



# 2018 seep

## Annual Conference

*Collaboration for Impact*

October 1-3 | Arlington, Virginia

## AGENDA





## Conference Partners

### GOLD PARTNERS



**USAID**  
FROM THE AMERICAN PEOPLE

### SILVER PARTNER



[www.CitiInclusiveFinance.com](http://www.CitiInclusiveFinance.com)

### BRONZE PARTNERS



### EXHIBITION PARTNERS



### NETWORKING RECEPTION PARTNER



### OUTREACH PARTNERS

MARKETLINKS





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## Dear SEEP Members and Conference Participants,

Welcome to the 2018 SEEP Annual Conference – ***Collaboration for Impact***.

Collaboration is in our DNA at The SEEP Network. We engage experienced and innovative organizations to collectively tackle some of the most difficult challenges facing the world today: poverty, gender inequality, food insecurity and the impacts of natural disasters and conflict. SEEP has undergone important strategic shifts during its more than three decades of history. Yet, from our early days as a pioneer in microcredit to our more recent focus on inclusive market development, we have retained essential values.

We continue to believe in the power of networks to effect systemic change. We believe in the importance of fostering a sense of community, shared purpose and stronger, more productive relationships across a large and diverse group of organizations.

Our Annual Conference is one of the most tangible expressions of this commitment. Together, we are more than 400 individuals from over 50 countries representing close to 130 organizations.

We are sincerely grateful for the invaluable contributions of our conference partners, advisory committee members, expert speakers, SEEP Member session chairs and Fail Fest story tellers. We are excited to spend this week with such dedicated and talented champions of change. Most of all, we eagerly anticipate the formation and deepening of alliances to mobilize knowledge and scale impact.



Kind Regards,

Sharon D'Onofrio  
Executive Director  
**The SEEP Network**





## Collaboration for Impact

The 2018 SEEP Annual Conference theme – **Collaboration for Impact** – will highlight the capacity of people and organizations to think systemically, and implement collaborative change processes to realize a level of impact that no one project, sector or organization can achieve alone.

Enabling collaboration has become an increasingly important part of our strategy to address the complex challenges associated with poverty, gender inequality, food insecurity and the impacts of natural disasters and conflict. These collaborations may extend across development organizations, research and academic institutions as well as government and the private sector.

The adoption of the 2030 Agenda for Sustainable Development has also meant the rising demand and expectation of such collaboration. But collaboration has many inherent challenges. Therefore, as we ask more from collaboration, we also ask ourselves the following pivotal questions: How can we make sure it delivers at the speed and scale necessary? As new models and opportunities for collaboration increase, how should organizations, especially development organizations which face growing pressure to demonstrate larger scale systems change, prioritize and manage them?

Through four technical tracks, our Annual Conference will explore insights and evidence garnered from these experiences. We will share proven practice as well as innovative approaches of SEEP members, their partners and other key stakeholders, presenting opportunities for learning and inspiration.

## 2018 Conference Advisory Committee

### SEEP Members

**Harald Bekkers**, Director,  
Opportunities Unlimited B.V.

**Jennifer Denomy**, Technical Director,  
Vulnerable Populations, MEDA

**Eileen Hoffman**, Director, Economic  
Development, Chemonics

**Ladd**, Senior Technical Director, Nutrition,  
ACDI/VOCA

**Scott Merrill**, Global Director, Market Systems  
and Entrepreneurship, Habitat for Humanity

**Ashleigh Mullinax**, Senior Knowledge  
Management Specialist, Global Communities

**Chris Nicoletti**, Director of Measurement,  
Evaluation, and Learning, iDE

**Maryam Piracha**, Pakistan Country Director,  
Market Development Facility (MDF)

### SEEP Staff

**Sharon D'Onofrio**, Executive Director

**Carla de Chassy**, Director,  
Member Affairs & Global Communications

**Sonya Salanti**, Senior Program Manager,  
Resilient Markets

**Grant Whittington**, Program Assistant,  
Member Affairs & Global Communications

### Technical Advisors

**Karri Byrne**, Senior Market Systems Advisor,  
Independent Consultant

**Lis Meyers**, Managing Associate of Gender  
and Social Inclusion, Nathan Associates

**Raksha Vasudevan**, Managing Consultant,  
MarketShare Associates



### SESSIONS IN THIS TRACK

- A-Card: Decentralized Digital Banking for Smallholder Farmers
- Data-driven Agriculture: The Future of Smallholder Farmer Data Management and Use
- Is Private Sector the Linchpin to Improving the Food System?
- Joining Forces for Last Mile Nutrition: Increasing Availability, Affordability and Accessibility
- Trading Up to Agricultural Transformation: Smallholder Crop Aggregation and Markets

## Preparing for the Future of Food

Food market systems are increasingly influenced by multiple global trends, including population growth, urbanization, ecological uncertainty, technology change and shifts in dietary preferences. These emerging trends are dramatically affecting both supply and demand for food, and changing how smallholder farmers can be integrated into local and global value chains.

The common goal of improved food and nutrition security in rural and urban settings needs new thinking from policy makers, development agencies, private sector agribusinesses and implementing partners. To advance this shared objective, SEEP embraces the importance of strengthening food market system competitiveness, inclusiveness, resilience and nutrition sensitivity.

This track will explore practical examples of solutions and challenges related to transforming food market systems along these critical thematic areas. We will focus on collaborative approaches that are reshaping rules and incentives, shifting behaviors and promoting shared standards and principles across market and food systems.

### SESSIONS IN THIS TRACK

- Analysis to Action: Applying Market Systems Approaches in Protracted Crises
- Beyond Commodities: Market-based Approaches Fit for Emergency Shelter Response
- CLA on the Fast Track: Iterative Learning in Crisis Settings
- Designing Effective Programs to Build Youth Resilience in Fragile Contexts
- Market Systems Resilience: What Is It and Why Is It Important?
- Moving Beyond Skill-building: Linking Refugees with Market Opportunities

## Building Resilience to Protracted Crises, Disasters and Conflicts

A resilience approach supports people, businesses, communities and systems to plan and prepare for risks, cope with disruptions and adapt to changing contexts. Resilience thinking is becoming increasingly important as humanitarian crises stretch out over time, lasting an average of seven years. This means that the lines between disaster response and economic recovery more frequently blur as more humanitarian actors are operating in ongoing crisis contexts. Economic well-being and inclusive market development play an important role in resilience programming, underpinning capacities and contributing to overall household resilience.

This track will explore the multiple approaches that organizations are using to address resilience issues in communities. We will learn from successful and experimental approaches to shelter programming, youth resilience, market systems and institutional learning that can support more resilient livelihoods and markets.



### SESSIONS IN THIS TRACK

- Addressing Sex-based Harassment in Workplaces: Unleashing Women's Economic Potential
- Collaborating with Businesses: Women's ROI in the Workplace
- Empowerment for Girls and Youth: What Works, What Doesn't?
- Leveling the Regulatory Playing Field for Women's Wage Employment
- Money, Power and the Risk of Violence
- Progress through Partnerships: Engaging Market Actors for Women's Empowerment
- Why Can't We Close the Gender Digital Divide?

## Unleashing the Power of Women and Girls

Supporting the ability of women and girls to succeed and advance economically leads to healthy and productive households, growing businesses and the well-being of communities and nations. However, despite progress in promoting increased investments in gender equality, women and girls still face significant barriers to achieving their full potential. Disadvantages in political, social and economic relationships perpetuate inequalities. In fragile and emergency contexts, women and girls face even higher risks. Women's economic empowerment refers to a process by which women expand their ability to succeed and advance economically, and where they have the power to make and act on strategic life decisions in a context where this power was previously denied.

This track will explore collaborative change processes that address systemic barriers affecting large numbers of women and girls in key economic areas, while tapping into new opportunities. We will specifically emphasize themes that cut across enterprise growth/job creation, agriculture development and inclusive finance.

### SESSIONS IN THIS TRACK

- Fast and Slow Evidence: What Works Best in Different Contexts?
- Fulfilling Project Evidence Needs: A Customer-centric Approach to Measuring Impact
- Impact for Change: Social Norm Transformation for Women's Empowerment
- Integrating Resilience Measurement into Practice: Bridging the Gap
- M&E for Markets: Building Evidence, Tracking Distortion and Measuring Success
- Show Me the Data: ICT Solutions for Real-time Data Extension
- Systemic M&E for Food Security and Nutrition

## Getting and Using the Right Kind of Evidence

There are three main challenges with regards to evidence: How do we generate evidence that is relevant to multiple audiences? How can a program get the right kind of internal data to iteratively improve their programs? And how can we most effectively use data?

Continued learning and experimentation is essential for developing insights. It allows us to improve how we collect and analyze new sources of data (quantitative and qualitative) and how we use time-tested research and M&E capabilities. Improving these processes is even more critical in multi-stakeholder collaborations, where the interpretation and use of evidence can influence strategies and the way we assess change, behaviors and relationships in market systems.

This track will explore effective methods for collecting both "new" and "traditional" data and then transforming it into useful evidence to understand real-time needs, improve decision-making at multiple levels, promote learning, influence policy and increase overall development impact.



## SEEP is a Collaborative Learning Network

We support strategies that create new and better opportunities for vulnerable populations, especially women, to participate in markets and improve their quality of life. For over 30 years, our members have served as a testing ground for innovative strategies that promote inclusion, develop resilient markets and enhance the livelihood potential of the world's poor.

### Our Vision

Markets that provide opportunities for **all** people to engage and prosper.

### Our Mission

Empower our members to be effective agents of change and to enhance their collective ability to accelerate learning and scale impact.

### Our Thematic Areas



Agriculture  
& Food Security



Resilient  
Markets



Responsible  
Finance



Savings  
Groups



Women's Economic  
Empowerment





## Interested in Membership? 5 Compelling Reasons to Join!



### Industry Recognition & Visibility

Showcase your work on our global platform:

- 140,000 web visitors
- 16,000 mailing list subscribers
- 7,500 Twitter followers

Recruit qualified professionals

Make member-to-member connections



### Peer-to-Peer Collaboration

Engage in our communities of practice

Contribute to field-based learning forums

Participate in a facilitated Peer Exchange



### Learning Events

Priority access and discounts to SEEP events

Contribute to an in-person or virtual event

Become an event partner

Host a meeting or training

Lead a webinar



### Leadership & Influence

Serve on an Advisory Committee

Participate in SEEP governance

Chair a Peer Learning Session for the SEEP Annual Conference and other global events



### Quality Learning Products

Share evidence for state of practice reports and case studies

Help shape industry guidelines and standards

Lend expertise to action research and technical resources

Conduct peer review of knowledge products

**Visit the SEEP Member Lounge to learn about membership!**

### Questions?

Contact Carla de Chassy, Director of Member Affairs and Global Communications

[dechassy@seepnetwork.org](mailto:dechassy@seepnetwork.org)

[seepnetwork.org/Member-Benefits](http://seepnetwork.org/Member-Benefits)

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## Activate your profile on the Conference Community and download the official app!



### You'll be able to:

- Get live conference updates
- Give session feedback
- Schedule meetings with fellow attendees
- Connect with speakers
- Play the #SEEP2018 Game to win prizes & more!

### Remember to sign in!

Don't know your password? Click on "EMAIL ME MY SIGN-IN LINK" for a quick auto sign-in to the app.

Download the  
2018 SEEP Annual  
Conference app on:







## SEEP Members Only

8:00 am

### Breakfast and Registration

9:00 am

### Annual General Meeting Salon 4

- Year in Review
- Welcome New Members
- Member of the Year Award
- Practitioner of the Year Awards
- Board of Director Elections

11:15 am

### Networking Break and Lunch Selection Foyer

12:00 pm

### Member Table Talks Salon 4

- Resilient Markets
- Responsible Finance
- Savings Groups
- Women's Economic Empowerment

1:15 pm

## SEEP Members & Non-Members

1:30 pm

### Working Group / Community of Practice Meetings

- Markets in Crises Community of Practice Meeting Salons 1-3  
(1:30 - 6:00 pm)
- Savings-Led Working Group Meeting (1:30 - 5:00 pm) Studio B
- Women's Economic Empowerment Working Group Meeting (1:30 - 5:00 pm) Salons 5-7

6:00 pm

### SEEP Board of Directors Meeting Boardroom (by invitation only)

8:00 pm





## **Annual General Meeting** 9:00 - 11:15 am Salon 4

All members of The SEEP Network are invited to join the 2018 SEEP Annual General Meeting (AGM). Get informed on the network's current and upcoming projects and explore areas for member engagement. Curious to know who will receive the Member of the Year and Practitioner of the Year Awards this year? Want to meet the candidates for the Board of Directors election? Join us for this exciting agenda at the AGM.

## **Networking Break and Lunch Selection** 11:15 am - 12:00 pm Foyer

## **Member Table Talks** 12:00 - 12:35 pm 12:40 - 1:15 pm Salon 4

Grab your lunch and join a discussion table for expert-led, candid discussions. Led by SEEP members, partners and staff, we will offer a closer look at SEEP learning initiatives and innovative learning products. Members will participate in two 35-minute rounds.

### **Resilient Markets**

- A Doing it Better: Building Economic Resilience Using the Minimum Economic Recovery Standards**  
Hosted by: Dina Brick, Catholic Relief Services (CRS)
- B Lebanese Microfinance Association: Financial Inclusion Strengthening in Lebanon**  
Hosted by: Ilda Nahas, Lebanese Microfinance Association (LMFA) | Ali Hijazi, Palladium
- C What You Need to Know About Financial Services and Disaster Risk Reduction**  
Hosted by: Jenny Morgan, Independent Consultant
- D Markets In Crises: A Dynamic Forum for Market Systems Practitioners in Challenging Contexts**  
Hosted by: Emily Sloan, International Rescue Committee (IRC)

### **Responsible Finance**

- E Association-led Complaint Resolution Mechanisms: Progress and Challenges**  
Hosted by: Jacqueline Mbabazi, Association of Microfinance Institutions of Uganda (AMFIU)
- F Increasing Responsible Financial Inclusion Through Effective Use of Credit Bureaus**  
Hosted by: Aimable Nkuranga, Association of Microfinance Institutions in Rwanda (AMIR)
- G Improving Consumer Protection Practice: What We are Learning in the Responsible Finance Through Local Leadership and Learning Program in Rwanda**  
Hosted by: Straton Habyalimana, The SEEP Network



**Member Table Talks**

12:00 - 12:35 pm

12:40 - 1:15 pm

Salon 4

**Savings Groups**

- H Savings Groups Technology Toolkit**  
Hosted by: Eloisa Devietti, The SEEP Network
- I Understanding the Impact of Savings Groups**  
Hosted by: Megan Gash, Independent Consultant
- J Savings Groups and the Dynamics of Inclusion: Expanding Outreach to More Diverse and Vulnerable Populations**  
Hosted by: Benjamin Allen, Catholic Relief Services (CRS)
- K A Risk Assessment of Savings Groups: Main Findings and Implications**  
Hosted by: Ashley Wheaton, The SEEP Network
- L Savings Groups and the Role of Government in Sub-Saharan Africa: A State of Practice Review**  
Hosted by: Fiona Jarden, CARE International
- M Savings Evidence Map: Visualizing the Evidence on Savings-Focused Financial Inclusion**  
Hosted by: Diana Dezso, Itad

**Women's Economic Empowerment**

- N Women's Empowerment Through Savings Groups: What Do We See and How Can We Better Measure It?**  
Hosted by: Amalia Johnsson, Nathan Associates
- O Shifting Social Norms in the Economy for Women's Economic Empowerment: Summary of Practitioner Learning Group Insights**  
Hosted by: Nisha Singh, Independent Consultant
- P Promoting Women's Economic Empowerment: What We've Learned and Where We're Going**  
Hosted by: Lis Meyers, Nathan Associates | Raksha Vasudevan, MarketShare Associates

The SEEP Network expresses heartfelt gratitude to our Board of Directors for their invaluable contributions to the life and growth of our community.

Sharon D'Onofrio (Executive Director)  
 Sasha Muench (Chair)  
 Joanna Ledgerwood (Vice Chair)  
 KC Koch (Secretary)  
 Adam Keatts (Treasurer)  
 Patrick Kelley  
 Abdul Malik  
 Robin McLay  
 Christian Pennotti  
 Malini Tolat

**Come learn about membership at the SEEP Member Lounge!**



Meet Carla de Chassy  
 Director of Member Affairs  
 and Global Communications  
 She will be happy to speak with you.  
[dechassy@seepnetwork.org](mailto:dechassy@seepnetwork.org)

You can always learn more about SEEP  
 Membership at [seepnetwork.org/Member-Benefits](https://seepnetwork.org/Member-Benefits)



# Why Partner with SEEP?

**As your learning partner, SEEP brings value to your organization's current programs and future proposals.**

Discover how we can help you leverage cross-organizational dialogue and facilitate collaborative learning.

## 1 WE CONDUCT ASSESSMENT OF PRACTICE

Drawing on our extensive network of 100 members operating in 160 countries, we offer international scope and proven research for deep assessment of practice.

## 2 WE DEFINE IMPROVED STANDARDS

We work collectively with member and industry stakeholders to define standards, and build consensus around basic principles of good practice.

## 3 WE FACILITATE COLLABORATIVE LEARNING

We bring people together to share experience, mobilize knowledge, expand the availability of credible evidence and foster collaboration.

## 4 WE DEVELOP LEARNING PRODUCTS

Our learning products are derived through highly effective collaborative processes involving the target audience and our partners throughout the development cycle.

### Recent Partners



Interested? Contact our Executive Director,  
Sharon D'Onofrio, at [seep@seepnetwork.org](mailto:seep@seepnetwork.org)

## Working Group / Community of Practice Meetings

### Markets in Crises (MiC) Meeting: Market Systems in Protracted Crises

1:30 - 6:00 pm

Salons 1-3

Established in 2013 and currently facilitated by SEEP, the Markets in Crises Community of Practice (MiC) provides a forum for practitioners engaging with markets in emergency and recovery contexts to share ideas, experiences, resources and learning with the aim of building resiliency in crisis contexts. The community is comprised of nearly 2,000 practitioners representing NGOs, research institutions, training and academic organizations, donors and policymakers.

The Markets in Crises (MiC) meeting aims to foster strong connections between new and existing community members. The meeting will feature an overview of MiC's structure, resources and activities. This will be followed by an active learning exchange where community members rotate through a series of small group dialogues focused on topics critical to market systems development in protracted crises. The meeting is designed to provide a conduit for member experiences in the field, facilitate peer-to-peer learning and support members to discover opportunities for collaboration around the topic of protracted crises.

### Savings-Led Working Group (SLWG)

1:30 - 5:00 pm

Studio B

Established in 2007, SEEP's Savings-Led Working Group (SLWG) has been at the frontier of the Savings Group movement for over a decade, building awareness of Savings Groups, establishing common definitions and facilitating broad-based industry coordination and learning. The SLWG is the recognized home for collaborative learning and action among practitioners. The working group maintains the most exhaustive resource library on Savings Groups, develops demand-driven knowledge products and organizes high-impact learning events.

The annual SLWG meeting will gather individuals committed to improving Savings Groups methodologies and bringing interventions to scale. The meeting offers a space for practitioners to learn from one another and examine the role that Savings Groups can play in resilience interventions. Practitioners will also have the opportunity to assess progress made on group-identified learning priorities and chart a path for the learning agenda moving forward.

### Women's Economic Empowerment Working Group (WEE WG)

1:30 - 5:00 pm

Salons 5-7

Established in 2014, the Women's Economic Empowerment Working Group (WEE WG) brings together a large and diverse group of individuals committed to improving practice and scaling successful approaches. The WEE WG curates technical resources, sources information for state of practice reports, works collaboratively to develop new learning products and hosts online discussions, webinars and learning events. Members benefit from peer-to-peer support and opportunities to reinforce alliances and shared commitments.

The WEE WG Annual Meeting aims to forge strong connections between new and existing community members, and provide a space for members to share learnings and promising approaches. We will also review our collective accomplishments from the year, plan for 2019 and beyond and discuss innovations and new initiatives within our membership.





8:00 am

**Breakfast and Registration**

9:00 am

**Opening Plenary**

Private Sector Engagement for Women's Economic Empowerment Salon 4

10:15 am

**Networking Break**

10:45 am

**Peer Learning Sessions**

**Data-driven Agriculture: The Future of Smallholder Farmer Data Management and Use** Studio B

**Beyond Commodities: Market-based Approaches Fit for Emergency Shelter Response** Studio D

**Addressing Sex-based Harassment in Workplaces: Unleashing Women's Economic Potential** Salons 5-7

**Progress through Partnerships: Engaging Market Actors for Women's Empowerment** Studio E

**Integrating Resilience Measurement into Practice: Bridging the Gap** Salons 1-3

12:15 pm

**Networking Break**

12:30 pm

**Lunch Dialogue**

Ending Violence and Harassment in the World of Work: Strategies for Impact Salon 4

2:00 pm

**Networking Break**

2:15 pm

**Peer Learning Sessions**

**Is Private Sector the Linchpin to Improving the Food System?** Salons 5-7

**CLA on the Fast Track: Iterative Learning in Crisis Settings** Salons 1-3

**Market Systems Resilience: What Is It and Why Is It Important?** Studio E

**Why Can't We Close the Gender Digital Divide?** Studio D

**Fast and Slow Evidence: What Works Best in Different Contexts?** Studio B

3:45 pm

**Networking Break**

4:15 pm

**Peer Learning Sessions**

**A-Card: Decentralized Digital Banking for Smallholder Farmers** Studio D

**Moving Beyond Skill-building: Linking Refugees with Market Opportunities** Salons 1-3


**Money, Power and the Risk of Violence** Studio B

**Impact for Change: Social Norm Transformation for Women's Economic Empowerment** Salons 5-7

**Systemic M&E for Food Security and Nutrition** Studio E

5:45 pm

6:00 pm

**Networking Reception** Hosted by  Foyer

7:30 pm

Opening Plenary 9:00 - 10:15 am

Salon 4

## Private Sector Engagement for Women's Economic Empowerment



*How can the private sector become a powerful catalyst for deeper, more sustainable inclusion of women in the world economy?*

*What have pioneering companies learned by taking on this challenge?*

As development practitioners, we understand the economic empowerment of women cannot be achieved without the engagement of the private sector. Business, as the institution that plays a central role in the everyday operations of the world economy, is an essential participant. If the expected growth benefits are to occur and if the development programs that support women's successful engagement are to be sustained, then it is necessary to integrate the task of female inclusion into the actual systems of business. A long-term approach is required to foster systemic change. The Global Business Coalition for Women's Economic Empowerment (GBC4WEE) was established with this basic principle. Representing decades of experience improving the yields of female farmers, incorporating women-owned businesses into global supply chains, and increasing access to digital financial services, the companies that form the GBC4WEE are dedicated to sharing their collective knowledge with the international community.

This plenary will describe the lessons learned by a group of major multinationals who have joined the effort to economically empower women through partnerships, research and innovative programs that aim to lift economic barriers and bring women into full participation.

### Speakers:



**Angela Baker**  
Director, Corporate  
Responsibility,  
Qualcomm



**Angie Rozas**  
Senior Director,  
Social Impact,  
The Coca-Cola Company



**Linda Scott**  
Emeritus DP World Professor of  
Entrepreneurship and Innovation,  
University of Oxford



Terwilliger Center for  
Innovation in Shelter



**Building and expanding** inclusive housing markets.

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**4,500,000** people served.

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breakthrough  
starts with the  
phone in her hand.**

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Breakthroughs to end poverty and hunger



**Win a complimentary  
registration to #SEEP2019!**

Enter a draw by filling out the overall conference evaluation in your bag or simply pick one up at the registration desk.

Hand it off to any of the SEEP staff or volunteers.



## Peer Learning Sessions 10:45 am - 12:15 pm

### Data-driven Agriculture: The Future of Smallholder Farmer Data Management and Use

Studio B

Chaired by:  **GRAMEEN**  
FOUNDATION

Data and technology exist to solve many constraints that many farmers face, but they are fragmented and not all service providers or farmers have equal access to them. "Big Data" could bring fragmented data, resources and service providers together to build a supportive farmer ecosystem capable of providing smallholder farmers with financial services, market access and input supplies and information services. Digitizing this ecosystem can improve transparency and trust among farmers and service providers, and improve farmer's integration into value chains. This session will present three case studies highlighting innovative approaches to the development and use of smallholder farmer profile data.

**Speakers:** Gigi Gatti, Grameen Foundation | Bobbi Gray, Grameen Foundation | Drew Marticorena, aWhere  
David J. Spielman, International Food Policy Research Institute (IFPRI)

### Beyond Commodities: Market-based Approaches Fit for Emergency Shelter Response

Studio D

Chaired by:  **Habitat**  
for Humanity

Are shelter markets different from the commodity markets that we are comfortable assessing for humanitarian response? Humanitarians are increasingly using market-based approaches, and with less than 10 percent of displaced households receiving shelter assistance following a disaster, the sector seeks to increase impact through market-based programming. However, we struggle to include this strategy in our repertoire partly because assessment tools are not giving practitioners the information needed for appropriate response analysis. Join Catholic Relief Services (CRS), Habitat for Humanity and Notre Dame University to learn how we are addressing these challenges by adapting tools and guidance for the sector.

**Speakers:** Jennifer Weatherall, Catholic Relief Services (CRS) | Sheldon Yoder, Habitat for Humanity  
Jessan Catre, Habitat for Humanity | Jenna Ahn, Notre Dame University

### Addressing Sex-based Harassment in Workplaces: Unleashing Women's Economic Potential

Salons 5-7

Chaired by:  **ICRW**  
INTERNATIONAL CENTER  
FOR RESEARCH ON WOMEN  
PASSION. PROOF. POWER.

This evidence-based session will discuss how sex-based harassment deters women from entering labor markets and curtails their participation and contributions. Presenters will share findings on the magnitude and cost of the problem, the types of legal and regulatory frameworks that need to be in place and an exploration of underlying gendered power imbalances and toxic masculinities that need to be addressed in order to prevent sex-based harassment. A case study from China will illustrate opportunities for engaging with industry associations, employers and civil society to improve employer practices in addressing sexual harassment.

**Speakers:** Theodore Rizzo, International Center for Research on Women (ICRW) | Lis Meyers, Nathan Associates  
Brian Heilman, Promundo | Ji Hongbo, The Asia Foundation



## Peer Learning Sessions

10:45 am - 12:15 pm

### Progress through Partnerships: Engaging Market Actors for Women's Empowerment

Studio E

Chaired by:  **Chemonics**  
Development works here.

Brokering strong partnerships built on shared values and common incentives can serve as the foundation for sustainability and can be especially critical when facing the multifaceted challenges of promoting women's economic participation in complex operating environments. Three different actors in Pakistan - the USAID mission, the USAID Punjab Enabling Environment Project and the Pakistan Partnerships in Inclusive Seed Systems Activity - are navigating their complex environments by facilitating and leveraging partnerships with public and private market actors to ensure sustainable interventions and commitments to women's economic empowerment. You'll hear about everything from mobile training buses, women's forums and many other solutions made possible only by these partnerships.

**Speakers:** Muhammad Junaid, Chemonics | Zahra Mir, Chemonics | Majid Mirza, MEDA | Asad U. Khan, USAID

### Integrating Resilience Measurement to Practice: Bridging the Gap

Salons 1-3

Chaired by:  **MERCY  
CORPS**

Need some practical approaches for integrating resilience measurement into program monitoring and evaluation systems? Wondering if resilience measurement can lead to improved collaboration, learning and adapting in programs? This session will be valuable to anyone grappling with accessible methods for measuring resilience in market systems or multi-sector programs. Session participants will learn practical approaches to measuring the contribution of program interventions to resilience building from leading resilience measurement experts and practitioners, and how this evidence can be incorporated and used for program decision-making and motivating collaboration across program teams. We will also explore modalities for collaboration, learning and adapting using resilience evidence both within program teams and across agencies and programs.

**Speakers:** Olga Petryniak, Mercy Corps | Dinee Tamang, Mercy Corps | Tilahun Asmare, Mercy Corps  
Keith B. Ives, Causal Design

# The world needs bold solutions.

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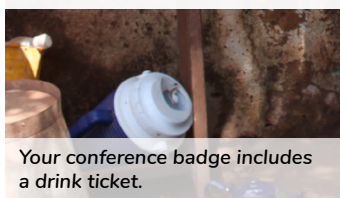
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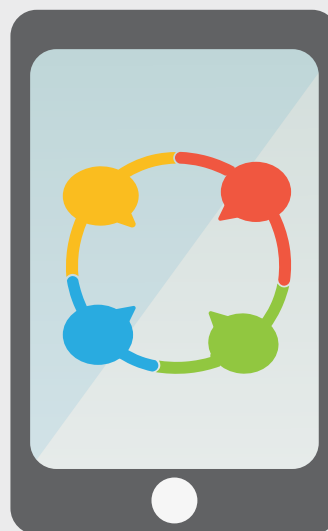


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## Lunch Dialogue

12:30 - 2:00 pm

Salon 4

## Ending Violence and Harassment in the World of Work: Strategies for Impact

International  
Labour  
Organization*How do violence and harassment affect workers, business and the “bottom line?”**How could partnerships between business, labor and others enhance impact?*

Violence and harassment in the world of work, while not a new phenomenon, has received increased attention recently, given high-profile cases and global movements. The pervasiveness of violence and harassment and the extent to which it has been “tolerated” and “normalized” is now coming to light, particularly gender-based violence and harassment. Even though violence and harassment affect every country and every sector, some forms of violence and harassment may affect certain groups of workers disproportionately, and marginalized groups may face unique experiences.

The International Labour Organization (ILO) is a tripartite UN agency, with employers’ and workers’ organizations as full partners in its governance structure, along with its 187 member states. As the organization enters its centenary year in 2019, representatives of governments, employers and workers will discuss whether to adopt a new convention and recommendation on violence and harassment in the world of work and the contents of those instruments.

The tripartite standard-setting process is a powerful example of collaborating for impact. This session will offer perspectives from business, labor, the international community and civil society to demonstrate how ending violence and harassment is everyone’s business.

## Speakers:



**Eric R. Biel**  
Senior Advisor,  
Fair Labor Association (FLA)



**Catherine Feingold**  
Director, International Department,  
The American Federation of  
Labor and Congress of Industrial  
Organizations (AFL-CIO)



**Nancy B. Hammer**  
Vice President, Regulatory  
Affairs & Judicial Counsel,  
Society for Human Resource  
Management (SHRM)



**Shauna Olney**  
Chief of the Gender,  
Equality and Diversity,  
International Labour Organization (ILO)



**Rachel Vogelstein**  
Director, Women and Foreign  
Policy Program,  
Council on Foreign Relations (CFR)

## Peer Learning Sessions 2:15 - 3:45 pm

### Is Private Sector the Linchpin to Improving the Food System? Salons 5-7

Chaired by:   
Expanding Opportunities Worldwide

Nutritionists and development practitioners more broadly have often hesitated to engage with the private sector to achieve social or humanitarian goals. However, there is a business case that can be built for the private sector's role in helping to achieve nutrition outcomes, and the development community has a lot to gain from the expertise and knowledge the private sector brings on shifting consumer behavior and improving food environments. In this quick-fire forum, representatives from the private sector and NGOs working in this space will share their innovative approaches to creating synergies toward a healthier world.

**Speakers:** Ladd, ACDI/VOCA | Bonnie McClafferty, Global Alliance for Improved Nutrition (GAIN)  
Hannah Guedenet, Tanager | Felix Church-Brooks, Sanku

### CLA on the Fast Track: Iterative Learning in Crisis Settings Salons 1-3

Chaired by:  **Global Communities**  
Partners for Good

In crisis settings caused by conflict and disasters, development actors are constantly challenged to respond to evolving needs and adapt to fluid situations. Timely information is difficult to collect and analyze due to limited access, tight deadlines and pervasive uncertainty. Using a quick-fire forum, four practitioners will share methods from the Collaborating, Learning and Adapting (CLA) Toolkit, which was used to improve response in the face of rapid change and extreme vulnerability. You will hear donor and NGO perspectives from Yemen, South Sudan, Nigeria and Liberia about success factors, techniques and strategies for collaborating, learning and adapting to achieve measurable and systemic impacts.

**Speakers:** Jake Thomsen, Creative Associates International | Apollo Nkwake, Education Development Center  
Emmanuel Gumbiri, Global Communities | Laura McAdams, USAID

### Market Systems Resilience: What Is It and Why Is It Important? Studio E

Chaired by:  **EcoVentures**  
INTERNATIONAL

How can the concept of resilience be applied to the individual, household, community and society level as the aggregate patterns of interaction and behaviors in market systems? This session will explore the concept of "market systems resilience" and discuss its importance and application within market development contexts, and application to USAID's resilience agenda. The session will draw on examples from Eastern Europe, Asia and Africa. Key questions include: What is market systems resilience? How is market systems resilience important to sustainability? And how is USAID integrating market systems resilience at the mission level?

**Speakers:** Michael Field, EcoVentures International | Sashi Jayatileke, USAID | Jeanne Downing, Independent Consultant



## Peer Learning Sessions 2:15 - 3:45 pm

### Why Can't We Close the Gender Digital Divide? Studio D

Chaired by: **fhi360**  
THE SCIENCE OF IMPROVING LIVES

Those in traditional development sectors often eschew digital development as a distraction. Development technologists often forget that people (and the power dynamics between them) are at the root of development, and women in poverty lose in both cases. Why does technology “fail” women so often, and why do traditional development, and gender programs ignore technology to reach women that they otherwise cannot? This collaboration station session will touch on the state of the gender digital divide and, through an interactive exercise, participants will each create a gender equitable solution based on complex but realistic scenarios provided.

**Speakers:** Revi Sterling, FHI 360 | Elise Young, FHI 360 | Melissa Persaud, Viamo

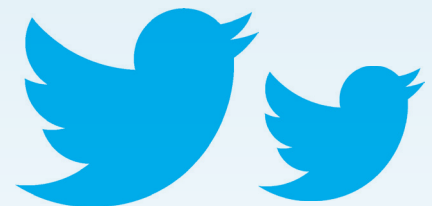
### Fast and Slow Evidence: What Works Best in Different Contexts? Studio B

Chaired by: **NATHAN**  
Trusted for Excellence

From fast, high-frequency data for adaptive management to slow, large-scale quantitative and qualitative research projects, it is evident that getting the right evidence and using it effectively is essential in all development contexts. We will illustrate different challenges and solutions with a focus on financial inclusion interventions. Factors such as cost-effectiveness, collaborative working, private sector engagement and sustainable market systems approaches will be explored. This will be an audience-led, hands-on “ideas workshop” looking at various development scenarios where we will brainstorm innovative approaches and highlight the necessity of collaborative working to deliver the greatest impact.

**Speakers:** Elvis Mushi, FSD Tanzania | Samuel J. Schueth, InterMedia | Paul Enrico Neumann, LIFT Ethiopia  
Collins Marita, Mercy Corps | Amalia Johnsson, Nathan Associates

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## Peer Learning Sessions

4:15 - 5:45 pm

### A-Card: Decentralized Digital Banking for Smallholder Farmers

Studio D

Chaired by: 

This session will discuss financial inclusion for smallholder farmers, especially women farmers through the “A-Card” model (A for Agricultural). This approach helps smallholder farmers participate in the formal banking system, increasing productivity by giving farmers access to an appropriate loan product. A-Card also helps local market actors to increase their sales, local microfinance organizations to open up new revenue streams as bank agents and commercial banks to reach millions of unbanked farmers they couldn’t previously reach. Session participants will learn how the financial model works in Bangladesh and how inclusive finance can be used to support improvements in production, value addition and trade.

**Speakers:** Tania Sharmin, CARE | Emily Janoch, CARE | Kazi Ashraful Hassan, Society Development Committee (SDC)

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### Moving Beyond Skill-building: Linking Refugees with Market Opportunities

Salons 1-3

Chaired by: 

Six years into the Syrian war, no peaceful resolution is in sight, and humanitarian actors are grappling with how to devise long-term economic solutions that build refugee resilience. Two organizations, the Norwegian Refugee Council (NRC) and the International Rescue Committee (IRC) supported by Making Cents International, have developed holistic employment and self-employment pathways for Syrian refugees living in Jordan in collaboration with local partners and the private sector. During this session, participants will explore models and tools being used to build Syrian livelihoods, learn about program results and discuss the challenges and barriers to supporting refugee populations in an evolving policy environment.

**Speakers:** Sawsan Issa, International Rescue Committee (IRC) | Anne Bitga, Making Cents International  
Jason Andrews, Norwegian Refugee Council (NRC)

---

### Money, Power and the Risk of Violence

Studio B

Chaired by: 

This session will bring together innovators in women’s economic empowerment from very different social contexts in Nepal, Cambodia and Burundi to discuss their learnings and solutions around gender-based violence (GBV) and empowerment interventions. Participants will learn how program design can minimize unintended negative consequences, such as GBV, and how to monitor and measure the effects of women’s growing economic power on GBV.

**Speakers:** Maureen Miruka, CARE | Ramona Ridolfi, Helen Keller International  
Neetu John, International Center for Research on Women (ICRW)

## Peer Learning Sessions

4:15 - 5:45 pm

### Impact for Change: Social Norm Transformation for Women's Empowerment

Salons 5-7

Chaired by:  **IDRC** | **CRDI**

Social norms are often the unexplained challenge in creating successful and sustainable programs for women's economic empowerment. They are invisible, deeply ingrained and hard to change, but there is some evidence to support that change is possible. This session will present lessons from studies and evaluations rooted in various contexts. From collectivization and peer networks to indicators measuring agency and attitude change, presenters will discuss effective tools, mechanisms and programs that have evidence of social norm change. Session participants will come away with an understanding of the importance of social norms in the context of women's economic empowerment, the ways to measure norm change and early evidence on how norms can both limit and enhance empowerment through various evaluated programs.

**Speakers:** Sabina Rashid, BRAC | Alejandra Vargas Garcia, International Development Research Centre (IDRC)  
Lucia Diaz Martin, The Abdul Latif Jameel Poverty Action Lab (J-PAL) | Julia Cardoni, MUVA  
Rachel Marcus, Overseas Development Institute (ODI)

### Systemic M&E for Food Security and Nutrition

Studio E

Chaired by:  **EcoVentures**  
INTERNATIONAL

The USAID Bureau for Food Security is preparing standards in Systemic M&E to assess outcomes and impact for food security and nutrition as it relates to market systems development contexts. This session will share findings from a recent literature review conducted by the Feed the Future Enabling Environment for Food Security project for USAID's Bureau for Food Security. It will highlight resulting conclusions around measuring systemic change and the most effective indicators in doing so. The findings are highly relevant to market systems development and food security programs globally.

**Speakers:** Margie Brand, EcoVentures International | Meaghan Murphy, Fintrac | Elizabeth Dunn, Heifer International  
Tatiana Pulido, USAID






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### THE OFFICE OF U.S. FOREIGN DISASTER ASSISTANCE (OFDA)

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The mandate of **USAID's Office of U.S. Foreign Disaster Assistance (OFDA)** is to save lives, alleviate human suffering, and reduce the social and economic impact of disasters. Natural disasters and conflicts destroy homes and businesses, damage assets, and disrupt markets, with critical impacts on the food security and livelihoods of the people affected. We help communities resume economic activity and rebuild their livelihoods after disaster strikes, and we strengthen disaster preparedness and response capacity against future shocks.


### THE OFFICE OF FOOD FOR PEACE (FFP)

 @USAIDFFP

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The **Office of Food for Peace (FFP)** works to reduce hunger and malnutrition and ensure that all people at all times have access to sufficient food for a healthy and productive life. **FFP** works in both emergency and development settings to meet both acute and chronic food needs in vulnerable populations, while strengthening resilience capacity for more transformative and sustainable change.


### THE BUREAU FOR FOOD SECURITY

 @Agrilinks @FeedtheFuture

Visit our collaboration community at [agrilinks.org](https://agrilinks.org).

The Bureau for Food Security leads coordination of the U.S. Government Global Food Security Strategy through the U.S. Government's Feed the Future initiative to combat hunger, poverty and malnutrition. This initiative leverages the strengths of diverse partners to support country-driven strategies for boosting food security, resilience and nutrition. The Bureau also houses USAID's Center for Resilience, which provides strategic, programmatic and analytic leadership on USAID's resilience priorities.

### THE BUREAU FOR ECONOMIC GROWTH, EDUCATION, AND ENVIRONMENT (E3)

 @USAIDeconomic @Marketlinksorg

Visit our collaboration community at [marketlinks.org](https://marketlinks.org).

The Bureau for Economic Growth, Education, and Environment (E3) provides technical leadership, research, and field support for worldwide activities in Private Sector Development and Trade. The Office of Trade and Regulatory Reform works to strengthen small and medium enterprises, trade and e-commerce, and streamline enabling environments, business regulations, competition policy, and standards. See our knowledge products at [marketlinks.org](https://marketlinks.org).

8:00 am

**Breakfast and Registration**

9:00 am

**SEEP Fail Fest**Engaging Private Sector to Reach Women: The Struggle is Real! Studio EFinancing Vocational Training for Youth: Lessons from a Market-driven Project Studio BLoans, Subsidies and Sanitation: Lessons in Scaling the Unscalable Studio DThe Story of Dooit: A Mobile App for Adolescent Girls Salons 1-3Women Farmers and The Hospitality Industry: The Promise and Pitfalls of A New Market Salons 5-7

10:45 am

**Networking Break**

11:00 am

**Peer Learning Sessions**Joining Forces for Last Mile Nutrition: Increasing Availability, Affordability and Accessibility Studio EDesigning Effective Programs to Build Youth Resilience in Fragile Contexts Salons 5-7Empowerment for Girls and Youth: What Works, What Doesn't? Studio BLeveling the Regulatory Playing Field for Women's Wage Employment Salons 1-3Fulfilling Project Evidence Needs: A Customer-centric Approach to Measuring Impact Studio D

12:30 pm

**Lunch Dialogue**Using Data and Evidence to Drive Policy and Program Improvement Salon 4

2:00 pm

**Networking Break**

2:15 pm

**Peer Learning Sessions**Trading Up to Agricultural Transformation: Smallholder Crop Aggregation and Markets Studio DAnalysis to Action: Applying Market Systems Approaches in Protracted Crises Salons 1-3Collaborating with Businesses: Women's ROI in the Workplace Salons 5-7M&E for Markets: Building Evidence, Tracking Distortion and Measuring Success Studio BShow Me the Data: ICT Solutions for Real-time Data Extension Studio E

3:45 pm

**Networking Break**

4:00 pm

**Closing Plenary**Donor Perspectives: Building the Evidence for Market Systems Development Salon 4

5:30 pm

# SEEP Fail Fest

As individuals and organizations, we must learn to not only accept but to embrace failure. Since we deal with increasingly complex problems and unstable contexts, our work requires innovation and risk-taking, sometimes leading to unexpected and unfavorable outcomes.

In response to rave reviews from the 2016 and 2017 conferences, we are pleased to host the 3rd edition of the SEEP Fail Fest. The Fail Fest is designed to interact with failure productively, build a culture of communicating failures in a way that maximizes learning and generate ideas for applying this learning across organizations and contexts.



**“Failure is the key to success; each mistake teaches us something.”**

— Morihei Ueshiba

9:00 - 9:45 am

**Fail Fest Round 1**

10:00 - 10:45 am

**Fail Fest Round 2**

*These sessions will be conducted in parallel, in two rounds of 45 minutes each, allowing participants to attend two of their preferred sessions.*

## Engaging Private Sector to Reach Women: The Struggle is Real!

Studio E

Chaired by



High demand for milk but low yields due to information gaps – how hard can it be to develop a business case in this scenario? Well, it’s easier said than done. Join the rocky journey of a program as it attempts to develop sustainable training models for female farmers.

**Speakers:** Maryam Piracha, Market Development Facility (MDF)

## Financing Vocational Training for Youth: Lessons from a Market-driven Project

Studio B

Chaired by



Sri Lanka’s booming economy has a high demand for skilled personnel. With young people looking into Technical Vocational Education and Training (TVET) and a private sector ready to employ them, what could go wrong? Join us to learn how flawed assumptions led to the failure of a fundamental piece of our market-driven project.

**Speakers:** Esther McIntosh, World University Service of Canada (WUSC)

## Loans, Subsidies and Sanitation: Lessons in Scaling the Unscalable

Studio D

Chaired by **iDE**

How do you improve household sanitation for the poorest market segment? We had solid evidence that loans for latrines could work, yet scaling proved difficult. We misunderstood the incentives of our financial services partners and failed to develop a viable operational model. Ultimately, market barriers were more complex than we anticipated.

**Speakers:** Christopher Nicoletti, iDE



## The Story of Dooit: A Mobile App for Adolescent Girls

Salons 1-3

Chaired by  **Save the Children**

We designed a mobile app to strengthen adolescent girls' financial capabilities and employability skills in Indonesia. On paper, it looked like we did everything right. But did we really know our customer, the most important technological variables or the process well enough? You guess.

**Speaker:** Patricia Langan, Save the Children

## Women Farmers and The Hospitality Industry: The Promise and Pitfalls of A New Market

Salons 5-7

Chaired by 

What is the best method for linking women farmers to a hotel industry eager to invest in women's empowerment? Farmers Associations were used to connect female farmers to the hospitality market. Yet, unstable income, supply constraints and other limitations created barriers to success. VSO's attempt to facilitate women's entry into a new market has mixed results.

**Speakers:** Frank Girabi, Voluntary Service Overseas (VSO)

**Innovation can drive change in women's economic outcomes—but only if we are serious about learning.**



**Evidence for Policy Design (EPoD)** is a research program at the Harvard Kennedy School that promotes the use of data and evidence to inform the design and implementation of policies and programs around the world. As part of our mission—uniting research and practice for smart policy—we build organizations' capacity to become "learning" organizations—ones that use data and evidence at all stages of program design for continuous improvements.

EPoD provides capacity building through open-enrollment and customized courses on using data and evidence. For more information, visit [epod.cid.harvard.edu/capacity-building](http://epod.cid.harvard.edu/capacity-building) or email [epod\\_training@hks.harvard.edu](mailto:epod_training@hks.harvard.edu).



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## Peer Learning Sessions

11:00 am - 12:30 pm

### Joining Forces for Last Mile Nutrition: Increasing Availability, Affordability and Accessibility

Studio E

Chaired by:



This session will share experiences of public-private-partnership (PPP) between World Vision International, Royal DSM (private sector) and Sight and Life Foundation (research think tank), from Rwanda and Indonesia. In Rwanda, resilience frameworks are being applied to food systems through local sourcing and strengthening cooperatives' capacity to build resilient, inclusive food market systems to improve income and address nutrition needs. In Indonesia, sequencing of the supply and demand for eggs increases availability, affordability and accessibility of eggs, and is enhanced with social marketing to encourage increased consumption, particularly by vulnerable populations. Participants will learn through these examples the "what and how" of harnessing each other's unique capabilities to maximize collective leverage, coverage and influence across nutrition value chains.

**Speakers:** Yvonne Bakken, Royal DSM | Jean de Bonheur Munyandamutsa, World Vision International  
Klaus Kraemer, Sight and Life Foundation | Leonita Setyawati, Wahana Visi Indonesia

### Designing Effective Programs to Build Youth Resilience in Fragile Contexts

Salons 5-7

Chaired by:



In this session, participants will learn how to help youth successfully build resilience using holistic, multi-sector approaches with elements of positive youth development. You will learn what program elements might work with youth in your work context based on examples of programs implemented by FHI 360 and World Vision International in various contexts in Latin America and Africa. Using a quick-fire panel with generous time for discussion, the audience will engage with experienced colleagues and development practitioners who have observed, planned and implemented youth programs.

**Speakers:** Diana Rutherford, FHI 360 | Kristin Brady, FHI 360 | Aaron Ausland, World Vision International  
Olga Merchán, USAID

### Empowerment for Girls and Youth: What Works, What Doesn't?

Studio B

Chaired by:



The existing research on youth employment in low-income countries is not encouraging. But a few programs stand out in terms of their ability to build human capital on a cost-effective basis, with especially strong evidence for multi-pronged, holistic interventions targeting girls. These programs tend to deliver a packaged set of hard and soft skills and have succeeded on multiple indicators where many standalone interventions have failed. The evidence from these programs suggests that it's hard to have social empowerment without economic empowerment and vice versa.

**Speakers:** Tasmiah Rahman, BRAC | Silvia Paruzzolo, Save the Children | Markus Goldstein, World Bank  
Narayan Das, BRAC



## Peer Learning Sessions 11:00 am - 12:30 pm

### Leveling the Regulatory Playing Field for Women's Wage Employment Salons 1-3

Chaired by: **NATHAN**  
Trusted for Excellence

This session will highlight findings from recent and forthcoming reports and analysis to understand how policies and regulations limit or enable women to enter, remain and advocate in the workforce. We will explore policies that we, as development practitioners, can promote government and private sector to implement in order to increase women's economic opportunities. The session will discuss challenges of addressing restrictive policies and how donors can move the needle. Participants will then be grouped by sub-topics and presenters will facilitate discussions around the application of policies around: equal pay, occupational restrictions, women's decision-making, leave and care policies, among others.

**Speakers:** Shauna Olney, International Labour Organization (ILO) | Laura Addati, ILO | Lis Meyers, Nathan Associates  
Anastasia de Santos, USAID

### Fulfilling Project Evidence Needs: A Customer-centric Approach to Measuring Impact Studio D

Chaired by:  **DAI**

In this interactive session, market systems and M&E practitioners explore the opportunities (and limitations) of using data collected by businesses to fulfill a project's evidence needs both in terms of learning for market system change and for donor monitoring and reporting requirements. Learn how to incentivize and support partners to track and use evidence as it relates to customer satisfaction and growth strategies, creating positive market system change while responding to donor monitoring and reporting requirements. Critical questions will be addressed, such as: Why don't market actors value evidence as a general rule? How can development practitioners improve market systems so that companies use evidence and make better decisions? And how far can market systems approaches go to meet both the data needs of market actors for their own businesses purposes, as well as learning and adaptation projects?

**Speakers:** Venu Aggarwal, Acumen | Luca Crudeli, DAI | Margie Brand, EcoVentures International  
Meghan Bolden, MarketShare Associates

## Lunch Dialogue

12:30 - 2:00 pm

Salon 4

## Using Data and Evidence to Drive Policy and Program Improvement

**HARVARD Kennedy School**  
*Evidence for Policy Design*

*How can we build  
organizations that  
systematically use data to  
learn and improve?*

*How can we build  
government capacity to  
use data and evidence?*

Debates around evidence-informed policy have focused on the value of impact evaluation to inform development policy and programs. But the routine data collected through program implementation holds significant power to improve development outcomes beyond the standard “monitoring and evaluation” frameworks.

Evidence for Policy Design (EPoD) is a research program at the Harvard Kennedy School that works to promote the use of analytical insights, drawn from economics and backed by rigorous evidence, to inform the design and implementation of public policies and programs around the world. As part of its mission, uniting research and practice for smart policy, EPoD develops innovative approaches to harness routine data for improved program management and implementation. The program also builds capacity, in both public and private sectors, for systematic data and evidence use to drive “learning organizations.”

In this session, we will discuss our capacity building approach and examples of data innovations in India, including using timestamped process data to track public entitlements directed to vulnerable households and collecting data enabled through new technology to increase women’s access to information and empowerment. The interactive session will also challenge participants to think about how they can make better use of data systems in their own organizations.

## Speakers:



**Charity Troyer Moore**  
India Research Director,  
Evidence for Policy Design,  
Harvard Kennedy School



**Emily Myers**  
Associate Director of Training and  
Policy, Evidence for Policy Design,  
Harvard Kennedy School



**Charlotte Tuminelli**  
Senior Training Manager,  
Evidence for Policy Design,  
Harvard Kennedy School

## Peer Learning Sessions 2:15 - 3:45 pm

### Trading Up to Agricultural Transformation: Smallholder Crop Aggregation and Markets

Studio D

Chaired by:



Come share your experience in quick-paced collaboration stations as we look at how today's African food systems shift to meet the needs of rapidly urbanizing populations. Trade between food-surplus and food-deficit nations in Africa is essential every year, but still difficult to make work to benefit smallholder farmers (SHFs). Home stores, village grain banks, agent networks, agro-dealers, small traders, Large-Scale Traders, backward-integrated processors, food reserve agencies and decentralized school feeding programs are all in the aggregation mix. And what about those commodity exchanges? Let's learn!

**Speakers:** Don Humpal, DAI | Gerald Masila, East Africa Grain Council | William J. Burke, Michigan State University

### Analysis to Action: Applying Market Systems Approaches in Protracted Crises

Salons 1-3

Chaired by:



There has been a global call to action that crisis response needs to change in order to respond to fluid contexts and begin building resilience in protracted crises. This session will cover practical approaches to support better market analysis and systems-driven programming in Northeast Nigeria, the Middle East and globally. Mercy Corps and Danish Refugee Council (DRC) will reflect critically on their journey to engage field teams in analysis and program design. From the donor perspective, USAID Office of Foreign Disaster Assistance (USAID/OFDA) will share lessons from evolving guidance on market systems recovery, and each presenter will highlight how their approaches have helped to improve programming, hard-learned lessons and strategies for the future.

**Speakers:** Louisa Seferis, Danish Refugee Council (DRC) | Alison Hemberger, Mercy Corps  
Danielle Jolicoeur, Mercy Corps | Laura Meissner, USAID/OFDA

### Collaborating with Businesses: Women's ROI in the Workplace

Salons 5-7

Chaired by:



Funded by the U.K. Department for International Development and working in Jordan and Egypt, the Arab Women's Enterprise Fund (AWEF) stimulates increased women's economic empowerment through a market systems approach. The session will present the findings from AWEF's work within the ready-made garments sector in Egypt to value women's access and agency in the workplace. The session will showcase different perspectives, including donors, the private sector and practitioner views. Participants will learn about practical lessons learned and explore a key new tool for calculating return on investment on women's access and agency in the workplace.

**Speakers:** Nandi Hall, Arab Women's Enterprise Fund (AWEF)/DAI | Yomna Mustafa, AWEF | Kate Cooper, DFID  
Mohammad Ezzat, Network for Employment Promotion (NEP)  
Julia Lipowiecka, AWEF/MarketShare Associates





## Peer Learning Sessions 2:15 - 3:45 pm

### M&E for Markets: Building Evidence, Tracking Distortion and Measuring Success

Studio B

Chaired by:  **Chemonics**  
Development works here.

Analyzing a market system for inefficiencies or distortion can be daunting. How do we decide what to measure? How can we use data to ensure interventions don't distort local markets? How do we measure success? In this session, we'll discuss key issues in designing M&E approaches for market systems. We'll ground this discussion in the humanitarian context by hearing about the Local and Regional Procurement Learning Alliances' updates to the MARKit price monitoring and response kit, and in the development context by hearing about the USAID Agriculture and Rural Development Support Program's evidence-driven pilot that triggered unexpected systemic change.

**Speakers:** Dina Brick, Catholic Relief Services (CRS) | Kseniya Sydorkina, Chemonics | Kristin O'Planick, USAID

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### Show Me the Data: ICT Solutions for Real-time Data Extension

Studio E

Chaired by:  **RTI**  
INTERNATIONAL

Who really uses smartphone apps for agriculture? Given that the average shelf-life of a smartphone app is 6 months, when does it make sense to invest in an app, and who ultimately pays the price for the long-term services linked to the app? After investing in development, does it really have a lasting impact? This session will share the experiences of CommAgri in Senegal and Smallholdr in Malawi to stimulate a discussion on when it makes sense to introduce ICT solutions, explore the prerequisite conditions for maximizing system adoption and common pitfalls to avoid when investing in tools.

**Speakers:** Anthony Connor, Dimagi | Hillary McCall, Souktel | Jo Anne Yeager Sallah, RTI International



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## Closing Plenary

4:00 - 5:30 pm

Salon 4

## Donor Perspectives: Building the Evidence for Market Systems Development



Department  
for International  
Development



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*Who benefits, how, and in  
what circumstances are  
market systems approaches  
most effective?*

*What does the current  
evidence say about impact?*

A variety of market systems approaches are successfully addressing challenges in poverty, economic development and access to financial services. Yet, the application of such approaches is contextual and diverse, leaving us with a clear need to develop and expand a robust and credible evidence base.

In this process, we also need to address challenges in evaluation, stemming from the complex nature of market-sensitive and adaptive programming approaches. System-level change is unpredictable within market systems, thus calling for adaptability in implementation. Most traditional evaluation methods often fall short of providing a clear picture of the higher-level impact of MSD programs.

This plenary session will present these challenges from the perspective of donor agencies. We will welcome diverse experiences and perspectives as the speakers share similarities and differences in their approaches and priorities, and pin down what works and what doesn't.

## Speakers:



**Karri Byrne**  
Independent Consultant,  
The SEEP Network



**Kate Cooper, Economist,**  
Economic Development  
Directorate,  
Department for International  
Development (DFID)



**Anne Duijnhouwer**  
Result Based Measurement  
Analyst,  
United Nations Capital  
Development Fund (UNCDF)



**Kristin O'Planick**  
Market Systems Specialist,  
United States Agency for  
International Development (USAID)



8:30 am

9:00 am

Breakfast and Registration

CARE POWER Africa Learning Event Studio B



Who's speaking at this session?

What's this session about?

Download the 2018 SEEP Annual Conference App to find out!



12:00 pm

1:00 pm

Networking Lunch

Global Learning Series: Applying a Market Systems Approach to Savings Groups Studio B

4:00 pm

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**CARE POWER Africa Learning Event**

8:30 am - 12:00 pm

Studio B



CARE's recently completed POWER Africa project increased the financial inclusion of over 750,000 poor, food insecure individuals and their households in Rwanda, Burundi, Ethiopia and Côte d'Ivoire. The project was anchored around CARE's Village Savings and Loan Association (VSLA) methodology and a suite of layered trainings geared toward entrepreneurship and business management. CARE worked with local organizations and government to form, train and link Village Savings and Loan Association groups to financial service providers, mobile network operators and markets. What worked? What didn't work? How can this learning inform current and future programs?

**Speakers:** Fati Abdou Karine, CARE Côte d'Ivoire | Taki Leonard Kan, CARE Côte d'Ivoire | Nicedore Nkurunziza, CARE Burundi | Pascal Niyitegeka, CARE Rwanda | Kathie Oginsky, CARE Canada | Grace Majara, CARE, Access Africa

**Agenda****8:30-9:00 am****Breakfast****9:00-9:15 am****Welcome and Introduction of Participants****9:15-9:45 am****General Introduction of the POWER Africa Project****10:00-11:15 am****Break-out Sessions**

We will share participants' related experiences as well as discuss challenges encountered by POWER Africa and what they mean for future programming on different topics, such as:

- Trade-offs between promoting entrepreneurship for girls in school and completing formal education
- Possible unintended consequences of women's economic empowerment work and approaches to changing gender norms related to financial inclusion
- Linking Savings Groups to formal financial institutions

**11:15-11:45 am****Break-out Groups, Questions and Group Discussions****11:45 am -12:00 pm****Closing****12:00 pm****Networking Lunch**

## Global Learning Series:

### Applying a Market Systems Approach to Savings Groups

1:00 - 4:00 pm

Studio B



In 2018, the SEEP Network, in partnership with FSD Africa and FSD Zambia, developed a learning brief entitled Applying a Market Systems Approach to Savings Groups. The paper proposed a systemic approach to Savings Groups to support the development of a well-functioning system where Savings Groups effectively reach all those who seek participation.

In partnership with the FSD Network, SEEP will convene a global learning series on a market systems approach to Savings Groups, based on the framework presented in the learning brief.

Join us for the first installment of the Global Learning Series where we will:

- Strengthen our understanding and application of market systems principles to Savings Groups
- Explore new roles for funders, governments, financial service providers and implementing organizations through active coordination and proactive experimentation in the formation and operations of Savings Groups

**Facilitators:** Joanna Ledgerwood, Independent Consultant | Candace Nelson, Independent Consultant

#### Agenda

**1:00 - 1:10 pm**

**Welcome**

**1:10 - 1:50 pm**

**Applying a Market Systems Approach to Savings Groups: Basic Concepts**

**1:50 - 2:50 pm**

**Group Formation, Training and Operational Support: Who Does / Who Pays?**

**2:50 - 3:05 pm**

**Networking Break**

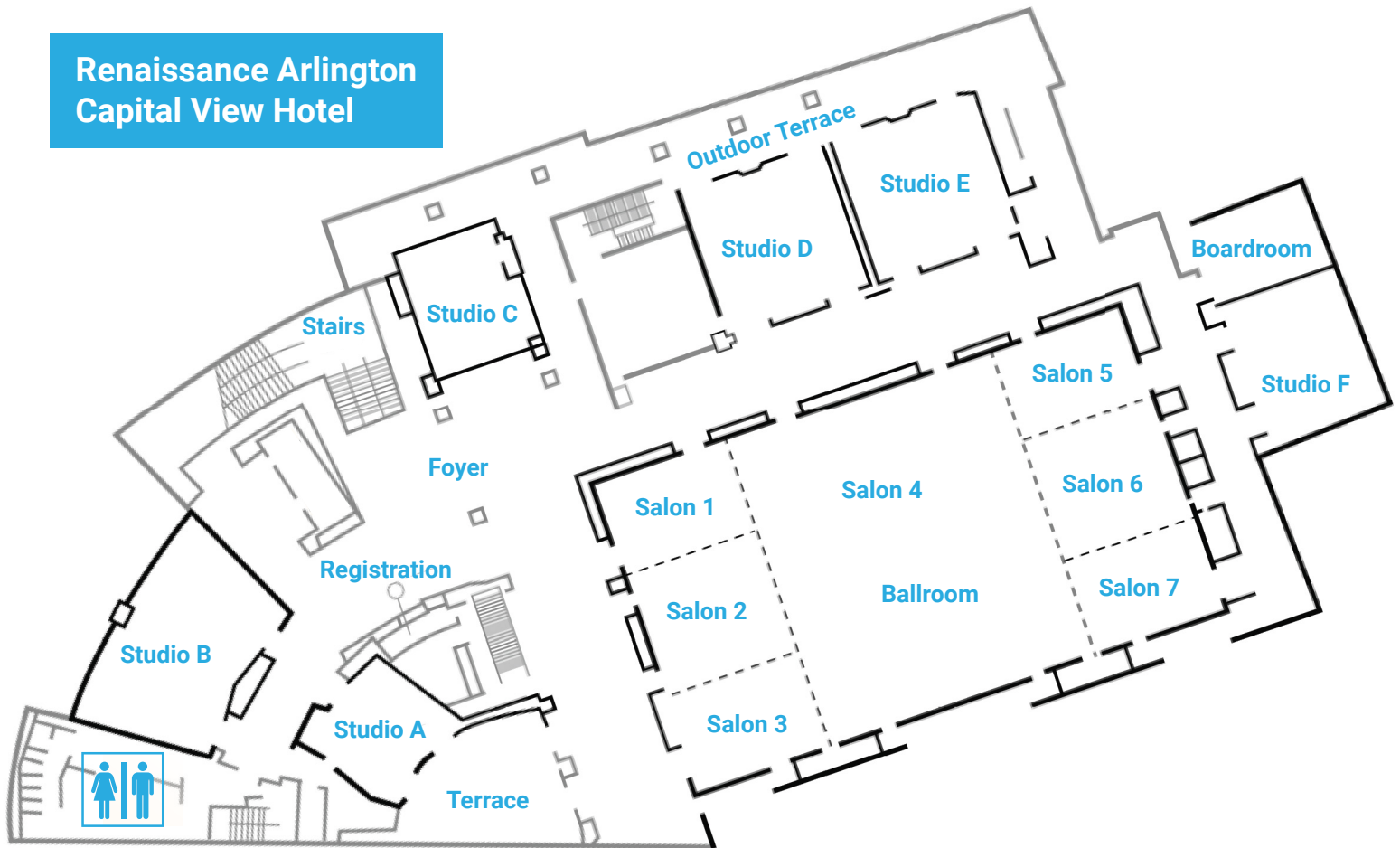
**3:05 - 3:45 pm**

**Incentives and Capacities of Sector Stakeholders: Exercises and Discussions**

**3:45 - 4:00 pm**

**Closing**

## Renaissance Arlington Capital View Hotel



### Hotel Amenities and Business Support Services

Complimentary Wi-Fi is available in the public reception area on the first floor of the building. Conference attendees will have free access to Wi-Fi on the conference level: enter code SEEP2018 to connect. Also on the first floor, visitors can enjoy the Espresso Illy Café and the SOCCI Italian Kitchen + Bar. A state-of-the-art fitness center is located on the third floor. The business center is located on the conference floor, and printing services are available in the hotel lobby.

### Complimentary Shuttle Service: Airport and Metro Station

The hotel provides complimentary shuttle service to/from the nearby Ronald Reagan Washington National Airport (DCA). Travel time between the hotel and the airport is approximately 20 minutes. Please call the shuttle phone (+1 703.413.1300) or ask hotel reception for more information. Complimentary shuttle service is also provided to/from the nearby Crystal City metro station for convenient connection to Washington, DC's public transit network. Travel time between the hotel and metro station is approximately 20 minutes.

### Hotel Parking

For visitors who will be arriving by car, a garage is located underneath the hotel. Hourly and daily rates are as follows: Self Parking: \$11 hourly, \$32 daily | Valet: \$37 daily



## SEEP Members Only

8:00 am

### Breakfast and Registration

9:00 am

### Annual General Meeting Salon 4

Year in Review  
Welcome New Members  
Member of the Year Award  
Practitioner of the Year Awards  
Board of Director Elections

11:15 am

### Networking Break and Lunch Selection Foyer

12:00 pm

### Member Table Talks Salon 4

Resilient Markets  
Responsible Finance  
Savings Groups  
Women's Economic Empowerment

1:15 pm

## SEEP Members & Non-Members

1:30 pm

### Working Group / Community of Practice Meetings

Markets in Crises Community of Practice Meeting Salons 1-3  
(1:30 - 6:00 pm)  
Savings-Led Working Group Meeting (1:30 - 5:00 pm) Studio B  
Women's Economic Empowerment Working Group Salons 5-7  
Meeting (1:30 - 5:00 pm)

6:00 pm

### SEEP Board of Directors Meeting Boardroom (by invitation only)

8:00 pm





8:00 am

**Breakfast and Registration**

9:00 am

**Opening Plenary**

Private Sector Engagement for Women's Economic Empowerment Salon 4

10:15 am

**Networking Break**

10:45 am

**Peer Learning Sessions**

**Data-driven Agriculture: The Future of Smallholder Farmer Data Management and Use** Studio B

**Beyond Commodities: Market-based Approaches Fit for Emergency Shelter Response** Studio D

**Addressing Sex-based Harassment in Workplaces: Unleashing Women's Economic Potential** Salons 5-7

**Progress through Partnerships: Engaging Market Actors for Women's Empowerment** Studio E

**Integrating Resilience Measurement into Practice: Bridging the Gap** Salons 1-3

12:15 pm

**Networking Break**

12:30 pm

**Lunch Dialogue**

Ending Violence and Harassment in the World of Work: Strategies for Impact Salon 4

2:00 pm

**Networking Break**

2:15 pm

**Peer Learning Sessions**

**Is Private Sector the Linchpin to Improving the Food System?** Salons 5-7

**CLA on the Fast Track: Iterative Learning in Crisis Settings** Salons 1-3

**Market Systems Resilience: What Is It and Why Is It Important?** Studio E

**Why Can't We Close the Gender Digital Divide?** Studio D

**Fast and Slow Evidence: What Works Best in Different Contexts?** Studio B

3:45 pm

**Networking Break**

4:15 pm

**Peer Learning Sessions**

**A-Card: Decentralized Digital Banking for Smallholder Farmers** Studio D

**Moving Beyond Skill-building: Linking Refugees with Market Opportunities** Salons 1-3

**Money, Power and the Risk of Violence** Studio B

**Impact for Change: Social Norm Transformation for Women's Economic Empowerment** Salons 5-7

**Systemic M&E for Food Security and Nutrition** Studio E

5:45 pm

6:00 pm

**Networking Reception** Hosted by  Foyer

7:30 pm

8:00 am

## Breakfast and Registration

9:00 am

### SEEP Fail Fest

Engaging Private Sector to Reach Women: The Struggle is Real! Studio E

Financing Vocational Training for Youth: Lessons from a Market-driven Project Studio B

Loans, Subsidies and Sanitation: Lessons in Scaling the Unscalable Studio D

The Story of Dooit: A Mobile App for Adolescent Girls Salons 1-3

Women Farmers and The Hospitality Industry: The Promise and Pitfalls of A New Market Salons 5-7

10:45 am

## Networking Break

11:00 am

### Peer Learning Sessions

Joining Forces for Last Mile Nutrition: Increasing Availability, Affordability and Accessibility Studio E

Designing Effective Programs to Build Youth Resilience in Fragile Contexts Salons 5-7

Empowerment for Girls and Youth: What Works, What Doesn't? Studio B

Leveling the Regulatory Playing Field for Women's Wage Employment Salons 1-3

Fulfilling Project Evidence Needs: A Customer-centric Approach to Measuring Impact Studio D

12:30 pm

### Lunch Dialogue

Using Data and Evidence to Drive Policy and Program Improvement Salon 4

2:00 pm

## Networking Break

2:15 pm

### Peer Learning Sessions

Trading Up to Agricultural Transformation: Smallholder Crop Aggregation and Markets Studio D

Analysis to Action: Applying Market Systems Approaches in Protracted Crises Salons 1-3

Collaborating with Businesses: Women's ROI in the Workplace Salons 5-7

M&E for Markets: Building Evidence, Tracking Distortion and Measuring Success Studio B

Show Me the Data: ICT Solutions for Real-time Data Extension Studio E

3:45 pm

## Networking Break

4:00 pm

### Closing Plenary

Donor Perspectives: Building the Evidence for Market Systems Development Salon 4

5:30 pm

8:30 am

Breakfast and Registration

9:00 am

CARE POWER Africa Learning Event Studio B

12:00 pm

Networking Lunch

1:00 pm

Global Learning Series: Applying a Market Systems Approach to Savings Groups Studio B

4:00 pm

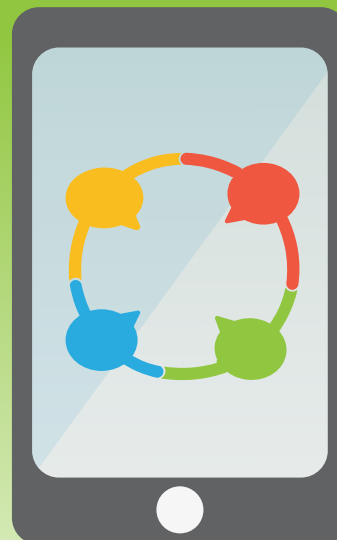


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