



Feed the Future Market Systems and Partnerships

Program Timeline:

2020 – 2026

USAID Funding:

\$79 million ceiling

Geographic Focus:

Global

Implementing Partners:

DAI (prime), ISF Advisors, MarketShare Associates, TechnoServe, and Vikāra Institute

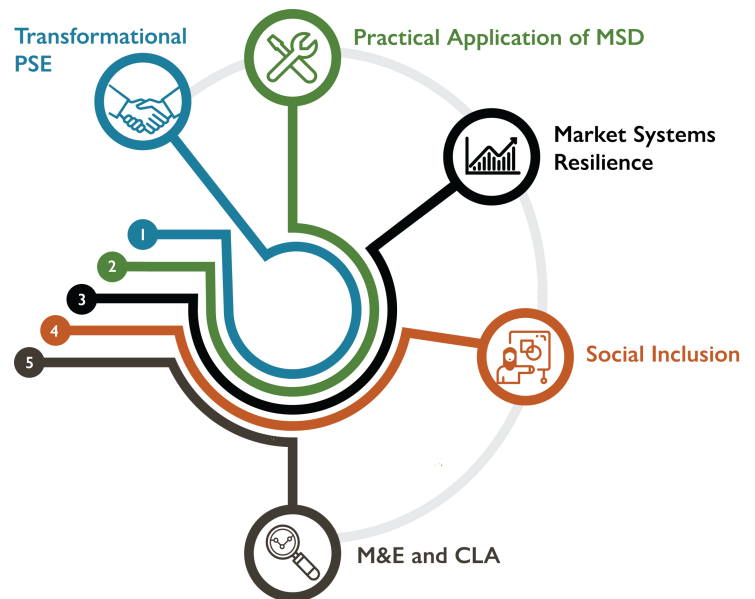
The Feed the Future Market Systems and Partnerships (MSP) Activity aims to **advance learning and good practice on market systems development (MSD) and private sector engagement (PSE)** within USAID (Washington, D.C., and Missions), USAID implementing partners, and market actors. It is a demand-driven, buy-in mechanism.

Learning Agenda:

MSP's Learning Agenda guides programming across five technical areas:

Core Objectives:

- ▶ Support effective **private sector partnership** development and management
- ▶ Provide USAID Missions with **analytical and other services** for design, implementation, and M&E
- ▶ Generate **knowledge** on MSD and PSE
- ▶ Strengthen **capacity** to design, implement, and learn from MSD and PSE





Resources Include:



- ▶ Fundamentals of MSD & MSD for Global Health training courses for USAID staff
- ▶ [Towards Transformational Impact: Synergies of PSE and MSD brief](#)
- ▶ PSE partnership guides to advance diverse objectives (e.g. [Climate Adaptation and Resilience](#); [Nutrition](#); [Large-Scale Food Fortification](#)).
- ▶ An industry-sourced and curated [MSD tool library](#)
- ▶ Communities of practice (e.g. on MSR, Greening MSD) and curated peer exchange clinics (e.g. for MSD MEL managers; partnership managers)
- ▶ [Practical guidance on assessing emerging systems change, incorporating an MSR lens into programming](#), and valuing [Women-Inclusive ROI](#) with firms.



MSP's partner, Kentaste, in Kenya
Photo Credit: Kentaste

For more information, contact:

▶ Kristin O'Planick,
Contracting Officer's Representative
koplanick@usaid.gov

▶ Nathan Hulley,
Chief of Party
nathan_hulley@ftf-msp.org

MSP's Global Private Sector Partnership Facility ▶ creates shared value by aligning core business objectives and development goals. Through dozens of pay-for-performance [partnerships with small and medium sized firms across sub-Saharan Africa and southeast Asia](#), USAID is spurring innovation, more inclusive business models, and growth in multiple sectors (e.g. agriculture, care economy, waste).



Check out our Private Sector Partnerships [Lookbook](#).



Access resources at
www.agrilinks.org/msp

Follow us on LinkedIn
@ Feed the Future Market
Systems and Partnerships