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# PRIVATE SECTOR LANDSCAPE ASSESSMENT (PSLA) WORKSHOPS USAID/EGYPT

## OVERVIEW

Following the completion of the Private Sector Landscape Assessment (PSLA), the Learning, Evaluation and Analysis Project (LEAP III) team conducted a series of action planning sessions, or workshops, with USAID/Egypt. The objective of the workshops was to discuss the recommendations for private sector engagement (PSE) and the collaboration models presented in the PSLA, and to collaboratively select those of most interest to pursue in 2021. Additionally, the workshops covered any new plans and ideas identified by technical teams as well as incomplete action items carried over from the Mission's 2020 PSE Action Plan.

## METHODOLOGY

The workshops included a total of ten sessions, conducted virtually, due to COVID-19. The topics of the sessions include agriculture, tourism, manufacturing, health, access to finance and business development, digitization, women's empowerment, basic and secondary education, tertiary and vocational education, and special topics from the internal PSE Working Group. LEAP III worked with each group to consider Mission priorities, existing and upcoming projects, and short- and long-term strategic goals and to examine the feasibility and urgency of each of the proposed next steps in the PSLA report. During the consultations, the technical teams were asked to discuss key areas of overlapping interests (leverage points) between

the business interests of potential private sector partners and USAID development objectives in relation to the collaboration models and to list potential partners that they were aware of in Egypt. To facilitate the discussion, LEAP III created shared workbooks for each technical team that could be viewed on a shared screen during the workshop and edited collaboratively from multiple locations.

Workshop sessions were approximately 1-2 hours in length and conducted by the same core team that wrote the PSLA final report. The week also included an opening plenary session with all technical teams and frequent collaboration with the Mission's PSE Advisor. In addition to the PSLA, to prepare for the sessions, LEAP III conducted a review of relevant Mission documents, such as an updated Results Framework based on the recent development of their Country Development Cooperation Strategy (CDCS).

## **KEY FINDINGS**

Each high level action item from the collaboration models was systematically examined by USAID staff and the LEAP III team based on its value proposition from the perspective of both USAID and the private sector, potential beneficiaries, application to cross-cutting themes, and contribution to the Mission's Development Objectives (DOs) and Intermediate Results (IRs) noted in its new Results Framework. Immediate action steps needed to move the engagement forward were also discussed.

As a result of the workshops, USAID/Egypt collaboratively agreed upon 34 high level action items to pursue related to PSE. The workshops helped to create consensus and buy-in and translate the PSLA report into concrete actions for Mission staff.

## **RECOMMENDATIONS**

LEAP III worked with members of the Program Office and the internal PSE Working Group to develop action items for the Mission's 2021 PSE Action Plan in line with the priorities and opportunities identified during the consultations with the Mission's technical teams.