



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

Date: May 16, 2018

Time: 9:00 – 10:00 am (EDT)

SPEAKERS

Jake Zarins, Associate Director, Disaster Risk Reduction & Response at Habitat for Humanity International (HFHI)

Jenny Lamb, Technical Advisor – Public Health Engineering (WASH), Global Humanitarian Team at Oxfam

Parvin Ngala, Technical Advisor – WASH, Regional Team: Horn East Central Africa at Oxfam

William Martin, Cash and Markets, Humanitarian Response Department at Catholic Relief Services (CRS)

MODERATOR

Scott Merrill, Global Director, Market Systems & Entrepreneurship

Terwilliger Center for Innovation in Shelter, Habitat for Humanity International

Lili Mohiddin Regional Cash and Markets Adviser Eastern Africa & Yemen Regional Office, Norwegian Refugee Council

QUESTIONS

1. In terms of focusing on quality for shelter-specific commodities, how important is it to engage the more technical, engineering expertise when adapting a shelter-specific tool? Has this been done before?
 - It is about sitting with Shelter team and get the tech specs of commodities we are looking for.
 - Ideally, for verification of quality, visual verification are better than other: assessment team can be train to recognize quality we are looking for and only assess this

- More complicated for quality of labor as it is hard to assess “knowledge/skills’ of people if no qualification system in place or lack of trust into the qualification system.
2. The EMMA tool could certainly use with a quality review component. To what extent do panelists believe that the quality aspect of commodities and services/ labor are linked more to training, 'educating', capacity building, changing behaviors to ensure overall sustainability that 'better quality' products are available in local markets in the longer run?
 - It is important but limited: quality come with a price. Preference for quality or availability for quality does not necessarily means people will buy the quality even if we subsidized at the demand level (but might be a good incentive if subsidize or support at supply level to lower price at level of inferior quality)
 3. Should market analysis continue while you are implementing your response? Why? Examples?
 - Market assessment like need assessment are most likely needed at different phase of emergency to understand changing environment and changing humanitarian needs/objectives. Phase 1 (first 72h) and phase 2 (up to 3 weeks) assessments are to inform life saving needs and restore services and infrastructure. Phase 3 (<3months) and phase 4 (>3 months) are to inform restoring livelihoods needs and restore services and infrastructure for recovery
 4. To what extent do the panel and participants feel that the outsourcing of market assessments to consultants and the lack of proper participation and buy in of the agencies involved is weakening the quality of the assessments?
 - Yes think this is a good question - elephant in the room - too often this is the case. Any market assessment and analysis, thereafter the response ideally should be done by the same time. Or at least the person(s) that do it stay over for x number of months
 - Outsourcing assessment can either have a positive or negative impact on quality and buy in of assessment. It is more about making sure assessment fits into a sequence initial assessment>response analysis in regards of most likely scenario>design of response>response>review of response and corrective action to adapt to any changes. Most promising opportunity in the future for market assessment is probably very large scale and very fast market assessment relying on technology, use of big data from vendors/FSP/humanitarian stakeholders and AI to make sense of all data we are collecting. It is also about trigger based response to remove “emotion” or politics from the decision and be more objective about which delivery mechanism is more appropriate according to scientific modelling.