Learn more >>

Speakers:

- **Hayden Aaronson**, Managing Director, Market and Food Systems, ACDI/VOCA
- **Gwendolyn Tweed**, Grants Management, DAI
- **Nimish Jhaveri**, Chief of Party, USAID Harvest III activity, Abt Associates
- **Emmet Murphy**, Technical Director, Agricultural Market Systems, Land O'Lakes Venture37

Online Sessions

[MSS2023 Online Agenda - Google Sheets](#)

MSD FOR BOTTOM-OF-THE-PYRAMID, LAST MILE CONSUMERS -ACROSS AGRICULTURAL, HOUSING, WASH, AND HEALTH CARE SYSTEMS

Tuesday, November 14 | 11 a.m. – 12:30 a.m. EST | 5 – 6:30 p.m. CET

The session will explore how MSD efforts are dealing with challenges of consumer segments that only buy a small amount per transaction, but tend to generate very large numbers of transactions. Rural elements of this segment can be hard to reach and many poor/vulnerable communities have unique characteristics related to decision-making, community norms, and practice norms that have to be understood to effectively frame/market the value addition that retailers can deliver. The discussion will include specific lessons learned about how a retail system would have to evolve, as well as experience around how to intervene in ways to catalyze positive systemic change within retail distribution systems targeting last mile and bottom of the pyramid customers.

Speakers:

- **Michael Field**, Senior Systems Change Specialist, Vikara Institute
- **Pratik Parmar**, Manager, Market Systems and Private Sector Engagement, Habitat for Humanity
- **Emmet Murphy**, Technical Director, Agricultural Market Systems, Land O'Lakes Venture37
- **Ana Karen Medina**, Terwilliger Center for Innovation in Shelter at Habitat for Humanity International

MARKET SYSTEMS RESILIENCE ACROSS FOOD AND NON-FOOD SYSTEMS AND IN CONFLICT-AFFECTED CONTEXTS

Wednesday, November 15 | 11 a.m. – 12:30 p.m. CST | 5 – 6:30 p.m. CET

One of the more important lessons that has emerged from the application of market systems resilience lenses and frameworks is that there are inherent tensions in market systems. The COVID-19 pandemic highlighted the tension between redundancy and efficiency, in which many global supply chains over emphasized efficiency leading to fragility. Recent assessments have also identified tensions and trade-offs related to systemic change initiatives that encourage communities to shift how they manage risks through changes in how they engage market systems. This session will explore how MSR lenses are uncovering and understanding tensions and trade-offs in specific contexts. The discussion will also focus on learning and insights from

Learn more >>

various cases, including examples of how practitioners are managing tensions and trade-offs that emerge.

Speakers:

- **Michael Field**, Senior Systems Change Specialist, Vikara Institute
- **Emmet Murphy**, Technical Director, Agricultural Market Systems, Land O'Lakes Venture37
- **Dun Grover**, Deputy Chief of Party, Transforming Market Systems (TMS), ACIDI/VOCA
- **William Barron**, Chief of Party, Resilience in Pastoral Areas - North (RIPA-North), Mercy Corps
- **Henok Begashaw**, Senior Manager of MERL Systems, iDE

INTERVIEW: LESSONS IN WORKING WITH PARTNERSHIPS & GRANTS IN MSD PROGRAMS - CREATIVE PARTNERING & GRANT-MAKING

Thursday, November 16 | 8 – 9 a.m. EST | 3 – 4:30 p.m. CET

This interview will focus on practical issues related to structuring market actor agreements, including the use of grants. Grants can be a hard funding mechanism to use from a systems approach perspective, but practitioners are learning creative ways to structure and manage grants that align with MSD principles. Another key discussion point is how to engage with private sector actors in ways that catalyzes improvements in the competitive landscape.

Speakers:

- **Hayden Aaronson**, Managing Director, Market and Food Systems, ACIDI/VOCA
- **Gwendolyn Tweed**, Grants Management, DAI
- **Nimish Jhaveri**, Chief Of Party, USAID Harvest III activity, Abt Associates
- **Emmet Murphy**, Technical Director, Agricultural Market Systems, Land O'Lakes Venture37

DISRUPTIVE TECHNOLOGY: TECH USE IN MSD THROUGH THE PRIVATE SECTOR

Thursday, November 16 | 11 a.m. – 12:30 p.m. CST | 5 – 6:30 p.m. CET

From a system thinking perspective, the focus on technological solutions to complex problems is often a cautionary tale as technological solutions tend to fall in line with the dominant norms and mindsets influencing systems. At the same time, complex systems often evolve in ways that create opportunities for change that can often be amplified and accelerated with specific technological innovations. The session will cover specific examples of where technological innovations were leveraged by MSD practitioners to catalyze systemic change.

Speakers:

- **Matt Smither**, Chief of Party, Afghanistan-Livestock/AVC, DAI
- **Patrice Thomas**, Market System Liaison Advisor, Papyrus
- **Macleod Nkhoma**, Executive Director, Centre for Agriculture Transformation, Land O'Lakes Venture37

Learn more >>