This publication was made possible through the support provided by Feed the Future through the U.S. Agency for International Development, under the terms of BPA No. AID-OAA-E-15-00001 and Call Order #2: AID-OAA-BC-16-00002. The opinions expressed herein are those of the author(s) and do not necessarily reflect the views of the U.S. Agency for International Development.
Contents

Introduction ........................................................................................................................ 1
Summary of Key Achievements ....................................................................................... 1
Technical Activities ........................................................................................................... 2
  Call Order 2 ................................................................................................................................................................... 2
    BPA Management and Technical Coherence ........................................................................................................ 2
    Markets in Fragile Contexts – Lessons from the Seed Market System in Eastern DRC ................. 2
    2020 Market Systems Symposium ........................................................................................................................ 3
    Practical Analytical Framework for Inclusive Entrepreneurial Market Systems ......................... 4
    The Enabling Environment for Animal Source Food Market System Success ............................ 4
    Assessing the Preconditions for Food Traceability Systems ......................................................... 5
    Knowledge Management ......................................................................................................................... 6
  Call Order 5 ................................................................................................................................................................... 8

Flexible Solutions to Challenges ...................................................................................... 9
    Adapting to an Evolving Context ...................................................................................................................... 9

Annex I. Planned Activities ............................................................................................ 10
Annex II. Event Participation .......................................................................................... 11
Annex III. Technical Resources Developed .................................................................. 13
Annex IV. EEFS Learning Content Webpage and Social Media Analytics ............... 14
INTRODUCTION

In 2015, USAID launched the $13.5 million Feed the Future Enabling Environment for Food Security (EFFS) project to augment the capacity of the USAID/Washington Bureaus — primarily the Bureau for Food Security (BFS), now the Bureau for Resilience and Food Security (RFS) — and Feed the Future-focused and aligned Missions worldwide to address constraints to the enabling environment for food security.

Through this blanket purchase agreement (BPA) mechanism, USAID can issue individual Call Orders to procure support around the following components: technical analysis and targeted technical assistance, knowledge management (KM), capacity building, implementation support, on-demand consulting services, and institutional support services.

USAID issued Call Order 2 to secure access to the labor time of BPA key personnel to provide oversight and management of all technical and KM functions across EEFS Call Orders and to offer institutional support services on behalf of USAID/RFS.

This report for the fourth option year of Call Order 2 provides information on activities implemented under Call Order 2 and Call Order 5 from September 23, 2019 through September 22, 2020.

SUMMARY OF KEY ACHIEVEMENTS

During this reporting period, the EEFS team conducted activities under two active Call Orders in line with the life of project (LOP) work plan (see Annex 1), as highlighted below:

- **Technical Analysis:** During the reporting period, EEFS concluded its assignment with USAID/Democratic Republic of the Congo (DRC) to conduct a Seed Commercial, Legal, and Institutional Reform (SeedCLIR) assessment in eastern DRC. EEFS also produced and published a guidance document and technical note on *The Enabling Environment for Animal Source Food (ASF) Market System Success* and is in the process of finalizing the *Practical Analytical Framework for Inclusive Entrepreneurial Market Systems (IEMS)*. EEFS also designed and received approval on the scope of work to develop a guide to *Assessing the Preconditions for Food Traceability Systems* and recruited to identify relevant subject matter expert(s) for a forthcoming short-term technical assistance (STTA) assignment.

- **Knowledge Management and Communications:** EEFS co-hosted a webinar with Agrilinks and Marketlinks titled *Markets in Fragile Contexts: Lessons from the Seed Market System in Eastern DRC* which drew on lessons from the DRC SeedCLIR report. EEFS also provided global thought leadership through 16 online articles on improving the enabling environment for agricultural market systems. Online articles produced during the reporting period included a series examining impacts of the COVID-19 crisis on the enabling environment for food and nutrition security; a series highlighting factors that drive ASF market system success; a series providing practical insights into the Feed the Future Learning Agenda; and contributions to Agrilinks’ Policy Month in coordination with the USAID/RFS Policy Team – a total of 16 online articles over the reporting period. Additionally, EEFS produced two graphics-based social media learning series showcasing key enabling environment concepts and the relationship between trade and food safety.

- **Institutional Support:** EEFS provided sponsorship for the 2020 Market Systems Symposium (MSS), a global industry learning event that brings together practitioners, experts, and donors to explore and further market systems development practice. While the MSS event was originally scheduled to take place in Cape Town, South Africa from April 20-23, the event was conducted virtually throughout June, July, and August given COVID-19-related travel restrictions and precautions.
TECHNICAL ACTIVITIES

In close collaboration with USAID/RFS, the project team supported the following BPA-wide deliverables across two active Call Orders: Call Order 2 and Call Order 5.

CALL ORDER 2

BPA Management and Technical Coherence

BPA Component: Cross-Cutting

The EEFS Program Manager (key personnel) provided technical oversight, direction, and coherence across activities conducted under Call Order 2 and Call Order 5 throughout the reporting period. The Program Manager developed three scopes of work for technical learning product development in close collaboration with the EEFS Contracting Officer’s Representative (COR) and relevant technical touchpoints throughout USAID. Additionally, the Program Manager oversaw the recruiting of individual subject matter experts and the competitive procurement process for subcontractor arrangement. Through the implementation of technical activities, the Program Manager provided strategic technical oversight and direct research and writing on The Enabling Environment for ASF Market System Success and the Practical Analytical Framework for IEMS products. Additionally, the Program Manager has directly produced original technical learning content through over a dozen online articles.

The EEFS Senior Knowledge Management and Communication Specialist designed and developed communications efforts for the project, integrated KM across project activities, and supported the development of technical blog posts to expand learning content generation during the reporting period. Additionally, the Specialist led the coordination and organization of a joint webinar with Agrilinks and Marketlinks as well as the development of several social media-based learning series, including one on enabling environment concepts and another on food safety and trade. During this reporting period, the Senior KM and Communications Specialist developed graphics-based KM and communications products to make key learning from EEFS’ technical products more accessible as well as to reach new audiences, including for The Enabling Environment for ASF Market System Success report, the Intra-African Agriculture Trade Improvement Scorecards, and the Practical Analytical Framework for IEMS. The Specialist also engaged external partners, such as the BEAM Exchange and SEEP Network, to showcase EEFS’ resources and raise the project’s profile among global market systems audiences.

The Program Manager and Senior KM/Communications Specialist organized and delivered a USAID Stakeholder Feedback Roundtable virtual event for missions across East and Southern Africa to share, obtain feedback on, and finalize the Practical Analytical Framework for IEMS. The Program Manager and Senior KM/Communications Specialist are also organizing a joint three-part webinar series in collaboration with the Feed the Future Livestock Innovation Lab to share the results of the Enabling Environment for ASF Market System Success report to be held after the current reporting period.

Additionally, EEFS engaged an Agricultural Legal and Regulatory Specialist to support technical coherence of Call Order 2 technical product development. In particular, the Agricultural Legal and Regulatory Specialist was integrally involved in the technical content development for the Markets in Fragile Contexts webinar and the development of the Practical Analytical Framework for IEMS.

Markets in Fragile Contexts – Lessons from the Seed Market System in Eastern DRC

BPA Component: Knowledge Management

EEFS held a joint webinar with Agrilinks and Marketlinks on February 6, 2020 which explored the enabling environment for seed market systems in fragile contexts. The presentation drew on findings and recommendations from the DRC SeedCLIR report developed during Option Year 3 under Call Order 5. EEFS’ COR Lourdes Martinez Romero facilitated the webinar; Augustin Ngeleka from USAID/DRC
provided opening remarks; and Juan Ignacio Trives Pire and Roger Shongo, members of the EEFS SeedCLIR consultant team, presented the material and responded to participant questions. The webinar drew 87 participants from across the globe and sparked a robust discussion facilitated by the EEFS’ COR on key technical issues in the webinar chat box.

In the lead-up to the webinar, EEFS published two technical articles on Agrilinks and Marketlinks respectively, highlighting key learning themes from the report and tying them to agency priorities. EEFS also led coordination with Agrilinks and Marketlinks on outreach efforts. The project developed the promotional copy for both Agrilinks’ and Marketlinks’ event web pages, email invitations, and social media posts to reach key audiences. EEFS also coordinated the development of presenters’ talking points and presentation material.

Following the webinar, EEFS produced a technical resource summary to consolidate the full suite of DRC SeedCLIR learning products in a shareable, Feed the Future-branded EEFS resource. The technical resource, which is available in both PDF form and via a web link, includes a high-level summary of key learning alongside links to the full DRC SeedCLIR report; two technical articles; and all webinar resources, including the webinar and audio recording, presentation slides, and transcripts. EEFS coordinated with the Marketlinks team to promote the resource through social media channels. The project also shared the technical summary with the DRC Mission, encouraging the Mission to use it as a knowledge-sharing resource across its domestic and regional networks.

- DRC SeedCLIR Report: SeedCLIR: Democratic Republic of the Congo
- Pre-Webinar Blog 1: Lessons from the Seed Market System in Eastern DRC
- Pre-Webinar Blog 2: Seed Systems in Fragile Contexts
- Webinar: Markets in Fragile Contexts: Lessons from the Seed Market System in Eastern DRC
- Webinar Post-Event Resources: Markets in Fragile Contexts: Lessons from the Seed Market System in Eastern DRC
- Technical Resource Summary: Markets in Fragile Contexts: Lessons from the Seed Market System in Eastern DRC

2020 Market Systems Symposium

**BPA Component: Institutional Support**

For the second year in a row, EEFS provided sponsorship for the MSS on behalf of Feed the Future — this year at the prime partner level. The 2020 MSS was originally scheduled to take place from April 20-23 in Cape Town, South Africa, bringing together practitioners, experts, and donors to explore and further the practice of market systems development. Due to travel restrictions surrounding the global spread of COVID-19, the 2020 MSS was moved to an online platform with sessions held throughout June, July, and August 2020.

EEFS executed a purchase order with the host of the 2020 MSS, EcoVentures International (EVI), for the prime partnership package in January 2020, which included five complimentary registrations to the symposium pre-training day and core three-day symposium; an invitation to speak at a session during the symposium; an invitation to sit on the symposium advisory group; and various promotional benefits. As a result of the revised platform, the number of complimentary registrations for USAID staff through EEFS’ prime partnership package doubled from four to eight, and two members of the EEFS team also attended the event (10 complimentary registrations total).

For inclusion in the MSS 2020’s virtual packets, EEFS developed a one-page overview of USAID/RFS’, Feed the Future’s, and EEFS’ respective engagement with market system development. The overview summarizes how each entity uses a market systems approach in their programming and provides links to related resources from each.
Practical Analytical Framework for Inclusive Entrepreneurial Market Systems

BPA Component: Technical Analysis

In December 2019, EEFS finalized the scope of work for a Practical Analytical Framework for Entrepreneurial Market Systems: A Guide for Assessing the Underlying Factors Enabling Inclusive Economic Growth and received USAID technical concurrence. On December 17, 2019, EEFS disseminated a request for proposals to conduct the scope of work. After completing a technical evaluation of all proposals received, EEFS negotiated and executed a labor hour subcontract with EVI. This assignment is a collaborative technical research and analytical effort between the EEFS team (Program Manager and Agricultural Legal and Regulatory Specialist) and the EVI team. In July 2020, a draft for review was submitted to USAID/RFS and select USAID Mission staff for comments, and a consultative workshop was held to share findings and solicit feedback. The final draft of the IEMS framework was submitted to USAID/RFS for review and approval on August 28, 2020.

Over this reporting period EEFS: (i) conducted a literature review to identify and clearly document a comprehensive set of underlying variables within a market system that influence new business formation and growth, wealth creation, and inclusive gains in market systems; (ii) developed a practical analytical framework to assess the identified variables within a country over time and/or across countries; (iii) held a Stakeholder Feedback Roundtable virtual event for missions across East and Southern Africa to present the draft framework and receive feedback on how to improve it further; and (iv) integrated feedback received into the final draft submitted to USAID/RFS.

The framework provides a methodology for capturing information about underlying variables that drive market actor decisions and behavior that are not presented in traditional business environment indices, has not been historically collected, is not readily available, and is not easily quantified. The objective of the framework is to enable USAID Missions, Operating Units (OUs), and implementing partners (IPs) to examine and better understand the underlying variables in market systems that may present barriers or opportunities in the enabling environment for project investments.

Upon approval of the final draft framework, EEFS will disseminate the product and its key findings broadly across the USAID community through priority learning platforms, such as Agrilinks and Marketlinks, as well as with a general global market systems audience via the BEAM Exchange. Additionally, the Program Manager will continue direct outreach to high-leverage partners, such as the Rockefeller Foundation and others, to expand awareness and uptake of the product globally.

- Presentation: USAID Stakeholder Feedback Roundtable (unpublished)

The Enabling Environment for Animal Source Food Market System Success

BPA Component: Technical Analysis

In December 2019, EEFS finalized the scope of work for The Enabling Environment for Animal Source Food Market System Success and received USAID technical concurrence. In January 2020, EEFS contracted consultant Steven Staal to carry out this assignment in collaboration with the EEFS Program Manager. In July 2020, the guidance document was finalized and approved.

The activity developed a practically oriented, evidence-based decision-making tool that will help guide USAID Missions, OUs, and IPs to make informed investment decisions in ASF market systems. The final guidance document offers a comprehensive set of factors in the enabling environment that should be present in order to support ASF market systems that are competitive, inclusive, resilient, and nutrition-sensitive along with guidelines for conducting the assessment, including indicators and sources of information for each factor identified.
During the reporting period, Mr. Staal and the EEFS Program Manager conducted a comprehensive literature review to identify the key factors of success and/or failure of ASF market systems and the practical experiences and lessons learned across emerging and developing countries. The findings of the literature review have been structured into a set of factors within the enabling environment that are expected to support successful outcomes. EEFS integrated feedback on the draft report from key USAID livestock experts, submitted the final product to USAID/RFS, and received approval.

To accompany the product’s July 2020 launch, EEFS developed a technical learning note summarizing high-level learning from the guidance document to capture the attention of a wide audience. EEFS published both the report and learning note on Marketlinks and Agrilinks along with a blog post highlighting the promise that ASF market systems hold for nutrition and food security outcomes in Feed the Future countries and detailing the key enabling environment aspects that USAID and other development practitioners must consider to achieve positive impacts from their investments. Thus far, the EEFS team has published three online articles on the Agrilinks platform to disseminate the learning product: one summarizing the overall findings, one focusing on supply-side factors, and one discussing marketing factors. EEFS is scheduled to publish one additional online article focusing on financial services factors for ASF market system success.

To reach USAID audiences, EEFS coordinated with both Marketlinks and Agrilinks on social media outreach as well as features in both platforms’ July newsletters. Additionally, EEFS shared the resource with several Feed the Future Innovation Labs whose technical foci align with ASFs — the Innovation Lab for Livestock Systems, the Innovation Lab for Nutrition, and the Innovation Lab for Food Safety. To reach global market systems audiences, EEFS also coordinated with the SEEP Network and the BEAM Exchange to upload the resource to their technical libraries and coordinate on social media outreach. EEFS is also publishing a graphics-based learning series on its social media channel which highlights learning from the report in an attractive, shareable format.

EEFS is now in the process of acquainting USAID and other development practitioners with how they can engage with learning from the report and use it to inform future investments in ASF market systems. EEFS is currently in the process of organizing a three-part webinar series in collaboration with the Livestock Innovation Lab to disseminate findings and expand uptake of the learning product.

- Full Report: The Enabling Environment for Animal Source Food Market System Success
- Technical Learning Note: Enabling Environment Factors for Animal Source Food Market System Success
- Blog 1: How Does the Enabling Environment Drive Animal Source Food Market System Success?
- Blog 2: 4 Supply-Side Factors Driving Animal Source Food Market System Success
- Blog 3: 3 Marketing Factors for Animal Source Food System Success

Assessing the Preconditions for Food Traceability Systems

**BPA Component: Technical Analysis**

In March 2020, EEFS finalized the scope of work for Assessing the Preconditions for Food Traceability Systems: A Guide to Enabling Environment Factors for Success and received USAID technical concurrence. Through this initiative, EEFS will develop an evidence-based guide for USAID Missions, OUs, and IPs to understand the various benefits and limitations of varying traceability system types and determine whether the enabling environment preconditions are in place for each type of traceability system to be successfully supported. The guide will provide decision-makers with: (i) a summary of the different types of food traceability systems and their objectives, benefits, and limitations, with examples of each from practical operating contexts; (ii) a comprehensive set of preconditions in the enabling environment that should be present to support the success of the identified traceability systems; and (iii) guidelines for assessing whether each precondition is in place and to what degree.
The EEFS Program Manager and USAID COR determined it was most prudent to delay the startup of this activity until after the Enabling Environment for ASF Market System Success and the Practical Analytical Framework for IEMS products were completed. Currently, EEFS is in the final stages of vetting potential subject matter experts suited to undertake this work with the EEFS team, at which point EEFS will submit the candidates for USAID approval. The EEFS team expects to launch this activity by the beginning of October 2020. This activity is scheduled to be completed by the first quarter of CY2021 with sufficient time to conduct KM and communications around the product prior to the period of performance end date of Call Order 2 on March 22, 2021.

**Knowledge Management**

**BPA Components: Knowledge Management, Technical Analysis**

The project increased the breadth and depth of its KM activities during the reporting period, placing new emphasis on directly integrating high-level learning guidance, such as the Feed the Future Learning Agenda, into its KM practices as well as developing graphics-based KM and communications products. Drawing on the project’s existing knowledge base as well as ongoing technical work, EEFS developed a Feed the Future Learning Agenda online article series, which provides audiences with EEFS-generated enabling environment evidence and analysis per key learning questions.

Additionally, EEFS’ KM activities explicitly engaged USAID strategy documents, such as the USAID Policy Framework and the USAID Private Sector Engagement Policy, in its knowledge products during this period. This approach enabled the project to align knowledge generation with USAID strategic priorities, such as the Journey to Self-Reliance. Importantly, EEFS developed this practice to dovetail with its communications goals: (i) showcasing the relevance of EEFS’ technical work to USAID priorities among target audiences and (ii) raising EEFS’ profile as an enabling environment thought leader across the agency and the broader agricultural development and food and nutrition security communities.

EEFS also pivoted to address the unfolding COVID-19 crisis and gather evidence for USAID on the immediate and upcoming challenges the crisis poses to global food systems. The project interviewed agribusinesses across sub-Saharan Africa, Latin America, and South Asia to capture COVID-19 impacts on food security and nutrition and to raise awareness among key stakeholders. EEFS developed a blog series which synthesized anecdotal evidence and provided enabling environment analysis to inform policymaking and future USAID interventions.

EEFS executed these KM activities during the reporting period according to three main activity areas in the project’s KM Implementation Plan: knowledge infrastructure, knowledge generation, and knowledge exchange.

**KM Infrastructure:**

- Coordinated closely with the new Feed the Future Knowledge, Data, Learning, and Training (KDLT) project to strengthen the projects’ partnership on content publishing and outreach efforts, such as newsletter spotlights and social media posts for EEFS’ blogs and resources. EEFS successfully enhanced outreach collaboration with Agrilinks through producing mini-social media toolkits to accompany each resource and blog submission. (September 2019-September 2020)
- Developed webinar promotional materials for the DRC SeedCLIR event and coordinated on outreach with Agrilinks and Marketlinks through social media and email; supported communications and formatting for webinar presentation slides. (January 2020-February 2020)
- Launched a web-based version of EEFS’ technical resource summary to centralize EEFS-produced technical analysis around a single topic; coordinated with Marketlinks on housing this new product for the DRC SeedCLIR report and accompanying resources. (February 2020)
- Revamped EEFS’ KM strategy with integration of the Feed the Future Learning Agenda into its
knowledge-generation activities. (November 2019-April 2020)

- Developed graphics-based learning cards for social media to showcase key learning from EEFS' technical products for a variety of audiences. (December 2019-August 2020)

**Knowledge/Content Generation:**

- Developed 16 blog posts on Agrilinks, Marketlinks, and Climatelinkeks addressing the following analytical focus areas: measurement of the enabling environment, fragile market contexts, seed systems, women’s participation in market systems, cross-sectoral policies, formal rules and market systems, COVID-19 risks to developing countries’ food systems, water governance policy, and the enabling environment for ASF market systems (see Annex III for a complete list and links to content). Combined page views for these posts stood at 8,472 as of September 2020. (December 2019-August 2020)

- Coordinated to align four of the above-listed blog posts with USAID knowledge-sharing platforms’ strategic content themes and outreach campaigns, including Agrilinks’ Why Policy Matters month, Marketlinks’ Enabling Environment and Seed Systems month, and Climatelinkeks’ Food Security and Climate Risk Management month. (December 2019-April 2020)

- Captured evidence to grow USAID’s knowledge base on how the COVID-19 crisis is impacting food systems in sub-Saharan Africa, Latin America, and South Asia. EEFS remotely interviewed 36 private sector firms operating across 11 countries to gather anecdotal evidence on how the COVID-19 crisis is impacting agribusinesses and, by extension, the smallholders they serve. In a six-part blog series on Agrilinks, EEFS shared insights from firms operating in the poultry, meat and dairy, agri-input, and grain and oilseed food subsystems as well as provided analysis on the broader implications of COVID-19 for food and nutrition security. The series has garnered 5,959 page views as of September 2020, received four features in Agrilinks bimonthly newsletters, and was promoted extensively on Agrilinks’ social media. (April 2020-July 2020)

- Contributed to the Feed the Future enabling environment knowledge base through developing the Feed the Future Learning Agenda series, which examines key policy and market systems learning questions. The series bridges four years of EEFS’ technical analysis and connects to themes EEFS is exploring in current and upcoming project activities. Together, the series’ posts generated 1,026 page views as of September 2020. (November 2019-March 2020)

- Developed strategic content and outreach campaigns for International Women’s Day and World Water Day in coordination with Marketlinks and Climatelinkeks respectively. For each campaign, EEFS developed an original blog post highlighting a technical resource (Women’s Profitable Participation in Market Systems Technical Note and the Water Governance Scorecard) and led coordination on social media promotion with each partner. (March 2020)

**Knowledge Exchange:**

- Co-hosted a webinar with Agrilinks and Marketlinks with USAID/DRC Mission participation to disseminate key learning from EEFS’ DRC SeedCLIR report to a global audience. The webinar drew 87 participants, and the countries with the most representation were the United States, Nigeria, Kenya, Uganda, DRC, and the United Kingdom. To promote the webinar, the project developed two technical articles, which together have garnered 574 page views as of September 2020, and coordinated with Agrilinks and Marketlinks on dissemination to reach target audiences. (December 2019-February 2020)

- Developed a social media-based learning series on key enabling environment concepts shared via EEFS’ Twitter account. Individual concept cards isolated a key enabling environment concept and linked to an EEFS technical article providing an in-depth discussion of its role within the enabling
environment. EEFS developed the series to invite a broad-based audience to more directly engage enabling environment issues and concepts in their work. Importantly, the series highlighted EEFS’ thought leadership in this realm, as each graphic displayed the project name. The series has drawn 5,510 total Twitter impressions as of September 2020. (December 2019-April 2020)

- Developed a learning series on the enabling environment for food safety to mark World Food Safety Day in June 2020. On social media, EEFS published graphics-driven concept cards, each of which highlighted a central aspect of the enabling environment for food safety. The series unpacked technical terms and made explicit to global audiences the connection between enabling environment concepts and food safety outcomes. The series has generated 2,912 total Twitter impressions as of September 2020. EEFS also coordinated with Agrilinks to share learning from its food safety and trade series on the platform’s World Food Safety Day anchor post. The project additionally coordinated with Marketlinks to showcase EEFS’ four-part blog series on food safety and trade as well as coordinated on social media promotion and a feature in Marketlinks’ newsletter. (June 2020)

- Coordinated with external partners in the market systems space, such as the BEAM Exchange and SEEP Network, to showcase EEFS’ *The Enabling Environment for Animal Source Food Market System Success* guidance document in each platform’s resource library and coordinate global market systems audience outreach. (July 2020-August 2020)

- Produced a graphics-based social media outreach campaign illustrating how Missions and policymakers can use EEFS’ Inter-African Trade Improvement Scorecards to advance their strategic goals. EEFS designed each graphic to prompt uptake of the resources among these stakeholders. To achieve this, each post described how the Scorecards provide data to inform policy dialogue, identify common opportunities to increase agricultural trade across sub-Saharan Africa, and provide specific indicators that link freer trade with food security outcomes. The series has garnered 794 Twitter impressions as of September 2020. (August 2020)

- Developed three quarterly digital newsletters sharing EEFS’ new technical products and keeping the project’s core audience up-to-date on future technical focus areas. (September 2019-August 2020)

- Participated in the 2020 Feed the Future Week Twitter Chat, sharing insights into how enabling environment issues are central to Feed the Future’s goal of ending hunger by highlighting key learning from EEFS’ technical resources. EEFS’ contributions to the Twitter chat collectively generated 8,305 impressions as of September 2020. (September 2020).

**CALL ORDER 5**

Call Order 5 was fully executed on June 12, 2019 as a Mission-generated buy-in from USAID/DRC for EEFS to conduct an analysis of the Commercial, Legal, and Institutional Reform (CLIR) environment for seed sector development in six target provinces in eastern DRC.

The overwhelming majority of this assignment was completed during Option Year 3, however the final DRC SeedCLIR reports (English and French) received USAID approval and were published during Option Year 4.

- DRC SeedCLIR Report: [SeedCLIR: Democratic Republic of the Congo](#)
FLEXIBLE SOLUTIONS TO CHALLENGES

ADAPTING TO AN EVOLVING CONTEXT

As a result of the COVID-19 crisis, this reporting period has coincided with one of the most profound social and economic disturbances in the last century. Nonetheless, the EEFS project has fortunately not experienced any disruptions to implementation. All project staff, consultants, and subcontractors are safe and healthy, working effectively from remote locations around the world. The remote, research-oriented work during the reporting period has enabled the project to remain on-schedule for all activities.

Additionally, the EEFS mechanism remains flexible and adaptable during this changing global context. As the COVID-19 crisis evolves, the EEFS team has demonstrated a willingness and capacity to adapt its technical analytical considerations to include the risks to global food and nutrition security associated with the COVID-19 crisis and will continue to do so in the months ahead with further examination of critical issues.

The only disruption experienced from the crisis has been the cancellation of the in-person 2020 MSS event, which EEFS is sponsoring. However, the event moved to an online platform, and EEFS worked closely with the 2020 MSS host to revise the purchase order and ensure that USAID received equivalent value for the sponsorship resources.
### ANNEX 1. PLANNED ACTIVITIES

**Table 1. Planned Activities in Year 5 From Life of Project Work Plan**

| Component 1: Technical Analysis | • Offer continued support to Missions on-demand  
|                                | • Identify key lessons learned and any observed gaps  
|                                | • Prioritize increased local capacity to enable successful sustainability  |
| Component 2: Knowledge Management | • Continued expansion of KM network and attention on knowledge synthesis to improving technical coherence within USAID and other priority stakeholder groups  
|                                | • Develop and implement activities to enhance the capacity of USAID and key stakeholders engaging in knowledge exchange  
|                                | • Identify strategies for next-generation KM support  |
| Component 3: Capacity Building | • Continued engagement with USAID/RFS KM team on evolving formal training needs  
|                                | • Create implementation trainings to enable broader uptake of tools by USAID agency staff, local partners  
|                                | • Advisory services to train Mission staff in approaches for better integrating enabling environment into strategies and programs  |
| Component 4: Implementation Support | • Respond to any remaining Mission demand for support services  
|                                | • Develop transition plan for any ongoing implementation support activities  
|                                | • Craft lessons learned in how to do implementation support differently based upon project successes and learning opportunities  |
| Component 5: On-Demand Consulting | • Maintain and expand ongoing pool of potential consultants  
|                                | • Provide rapid response services on an as-needed basis  
|                                | • Develop lessons learned on the utility of and practical applications for offering on-demand consulting services  |
| Component 6: Institutional Support and Global Thought Leadership | • Participate in meetings on key topics relevant to the enabling environment for food security  
|                                | • Provide analytical support, content creation, and other advisory services as needed to assist USAID/RFS as it takes stock on the evolving need for new thinking in the enabling environment space  |
# ANNEX II. EVENT PARTICIPATION

**SEPTEMBER 23, 2019 – AUGUST 22, 2020**

Table 2. EEFS Event Participation

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Name</th>
<th>Hosted by</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 30, 2019</td>
<td>What’s Lurking in Your Value Chain? Uncovering the Hidden Costs of Gender-Based Violence in Agriculture</td>
<td>Agrilinks</td>
<td>Webinar</td>
</tr>
<tr>
<td>November 13, 2019</td>
<td>Feed the Future Communications Roundtable</td>
<td>Feed the Future</td>
<td>Roundtable</td>
</tr>
<tr>
<td>January 28, 2020</td>
<td>Feed the Future Communications Roundtable</td>
<td>Feed the Future</td>
<td>Roundtable</td>
</tr>
<tr>
<td>February 6, 2020</td>
<td>Markets in Fragile Contexts: Lessons from the Seed Market System in Eastern DRC</td>
<td>Marketlinks, Agrilinks, EEFS</td>
<td>Webinar</td>
</tr>
<tr>
<td>March 25, 2020</td>
<td>Advancing Country-led Accountability for Performance in the Ag Sector: Africa’s CAADP Biennial Review</td>
<td>Agrilinks</td>
<td>Webinar</td>
</tr>
<tr>
<td>April 13, 2020</td>
<td>Unpacking the Covid-19 Crisis in Africa</td>
<td>CSIS</td>
<td>Webinar</td>
</tr>
<tr>
<td>April 15, 2020</td>
<td>USAID Digital Strategy Launch</td>
<td>CSIS</td>
<td>Webinar</td>
</tr>
<tr>
<td>April 17, 2020</td>
<td>Are We Heading Toward Another Global Food Price Crisis?</td>
<td>CSIS</td>
<td>Webinar</td>
</tr>
<tr>
<td>April 24, 2020</td>
<td>Collaboration in Crisis – Multi-Stakeholder Collaboration for Covid-19</td>
<td>CSIS</td>
<td>Webinar</td>
</tr>
<tr>
<td>April 29, 2020</td>
<td>Stakeholder Community Meeting on COVID-19’s Impacts on Global Nutrition</td>
<td>USAID</td>
<td>Webinar</td>
</tr>
<tr>
<td>May 19, 2020</td>
<td>Feed the Future Communications Roundtable</td>
<td>Feed the Future</td>
<td>Roundtable</td>
</tr>
<tr>
<td>June 4, 2020</td>
<td>Keeping Firms and Supply Chains Afloat in the Age of COVID-19</td>
<td>Marketlinks</td>
<td>Webinar</td>
</tr>
<tr>
<td>July 21, 2020</td>
<td>USAID Stakeholder Roundtable: IEMS Framework</td>
<td>EEFS</td>
<td>Roundtable</td>
</tr>
<tr>
<td>August 5, 2020</td>
<td>Animal Source Foods (ASFs) and Child Nutrition in Bangladesh, Nepal and Uganda</td>
<td>Feed the Future Innovation Lab for Nutrition</td>
<td>Webinar</td>
</tr>
<tr>
<td>Date</td>
<td>Event Name</td>
<td>Hosted by</td>
<td>Format</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------------------------------------------------------</td>
<td>-------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>June-August, 2020</td>
<td>Market Systems Symposium</td>
<td>EcoVentures International</td>
<td>Virtual</td>
</tr>
<tr>
<td>August 19, 2020</td>
<td>EatSafe Webinar II: Food Safety in Traditional Markets in Africa and Asia</td>
<td>GAIN</td>
<td>Webinar</td>
</tr>
<tr>
<td>August 25, 2020</td>
<td>Feed the Future Communications Roundtable</td>
<td>Feed the Future</td>
<td>Roundtable</td>
</tr>
<tr>
<td>September 16, 2020</td>
<td>Feed the Future Week Twitter Chat</td>
<td>Feed the Future</td>
<td>Twitter Chat</td>
</tr>
</tbody>
</table>
ANNEX III. TECHNICAL RESOURCES DEVELOPED

SEPTEMBER 23, 2019 – AUGUST 22, 2020

Call Order 2

- Blog post: Markets in Fragile Contexts: Lessons from the Seed Market System in Eastern DRC (December 2019)
- Blog post: Seed Systems in Fragile Contexts (January 2020)
- Presentation: Markets in Fragile Contexts: Lessons from the Seed Market System in Eastern DRC (February 2020)
- Resource: Intra-African Agriculture Trade Improvement Scorecards Summary (February 2020)
- Blog post: Women’s Profitable Participation in Market Systems (March 2020)
- Blog post: Enabling Environment Considerations for Water Use in Agriculture (March 2020)
- Blog post: Cross-Sectoral Policies to Transform Agriculture (March 2020)
- Blog post: COVID-19 Challenges to Grain and Oilseed Systems in Uganda (May 2020)
- Blog post: COVID-19 Impacts on Agri-Input Systems in East and Southern Africa (July 2020)
- Blog post: Examining COVID-19 Impacts on Food Systems to Inform Policymaking (July 2020)
- Blog post: How Does the Enabling Environment Drive Animal Source Food Market System Success? (July 2020)
- Resource: The Enabling Environment for Animal Source Food Market System Success (July 2020)
- Blog post: 4 Supply-Side Factors Driving Animal Source Food Market System Success (July 2020)
- Blog post: 3 Marketing Factors for Animal Source Food System Success (September 2020)

Call Order 5

- Report: SeedCLIR: Democratic Republic of the Congo (September 2019)
ANNEX IV. EEFS LEARNING CONTENT WEBPAGE AND SOCIAL MEDIA ANALYTICS

SEPTEMBER 23, 2019 – SEPTEMBER 22, 2020

Table 3. EEFS Content Webpage Analytics as of September 2020

<table>
<thead>
<tr>
<th>Webpage</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>SeedCLIR: Democratic Republic of the Congo (Agrilinks)</td>
<td>229</td>
</tr>
<tr>
<td>SeedCLIR: Democratic Republic of the Congo (Marketlinks cross-post)</td>
<td>168</td>
</tr>
<tr>
<td>Markets in Fragile Contexts: Lessons from the Seed Market System in Eastern DRC (Agrilinks)</td>
<td>500</td>
</tr>
<tr>
<td>Seed Systems in Fragile Contexts (Marketlinks)</td>
<td>74</td>
</tr>
<tr>
<td>Intra-African Agriculture Trade Improvement Scorecards Summary (Agrilinks)</td>
<td>527</td>
</tr>
<tr>
<td>Increasing Women’s Profitable Participation in Market Systems (Marketlinks)</td>
<td>207</td>
</tr>
<tr>
<td>Enabling Environment Considerations for Water Use in Agriculture (Climatelinks)</td>
<td>100</td>
</tr>
<tr>
<td>Markets in Fragile Contexts: Lessons from the Seed Market System in Eastern DRC Summary (Marketlinks)</td>
<td>52</td>
</tr>
<tr>
<td>How Formal Rules Can Enable Inclusive, Resilient Agricultural Market Systems (Agrilinks)</td>
<td>241</td>
</tr>
<tr>
<td>Cross-Sectoral Policies to Transform Agriculture (Agrilinks)</td>
<td>221</td>
</tr>
<tr>
<td>COVID-19 and the New Risks for Global Food Security and Nutrition (Agrilinks)</td>
<td>3,309</td>
</tr>
<tr>
<td>COVID-19 and the New Risks for Global Food Security and Nutrition (Marketlinks cross-post)</td>
<td>103</td>
</tr>
<tr>
<td>COVID-19 Challenges to Grain and Oilseed Systems in Uganda (Agrilinks)</td>
<td>814</td>
</tr>
<tr>
<td>The Poultry Market System in Ethiopia: Challenges from COVID-19 (Agrilinks)</td>
<td>752</td>
</tr>
<tr>
<td>COVID-19 Impacts on Meat and Dairy Systems in Zimbabwe and Ethiopia (Agrilinks)</td>
<td>320</td>
</tr>
<tr>
<td>COVID-19 Impacts on Agri-Input Systems in East and Southern Africa (Agrilinks)</td>
<td>403</td>
</tr>
<tr>
<td>Examining COVID-19 Impacts on Food Systems to Inform Policymaking (Agrilinks)</td>
<td>258</td>
</tr>
<tr>
<td>How Does the Enabling Environment Drive Animal Source Food Market System Success? (Marketlinks)</td>
<td>279</td>
</tr>
<tr>
<td>How Does the Enabling Environment Drive Animal Source Food Market System Success? (Agrilinks cross-post)</td>
<td>257</td>
</tr>
<tr>
<td>4 Supply-Side Factors Driving Animal Source Food Market System Success (Agrilinks)</td>
<td>173</td>
</tr>
<tr>
<td>3 Marketing Factors for Animal Source Food System Success</td>
<td>156</td>
</tr>
</tbody>
</table>
Table 4. EEFS Twitter Account Analytics as of September 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>Total Post Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2019 (from September 23)</td>
<td>2,024</td>
</tr>
<tr>
<td>October 2019</td>
<td>4,030</td>
</tr>
<tr>
<td>November 2019</td>
<td>5,580</td>
</tr>
<tr>
<td>December 2019</td>
<td>3,565</td>
</tr>
<tr>
<td>January 2020</td>
<td>10,199</td>
</tr>
<tr>
<td>February 2020</td>
<td>4,843</td>
</tr>
<tr>
<td>March 2020</td>
<td>6,169</td>
</tr>
<tr>
<td>April 2020</td>
<td>3,120</td>
</tr>
<tr>
<td>May 2020</td>
<td>4,061</td>
</tr>
<tr>
<td>June 2020</td>
<td>4,740</td>
</tr>
<tr>
<td>July 2020</td>
<td>3,999</td>
</tr>
<tr>
<td>August 2020</td>
<td>2,480</td>
</tr>
<tr>
<td>September 2020 (to September 22)</td>
<td>11,502</td>
</tr>
</tbody>
</table>