FEED THE FUTURE
The U.S. Government's Global Hunger & Food Security Initiative

CALL FOR MARKET SYSTEMS DEVELOPMENT TOOLS

The Feed the Future Market Systems and Partnerships (MSP) Activity is **launching a stocktaking of market systems development (MSD) tools** to develop a curated, centralized, open-access web-based MSD tool repository.

Submit your tool by January 28, 2022.

The tool library will be hosted, maintained, and kept up to date by the BEAM Exchange to ensure ongoing support and engagement of the MSD community.

Why is an MSD tool library needed?

There is currently no centralized repository of MSD tools, requiring users to rely on their old favorites or to know where to look for new innovations. The benefits of a centralized tool library include:

❖ **Easy access for MSD practitioners at all levels of expertise.** The library will provide an easy entry point for individuals who are new to the MSD approach, increasing adoption of the approach. The library will also deepen the MSD practice of existing systems thinkers by amplifying useful tools and facilitating dialogue by sharing contact details of tool developers (with permission).

❖ **Quick problem-solving support by tool classification and categorization.** The library will categorize tools using a stakeholder-informed process, enabling users to search and filter by crowdsourced tags.

❖ **Regularly updated with the latest innovations.** The library will be kept up to date through periodic stocktaking and curation exercises (see more below), ensuring the continued relevance of this living resource as it reflects the ongoing evolution of the MSD approach.

What kinds of tools will be included in the stocktaking?

This stocktaking is focused on tools that serve a specific practical function in operationalizing the MSD approach within the program cycle and have proven utility and impact. These tools fit into different categories, including **templates, handbooks, manuals, protocols, procedures, methodologies, indicators, rubrics, matrices, surveys, questionnaires, toolkits, and training materials**.

Examples of tools we are looking for: Practical aides for market systems analysis and for applying MEL and social inclusion in MSD; MSD tools that might be an annex to a larger document; proprietary tools that can be described in the library with contact information, even if the tool itself is not included.

Examples of tools we are not looking for: Case studies | Technical reports/studies | Primers/Briefs | Evaluation Reports | Policies | Strategies

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Do you have a favorite MSD tool that you think all practitioners should use?

Have you been on an assignment and noticed a critical gap in an MSD tool?

Do you wish that there was a central repository of existing MSD tools?

Join us to address this shared challenge!

USAID, in collaboration with MSP and the BEAM Exchange, is calling on the MSD community to collect and curate existing tools and simultaneously identify critical gaps in the suite of existing MSD tools to support ongoing good practice in MSD.

USAID
FROM THE AMERICAN PEOPLE

Why should I share my MSD tools?

❖ **Influence good practice and evolution of MSD**: Contribute to the increased adoption and good practice in applying systems thinking to market-driven development solutions, ultimately leading to more sustainable impact at scale. Be engaged in the *ongoing* growth and evolution of MSD.

❖ **Be a trailblazer**: Contribute to and shape the *initial* characteristics and contents of the tool library—including proposing the most useful tool categorizations and tags.

❖ **Professional recognition and acknowledgment**: All tools in the library will be fully credited to the authoring organization or individual and maintain their original marking and branding, allowing contributors to demonstrate their MSD expertise. Contact information will be shared alongside each tool (with permission) to provide an opportunity for tool developers to engage in dialogue with practitioners that have applied or adapted their tools, contributing to tool iteration and improvement.

Will the tools be curated through this stocktaking? If so, how?

Yes. Tools will be categorized and curated to maximize the usefulness and usability of the library. For the initial stocktaking, MSP will facilitate input from the broad MSD community through a feedback survey, key informant interviews, and a stakeholder workshop. Tools will be included if they have proven or promising value.

Where will the tool library be hosted?

The tool library will be hosted by the BEAM Exchange—a trusted knowledge exchange hub for the MSD community. The BEAM Exchange will be the long-term steward of the repository and will provide ongoing oversight and updates to ensure the library evolves with and responds to industry development.

How will the tool library be updated?

To ensure relevancy, the BEAM Exchange will facilitate a library refresh roughly every two years. This process will in many ways mirror the current stocktaking exercise and will involve a stakeholder-driven process of collecting and curating new or updated tools for consideration, as well as identifying outdated tools to be removed or replaced. The BEAM Exchange will facilitate a relaunch of the library after each refresh.

Can I submit a proprietary tool?

Yes! If you wish to submit a proprietary tool, the library will only display the tool name, a brief description, and contact information to request more information about the tool. The tool will not be made publicly available.

What is the timeline for the development and launch of the tool library?

Anticipated launch is planned for **the second quarter of 2022.** The key phases are outlined below.

How do I submit my tools?

You can submit your tools at this link.

Additional questions? Contact MSDToolLibrary@ftf-msp.org. MSP will hold bi-weekly office hours for individuals to have an opportunity to ask questions or discuss the tool(s) they wish to submit. You can sign up here.

MSD TOOL STOCKTAKING: KEY PHASES

TOOL COLLECTION

Open call for submission of MSD tools—submit here. The tool collection period will be open through January 28, 2022.

TOOL CURATION

Phased curation process, with an open call for feedback and ratings (stay tuned for more).

TOOL LIBRARY LAUNCH

Public launch of the full, curated MSD tool library on the Beam Exchange website.

TOOL LIBRARY UPDATES

Periodic (~2 year) refreshes to ensure it remains up to date with all the latest and greatest MSD tools.