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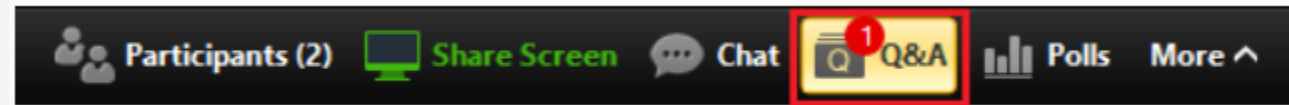
## A Global Learning Network

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

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Our EMMA Analysis  
Isn't Quite Answering  
Our Questions.... Can  
Anybody Help?

- ✓ Please hold your questions: there will be a Q&A at the end of the webinar
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- ✓ After the webinar, all registrants will receive an email with a link to the webinar for on-demand viewing; a web post will also cover any unanswered questions
- ✓ Please complete the evaluation at the close of the webinar

- 1. SEEP Overview**
- 2. Opening Remarks and Introductions**
- 3. Doing No Harm & Markets**
- 4. WASH Market Assessment Experiences**
- 5. Shelter Market Assessment Experiences**
- 6. Q&A**
- 7. Closing Remarks**



### Our Vision

Markets that provide opportunities for all people to engage and prosper

### Our Mission

To empower our members to become effective agents of change and to enhance their collective ability to accelerate learning and scale impact

# Our EMMA Analysis Isn't Quite Answering Our Questions.... Can Anybody Help?

May 16, 2018 | 9:00 am EDT



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# Doing No Harm & Markets – extractive industries, protection and the environment



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# Doing No Harm & Markets – extractive industries, protection and the environment



Implications and opportunities associated with Cash Transfer Programming in humanitarian response



# Doing No Harm & Markets – extractive industries, protection and the environment



## Context

- Cash is driving rapid change within humanitarian approaches
- Working with and through markets presents exciting opportunities for sectors not traditionally engaged in MBP
- However limited markets knowledge and experience of humanitarian actors across sectors is hindering progress
- Push for unconditional multi purpose grants a challenge when sector capacity to analyse the viability of local markets is low
- Market systems related to shelter and WASH can be complex



# Doing No Harm & Markets – extractive industries, protection and the environment



## Extractive Industries and the Environment

- The construction industry uses huge volumes of materials sourced from the environment
- Most of these materials such as sand are non-renewable and extracted from sources that seem endless but are in reality finite - Sand is the most widely consumed natural resource on the planet after fresh water
- Others such as timber for construction or fuel are only renewable if produced and harvested in managed ways - Cutting of timber for construction materials and charcoal burning is a main driver of forest degradation in sub Saharan Africa
- Producing some materials have other environmental impacts - bricks requires large volumes of timber for firing

# Doing No Harm & Markets – extractive industries, protection and the environment



## Extractive Industries and Protection

- Crime - 50 to 90 percent of forestry in tropical areas is now controlled by criminal groups and estimated that illicit logging is now worth between \$30 billion to \$100 billion, or up to 30 percent of the global wood trade .
- Terrorism - ISIS were estimated to be earning over \$1 million USD per day from the sale of oil and related products
- Labour - An estimated 2 million children are thought to be working in illegal brick factories in Pakistan.
- Indentured/Bonded Labour an issue in some countries
- Women engaged in the construction sector face poor working conditions, wage discrimination and exploitation

# Doing No Harm & Markets – extractive industries, protection and the environment



## Conclusion

- Some sectors currently ill equipped to do detailed analysis of markets – construction provides a clear example
- Cash may end up being used in these markets – and post crisis demand may increase the numbers of people engaging in these markets to earn an income and increase environmental and other issues
- Donors and actors need to be aware that relying on local and potentially poorly regulated markets may entail certain risks
- Awareness may present opportunities for sectoral MBP – targeted support to improve process, sustainability and practise of specific markets
- Markets thinking could help sectors bridge humanitarian/development ‘nexus’ and better link response to recovery – and mainstream environment



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Some questions to ponder over.....

- How do we make market assessment and analysis – systematic and accessible?
- How do we ensure coordination and select the right level of analysis according to what we shall use it for?
- How can we improve a greater understanding of the problem statement (the level of vulnerability, risk and the opportunities) from the *get go*?
- WASH – software and hardware: complex range of range of services, and goods. What other tools have you seen to work and complement a WASH orientated EMMA in the field – rapid onset, protracted and recurring crises? Or has the EMMA nailed it for the purpose of the immediate need?
- WASH being both a public and/or private good – how can we better understand the governance architecture and the broader institutional arrangements in WASH (restrictions and opportunities)?
- How do we develop monitoring systems to understand impact (short term, long term, multiplier effects...) BOTH people and markets
- How do we ensure donors and our leadership share the financial and reputational risk?

- EMMA + PCMA experiences – predominantly water and/or hygiene kit focussed
- Voucher centric + along side other traditional WASH responses, versus the broader spectrum, and mixture of modalities: *market use, support, and development* approaches e.g. Juba: e.g. private sector micro grant initiative: bicycle vendors & water truckers, professionalising management model
- Measurement of unconditional cash for WASH outcomes – slow uptake
- How do manage risk – unregulated market actors can exert considerable market power and undermine the development of more durable solutions based on regulated water supply e.g. Lebanon – private water truckers v public Bekaa water establishment for ITSs (Syrian refugees)
- MEAL approaches, and capacity for CTP and MBP needs improving
- More evidence is needed to prove or disprove assumptions and perceptions around beneficiary preference, choice and dignity, cost, effectiveness and timeliness of MBP for public health outcomes

***Do not assume you understand needs until analysis is conducted***  
***Key learning: Markets are MORE accessible during floods***

## Gaibandha, Bangladesh



Pre crisis market analysis

+

Vulnerability risk analysis

### NORMAL

- Expense of carts, trucks, vans – responsible for transport of goods during the dry season, at high costs.
- In-kind relief items are already available in the local market and are regularly purchased by the target population.
- A high level of demand exists for individual toilets, which are readily available from nearby Sanitation Marts (SanMarts). These are sold as packages consisting of (a) concrete slabs with pan, and (b) concrete rings for pit lining.
- Lack of purchasing power for sanitation hardware results in households lacking any proper sanitation facilities, and leads to purchases of cheaper, lower-quality products which easily and rapidly become damaged.

### CRISIS (2 events = regular and extreme flood)

- During high floods, access to markets actually improves
- But barrier to market is lack of purchasing power due to a **lack of purchasing power and access to formal credit providers** at the household level
- The target groups regularly purchase WASH NFIs during flood emergencies. In-kind provision of hygiene kits is creating a parallel market and is likely harming the existing market chain for these items.
- Several of the items in the hygiene kits are not critical items to many households.
- The in-kind provision of toilets as a post-emergency measure, is also creating a parallel market that does not address underlying issues related to inadequate sanitation coverage.

Baseline –Pre-crisis- Water Market – North Bekaa Lebanon, Summer, 2011

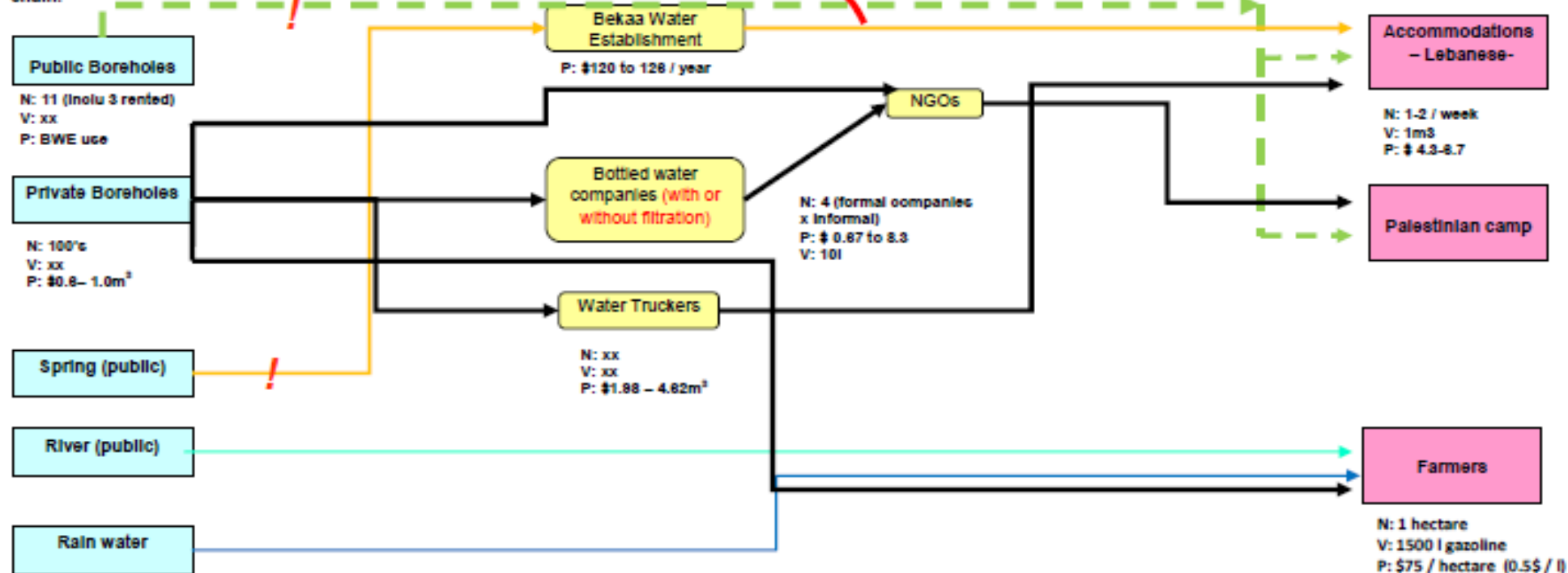
The market environment: Institutions, rules, norms & trends



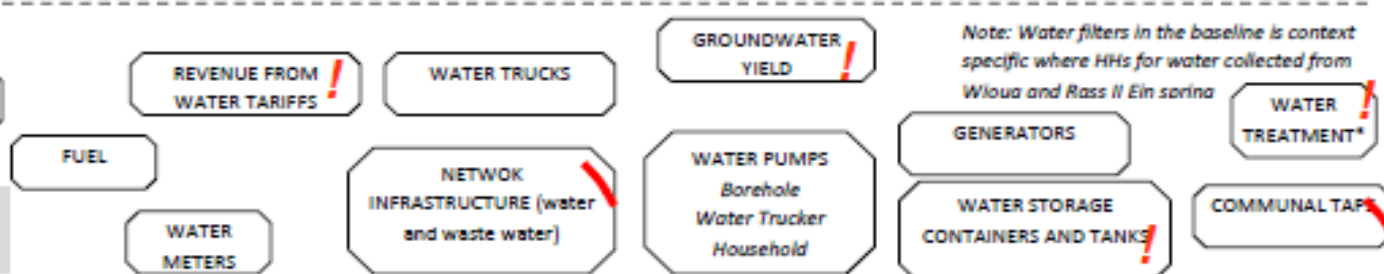
**Symbol Key**

- Critical issue (Red exclamation mark)
- Major disruption (Red X)
- Partial disruption (Red slash)

The market chain:



Key Infrastructure, Inputs and market-support services



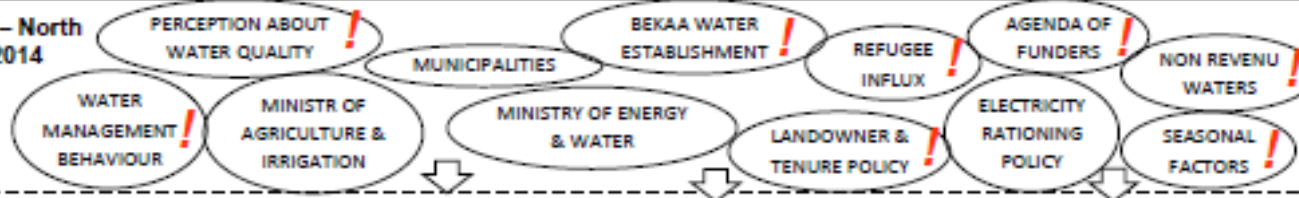
**Colour key**

- Water source (Light blue)
- Main Market actors (Yellow)
- Target Group (Pink)



### Emergency- Water Market – North Bekaa Lebanon, Summer 2014

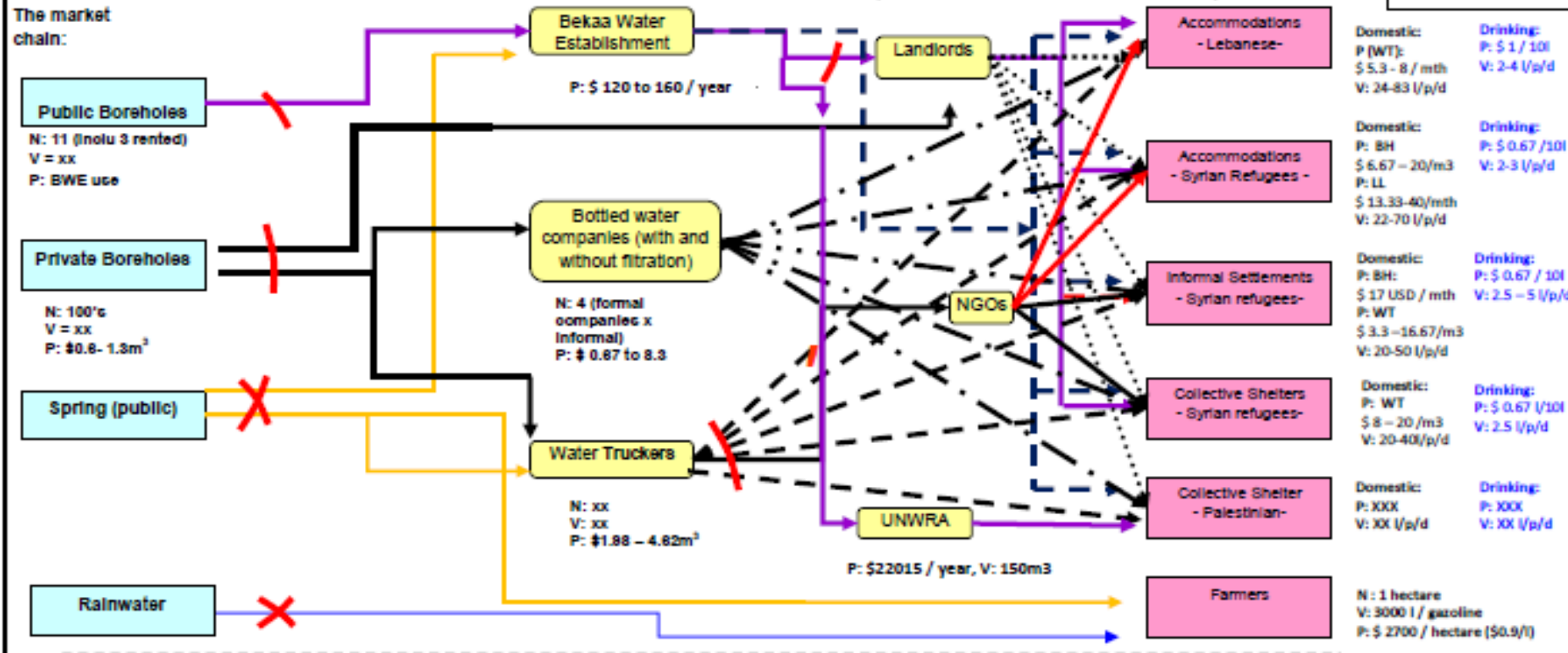
The market environment: Institutions, rules, norms & trends



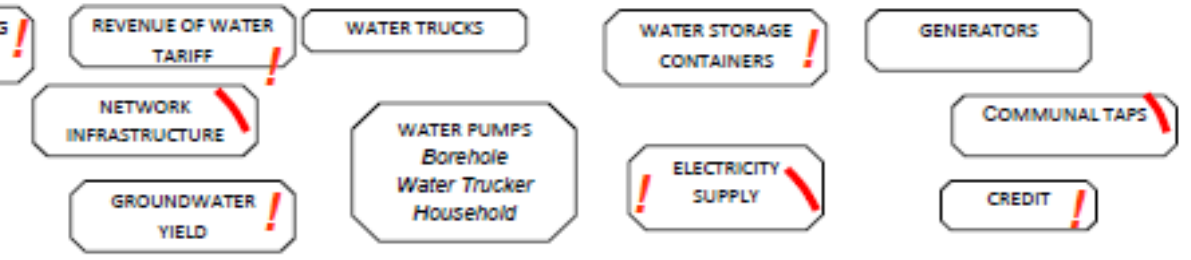
**Symbol Key**

- Critical issue !
- Major disruption X
- Partial disruption /

### The market chain:



Key Infrastructure, Inputs and market-support services



**Colour key**

- Water source (light blue)
- Main Market actors (yellow)
- Target Group (pink)

## Lebanon:

- EMMA study recommended water vouchers for water trucking (plus in-kind water tanks), desludging (services) and WASH NFIs (goods) in the Bekaa valley targeting the Informal Tented Settlements hosting the Syrian refugees
- Complexities – non revenue water, water for livelihoods in the Bekaa vast (fruits and vegetables), Bekaa Water Establishment unwilling to connect ITSs to the public network, BWE critical of the NGOs supporting the illegal private water truckers

What do to do given the protracted Syria crisis, lack of funding and scale of Syrian refugees in Lebanon? Can we regulate the water market system – i.e. the private water truckers?

- Attempts are being made to
  - ✓ Negotiate and regulate the water price from the private water truckers for NGOs supporting the ITSs
  - ✓ Linking the private water truckers to an established water extraction point from the Bekaa Water Establishment (rate paid by NGOs – % for trucker, % BWE)



# WASH Market Experiences –

## Ethiopia + Somaliland:

- EMMAs carried out in Ethiopia (Harshin), Kenya (Wajir) in response to drought
- 1) Oxfam water trucking, then 2) vouchers and now trying 3) conditional cash, plus quality control measures (e.g. infrastructure and capacity building of water truckers)
- Rather more, build on existing coping mechanisms – e.g. *pro poor* group together to purchase a collective delivery of water – provide them the purchasing power, and support quality control of the market actors
- Conduct other market support + development initiatives e.g. solar contingency boreholes, surface water catchment systems, water shed catchment management (pasture for animals, water for livelihoods etc.
- Robust M+E – cash and market based programming: more than *x spent on water*, proxy's – examine the PH outcomes via proxy's e.g. source of water, where and how it is stored in the community etc.



# WASH Market Experiences

## South Sudan experience:

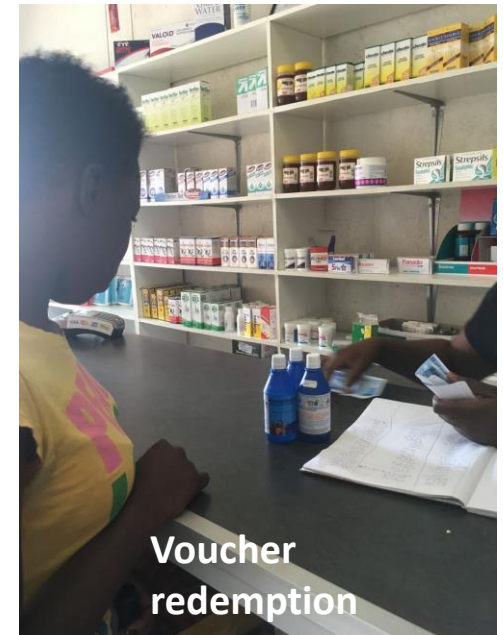
- PCMA – inception for the WASH team
- *Developing markets* our focus – required a 2<sup>nd</sup> investment of research, which echoed a deeper analysis of the market enabling environment, governance architecture and the broader institutional arrangements
- Other tools used
  - a) Stakeholder/institutional mapping
  - b) Understanding behaviours and preferences
  - c) Household willingness to pay
  - d) Life cycle cost analysis
- Gumbo water system – producing water and providing water for supply chain (water truckers, bicycle vendors)



# WASH Market Experiences

## Zimbabwe experience:

- PCMA conducted for urban context with recurring disease outbreaks
- Initially focussed on looking at how to meet the critical items needs during outbreaks (household water treatment) but found that it was not really about supply of products but how intervention modality was affecting utilisation and demand for household water treatment chemicals and how to work with small scale market actors to meet demand.
- *Developing markets* – required an investment in both demand creation for household water treatment chemicals and development of modalities to enhance availability of HHWT chemicals in disease hotspots
- Other tools used
  - a) Mapping of infrastructure and service providers
  - b) Social marketing strategies



# Shelter Market Assessment Experiences – Gaps and Opportunities



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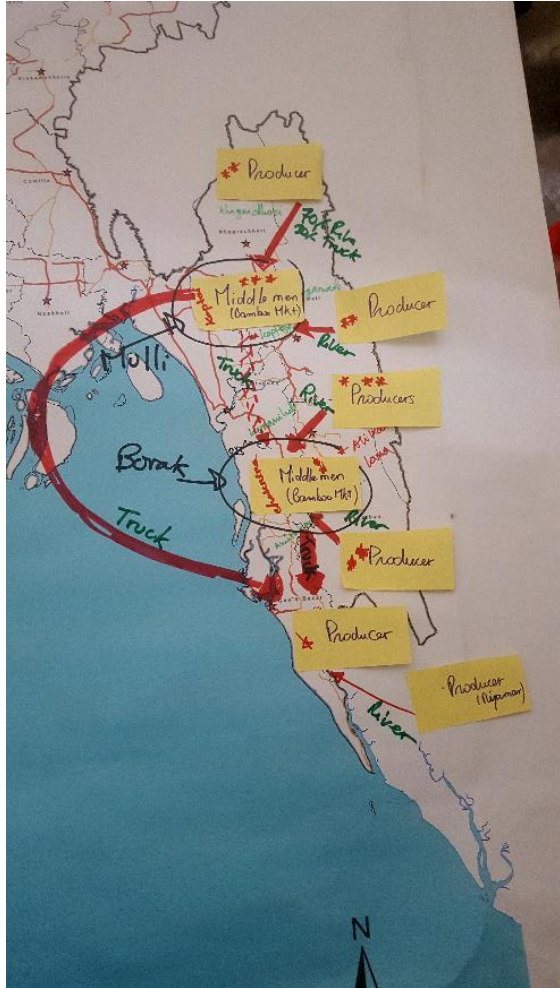
- **Diagnosis:** why do market assessment and analysis tools need to be adapted for shelter?
- **Case Study (1):** Market Assessment in Cox's Bazaar, Bangladesh for timber and bamboo (displacement context)
- **Case Study (2):** Market Assessment in post-earthquake Nepal for construction labour
- **General Challenges**
- **Opportunities and Recommendations**
- **Increasing collaboration** among shelter and market practitioners

# Diagnosis: why do market assessment and analysis tools need to be adapted for shelter?

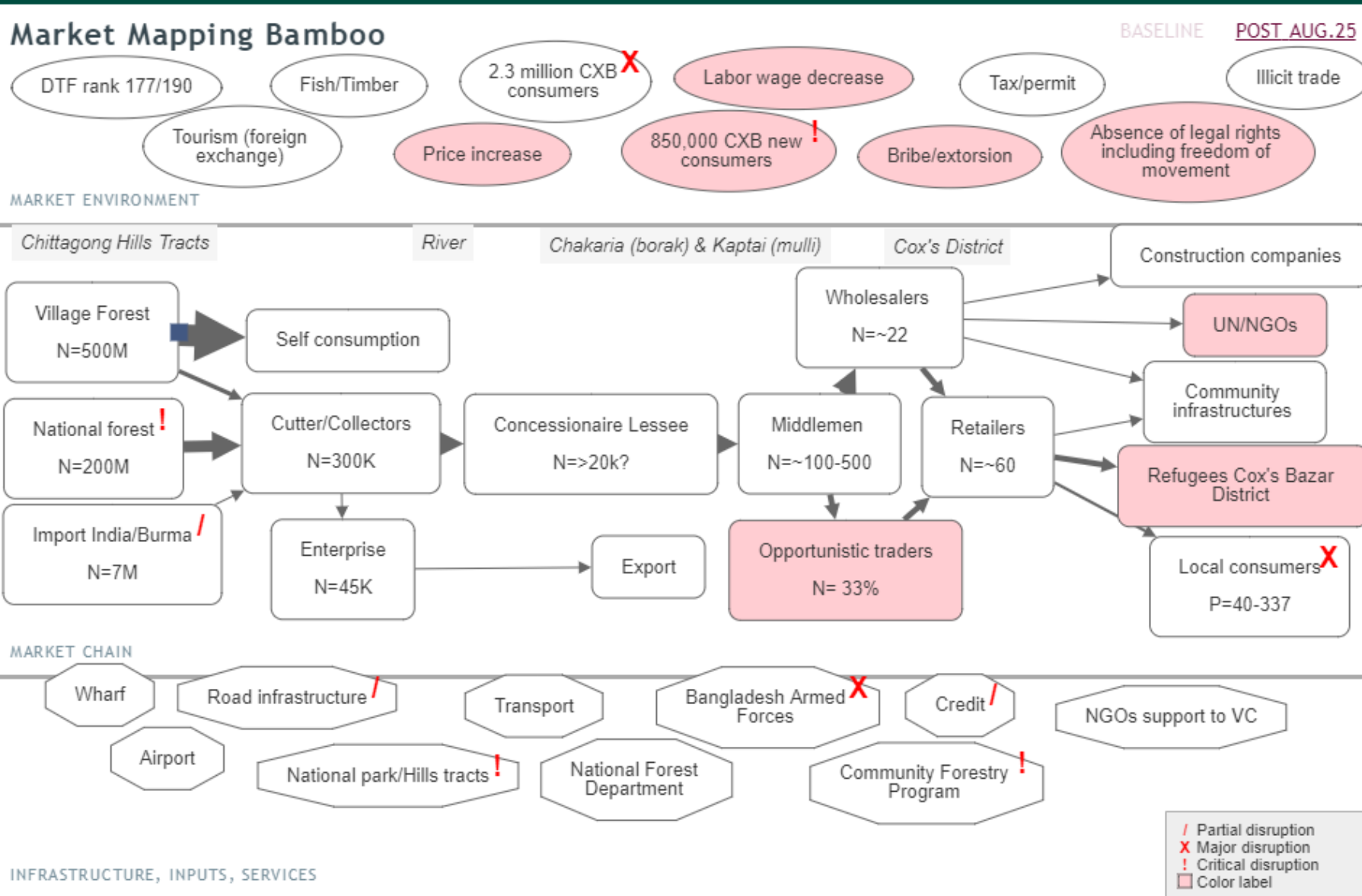




# Case Study 1: Bangladesh (bamboo and timber)



# Case Study 1: findings, limitation and influence



# Case Study 2: Nepal (labour)



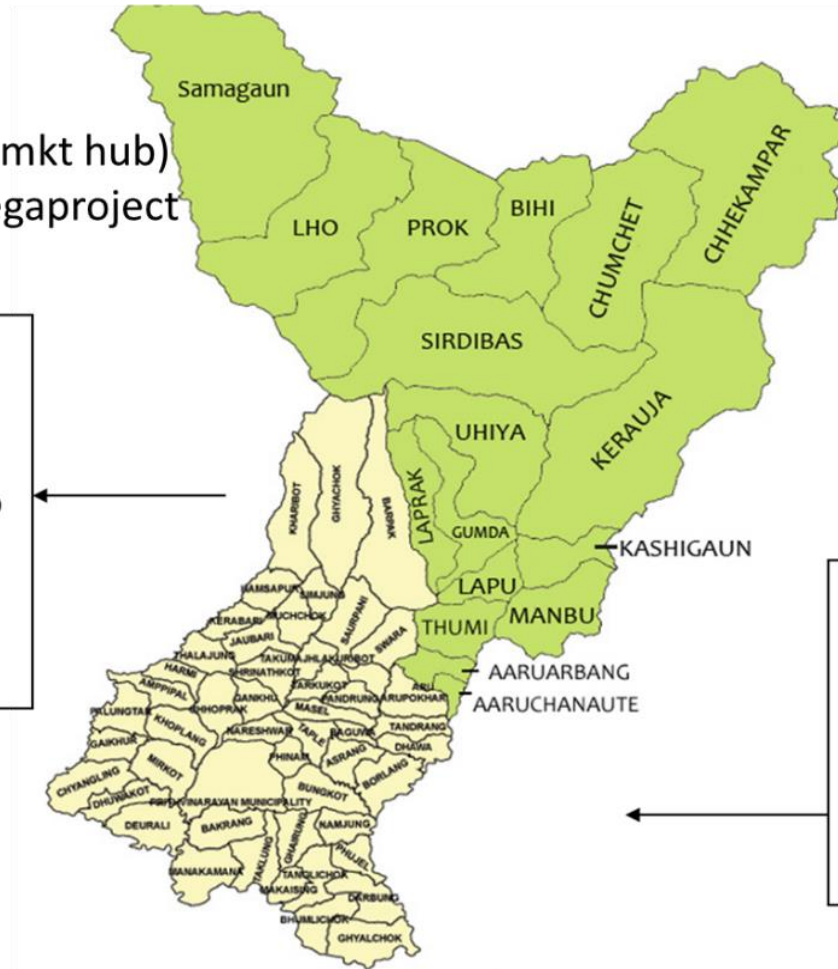
# Case Study 2: findings, limitation and influence

**400-1200** Nps/day  
5% female  
157 contractors (up to 8/mkt hub)  
Seasonal migration & megaproject  
Self-helped group

Overseas: Middle East,  
Malaysia

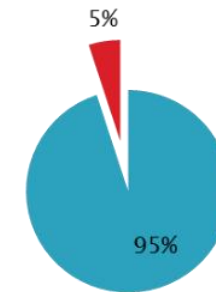
Kathmandu, Pokhara,  
Manag

Out Migration



## Work force structure

■ unskilled ■ skilled



India: Plasterer, Tile Fitter,  
Plumber

Terai: Mason Worker,  
Electrician, Carpenter

Hill: Labour, Semi-skilled  
labour worker

- Consideration of **environmental and protection** concerns
- Achieving **quality control** when **demand** and **urgency meet**
- Selection of **critical** market chains
- **Limitations** of critical market chain approaches
- **Quality considerations**
- **Decide what is the best Shelter intervention in regards of**
  - **Appropriateness, Feasibility, Timeliness, Cost-efficiency, scale, sustainability, Do no Harm**
  - **Most likely scenario**
- **Implementation and uptake of recommendations**
- **Team composition**

# Opportunities and Recommendations

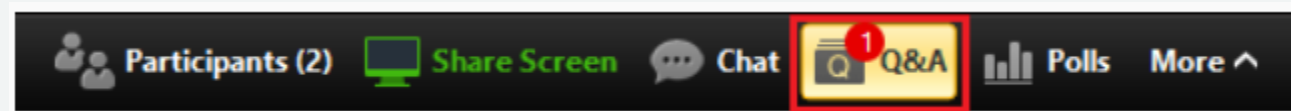
- Systematic integration of **quality**
- Systematic consideration of **environment and sourcing practices**
- **Separate Shelter from Non-Food Items**
- Focus on **critical market chains**
- Systematic **use of recommendations to inform response**
- **Flexibility to change modalities**
- Acknowledge **confidence and duration/validity of recommendations**
- Determine **level of analysis required then select appropriate tools**



Pintakasi, Phillipines, where households with “totally damaged” homes received \$697 from CRS to rebuild their homes.

# Q&A

**Use the Q&A feature at the bottom of your screen to pose questions**



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# WASH/Shelter – what's missing + plea for help



- Increase capacity – both number of and competency in MBP
- Diversify our range of skill sets e.g. micro-finance, market, economic specialists to complement the WASH/Shelter team
- Governance – understanding and appropriate responses – rapid onset v protracted crisis
- Scope for public-private partnerships
- Sustainable management models for WASH/Shelter services and goods
- Robust M+E
- Engagement from donors with specific sectors around cash



# Join the MiC community

The MiC is a community of practice open to anyone interested in markets, crises, market development and/or emergency response. You can join the MiC online community, and gain access to the library, at <https://dgroups.org/dfid/mic/join>



Congratulations! You have joined the Markets in Crises community of practice. You are now part of an online community of over 1600 humanitarian practitioners with a diverse range of skills and experiences in market-based approaches to crises around the world. The Markets in Crises discussion forum promotes open sharing, learning, and experiences and does not promote one tool or approach over another.

To participate in the forum, use your email address or the username that you chose along with your password to enter this site and browse the library. You will find a rich resource of market assessment reports, training information, and tools including the EMMA Toolkit for download for free!

Remember that you can start a discussion thread as a quick and easy way to participate by:

- Sharing your field experiences, market analysis reports, or programme case studies
- Asking a question for your colleagues or seeking advice/support
- Pasting a link to a favorite market assessment tool or a recent article or learning event
- Advertising market-related consultancies and job openings

There are a couple of simple guidelines to keep in mind:

Be Respectful to All: Please remember to avoid any abusive or rude responses. We want to encourage everyone to participate and not be reticent to contribute a thought or idea. Avoid Off-topic or Casual Replies: We encourage everyone to make relevant posts and professional comments. Please avoid all off topic posts which should be sent by personal email to whomever you are addressing. We also strive to converse in a professional manner so that everyone, including non-native English speakers can follow and contribute to our conversations. BE CAREFUL of the 'REPLY' button! Remember that if you simply hit 'reply' to an email coming from the Dgroup, you are actually selecting 'REPLY ALL'. Your response will go to every member in the forum – that is currently hundreds of practitioners in our community -- and growing! To respond personally to the sender, please click FORWARD and not REPLY.

## Recent discussions Discussions →

- Relief International is searching for a Global Cash Programming Adviser  
Marie Boulinaud on April 18 1
- Share your experience on the Minimum Standard for Market Analysis (MISMA)  
sbumbacher@cashlearning.org on April 17 1
- Webinar: Humanitarian Standards Partnership, MERS and LEGS  
Sonya Salanti on April 16 1
- Request for information on cash / markets work relating to gender equality and women's empowerment  
Zuzana on April 16 1
- New paper on market systems in crisis  
Alison Hemberger on April 13 4
- Show off your work and contribute to the learning!  
karri.byrne@gmail.com on April 13 1

## Recent resources Library →

- EMMA\_Sunamganj\_FullReport\_June2017.pdf
- LCC - Lessons Learned 2014 - 2017.pdf
- Northeast Nigeria Joint LMRA 2017.pdf

# Upcoming SEEP Events

## **Up to the Standards?: Humanitarian Standards for Market Assessment and Analysis**

Webinar

May 29th

## **SG2018: The Power of Savings Groups**

Kigali, Rwanda

May 22 – 24

## **2018 SEEP Annual Conference**

Arlington, VA

Oct 1 – Oct 3



**Thank You!**  
**Please complete your evaluation.**



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