

The **Feed the Future Market Systems and Partnerships (MSP) Activity** is advancing learning and good practice in market systems development (MSD) and private sector engagement (PSE) within USAID, USAID implementing partners, and market actors.

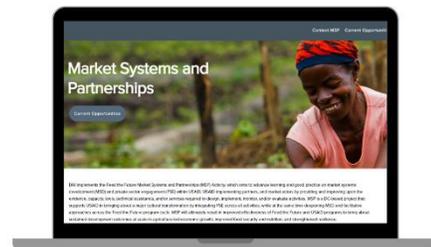


Through private sector partnerships, analytical services, evidence generation, and capacity building, MSP's work supports inclusive and resilient agriculture-led economic growth, improved food security and nutrition, and increased incomes for the poor.

The MSP Partnership Facility

As one tool, MSP's \$30 million Partnerships Facility channels corporate resources, expertise, technology, and influence to address development problems. MSP **co-creates and co-invests in market-oriented solutions** with strategic corporate partners and leverages USAID's convening power, positive relationships, and technical know-how in piloting or scaling these solutions. Partnership activities focus on ensuring that these market-led solutions can take root and flourish within the market system without the need for further donor involvement.

MSP collaborates with USAID Missions around the world to create tailored partnership opportunities within the Facility.



For a list of open opportunities and instructions on how to apply, visit www.mspgrants.com.

MSP's Approach to Partnerships

The Partnership Facility mitigates the risk of the private sector to invest, innovate, and engage in areas outside their normal business practices but within their core business interests. MSP's core approach focuses on:

Upfront strategic opportunity analysis

- Projected additionality as a pre-requisite to engage
- Good relationship management practices
- Creating connections between the corporate partner and other USAID projects and resources in-country
- Integrating gender to empower women as suppliers, business leaders, customers, and employees
- Using partnerships as live case studies to shine a light on barriers in the broader environment, constraining private sector involvement and investment in a sector

To achieve its aim of catalyzing sustainable change at scale, MSP competitively evaluates partnership ideas based on five parameters:

Evaluation Parameters:



Following a collaborative process to refine initial concepts, MSP then issues performance-based grants to implement two-year partnerships.

Contact Us

Visit us at www.agrilinks.org/msp for more information about MSP, access to technical resources, and opportunities to engage. Or contact us at: MSP_information@ftf-msp.org.

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