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

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Up to the Standards? Humanitarian Standards for Market Assessment and Analysis
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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

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Up to the Standards? Humanitarian Standards for Market Assessment and Analysis

May 29, 2018 | 9:00 am EDT

Sarah Ward
Independent Consultant

Isabelle Pelly
CaLP

Edward Walters
Catholic Relief Services (CRS)

Kassoum Ouattara
Catholic Relief Services (CRS)
1. SEEP Overview
3. Minimum Standard for Market Analysis (MiSMA):
4. Standards in Action
5. Q&A
6. 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
MERS: Starting off right: The Value of humanitarian Standards for Market Assessment and Analysis

Sarah Ward
Independent Consultant, Markets, Livelihoods and Resilience
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2007
With funding from USAID, SEEP convened a task force to develop the first draft of the economic recovery standards.

2009-2010
SEEP organized regional consultations throughout the world to review the Standards and field tested them in Jordan, Ecuador, Kenya and Indonesia. First edition was born.

2010
Second edition of the Standards was published and encompassed input from 63 humanitarian agencies and NGOs and over 200 practitioners.

2011
MERS became recognized as a sphere companion.

2012-2014
With funding from USAID, SEEP implemented a training program to promote greater awareness and uptake of MERS.

2016-now
With funding from USAID, SEEP engaged practitioners globally to revise the standards and published the third edition of the Standards.
## MERS Overview

**Built on Practice**

- Knowledge base for economic recovery in crisis settings
- Need for industry standard that establishes an accountability mechanism
- Integration of market systems into resilience building efforts
- Not intended to be prescriptive; Standards are ‘tool-neutral’

**Revised to Reflect Learning**

- Include cash transfers and digital payments
- More specifically address IDPs and refugee populations
- Incorporate DRR and Resilience
- Include references to new tools
- Speak the language of “Market Systems”
The Six Categories of Standards

- Core Standards
  - Assessment and Analysis Standards
  - Enterprise and Market Systems Development Standards
  - Asset Distribution Standards
  - Financial Services Standards
  - Employment Standards
Core Standards

- **Standard 1**: Humanitarian programs are market aware
- **Standard 2**: Efforts are coordinated to improve effectiveness
- **Standard 3**: Staff have relevant skills
- **Standard 4**: Do no harm
- **Standard 5**: Intervention strategies for target populations are well defined
A & A Standards — Quality Leads to Use

Assessment and Analysis Standards

Standard 1: Prepare in advance of assessments
Standard 2: Scope of assessment is determined by how data will be used
Standard 3: Fieldwork processes are inclusive, ethical, and objective
Standard 4: Analysis is useful and relevant
Standard 5: Immediate use of results
Standard 6: M&E occurs throughout the program cycle
Connecting to MiSMA: Key Resources and Guidance Documents

Market-linked Tools and Frameworks for Assessments

• Minimum Standard for Market Analysis (Misma)
• Emergency Market Mapping and Analysis (EMMA)
• Pre-Crisis Market Mapping and Analysis (PCMA)
• Rapid Assessment for Markets: Guidelines for an initial emergency market assessment (RAM)
• Market Analysis Guidance (MAG)
• Market Information and Food Insecurity Response Analysis (MIFIRA)
• Market Assessment Toolkit for Vocational Training Providers and Youth
Beyond Assessments

- MERS provides guidance beyond cash, beyond the first rush of the emergency, and provides key programmatic examples and learning for implementers.

- Making decisions based on the data collected and analyzed.

- Using the analysis to inform actions and facilitation activities.
Enterprise and Market Systems Development Standards

**Standard 1**
Send market systems staff immediately after a crisis

**Standard 2**
Implement market system analyses early and adapt frequently

**Standard 3**
Be adaptive and risk aware

**Standard 4**
Work with existing market actors and use facilitation approaches

**Standard 5**
Support viability and growth of enterprises and market systems
Asset Distribution Standards

- **Standard 1**: Asset programming responds to identified needs
- **Standard 2**: Asset programming stimulates recovery without undermining local markets
- **Standard 3**: Productive assets are protected
- **Standard 4**: Asset replacement is fair and transparent
- **Standard 5**: Assets expand and diversify livelihoods
Financial Services Standards

Standard 1
Demand for financial services is understood

Standard 2
Support local supply for financial services

Standard 3
Use existing formal financial service providers for cash transfers

Standard 4
Understand local rules, norms, and support functions

Standard 5
Follow consumer protection regulations
Employment Standards

**Standard 1**  
Decent employment is promoted

**Standard 2**  
Interventions are labor market-based

**Standard 3**  
Job sustainability is supported
Deepening the Step-by-Step process guidance

- Tool references and comparisons

- Emergency Market Specific: accesses and interaction, not just ‘are they functioning’

- MiSMA translates well to non-economic humanitarian sectors
Available Now!

The Humanitarian Standards Smartphone Application
✓ Free, on- and off-line access to all Humanitarian Standards
✓ Bookmark and highlight sections of the standards
✓ Perform searches for specific terms or keywords across all standards
✓ Linked references to other standards

Download the HSP App now!
Available on Apple, Microsoft and Google Play
The MISMA in practice

Isabelle Pelly
CaLP Technical Coordinator
techco@cashlearning.org
The MISMA in practice

Where does it come from? How is it structured?

What market questions can it help answer?

How does it link to other resources? What do the actions mean in practice?

When should it be used?

Isabelle Pelly, Global technical coordinator, 29/05/18
Spot the difference!

- More experience in broader range of contexts
- Use of market analysis across sectors
- Opportunity of creation of HSP and revision of Sphere
One **standard**

5 key **actions**, and associated **steps** (+ **CHECKLIST**)!

- Key **indicators**, used as ‘signals’
- Guidance notes & what to avoid

- Supports the design of **Market-Based Programming**, across sectors
- Helps collect market information needed for **assessment, design and monitoring**
- The standard should be met in **any market analysis exercise**
- Applicable **across humanitarian contexts**

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Isabelle Pelly, Global technical coordinator, 29/05/18
The Sphere Project

- Introduction
- ‘Delivering through markets’ appendix
- Technical chapters

Market assessment, analysis and monitoring sections

Assessment & Analysis standard

Isabelle Pelly, Global technical coordinator, 29/05/18
Key Action 1: Scope

HIGHLIGHTS

- Developing market assessment objectives
- Framework for market analysis
- Knowing where to stop!
- Inclusiveness

Isabelle Pelly, Global technical coordinator, 29/05/18
Key Action 2: Market Analysis team

HIGHLIGHTS

• Importance of local and technical knowledge
• Gender balance
• Role of operations and programmes team

KA2

Market analysis team: Build a competent and knowledgeable team for data collection and analysis

• The different team members have complementary skills and local knowledge, and the team is gender balanced.
• Each team member has clearly defined roles and responsibilities.

Isabelle Pelly, Global technical coordinator, 29/05/18
Key Action 3: Data collection

HIGHLIGHTS
• Secondary data!
• Cultural appropriateness
• Qualitative and quantitative information
• Types of info needed & specific info sources
• Rapid vs. in-depth analysis

Data collection: Use data collection methods and information sources of sufficient quality

- The data is drawn from multiple sources, representative of different market stakeholders.
- The data collection methods are participatory and sensitive to the biases of informants and interest groups.
- The methods used do not put the security of those conducting or responding to the survey at risk.

Isabelle Pelly, Global technical coordinator, 29/05/18
Key Action 4: Analysis

HIGHLIGHTS

- Overall market environment analysis
- Triangulation
- Criteria to determine the level of analysis
- Iterative
- Participative!

Analysis:
Use market analysis to adequately inform programme design and achieve programme objectives

- The level of analysis is adequately defined based on the information needed, the resources available and the risk that the intended response will harm the market.
- Data is interpreted within its level of representation.
- The data used for the analysis is triangulated, and is drawn from multiple sources.
- Programme design decisions are based on the findings of the market analysis.

Isabelle Pelly, Global technical coordinator, 29/05/18
Key Action 5: Market monitoring

**HIGHLIGHTS**

- Beyond prices!
- Frequency
- Reviewing assumptions and outcomes liable to change
- Indicators per delivery modality

**Market monitoring:**
Use market monitoring to review assessment findings and enable programme adaptations when needed.

- The programme monitoring framework includes market-related indicators that, at a minimum, capture the price and volume of transactions.
- Market monitoring is planned, organised and budgeted.
- Market monitoring contributes to the follow-up of interventions' achievements.
- Programmatic changes are made, when required, on the basis of market monitoring findings.

*Isabelle Pelly, Global technical coordinator, 29/05/18*
RAPID MARKET ASSESSMENT POST DISPLACEMENT IN POOL AND BOUENZA DEPARTMENTS, CONGO-BRAZZAVILLE

Edward Walters
Technical Advisor – Agriculture & Markets, Humanitarian Response Department, Catholic Relief Services
edward.walters@crs.org
Background

- The displacement was triggered by post-election violence attributed to a former militia known as the Ninjas and the subsequent government response.
- Since May 2016, conflict in the department of Pool has led to the displacement of an estimated 107,000 people.
- A total of 51,805 people were estimated to be displaced in Pool in November 2017; in the region of Bouenza, displaced numbers stood at 12,281.
The Response

- The previous OFDA project served 5,000 IDPs with NFI assistance;
- UNHCR's distributions of NFI to 20,000 IDPs;
- The World Food Program (WFP) provided food rations to 70,000 individuals in 2017 including monthly rations for 18,961 individuals through cash based transfers and direct distribution.
- UNFPA provided women's hygiene kits to 1,100 displaced women.
The Proposal

Provide further NFI assistance examining the possibility of using a markets-based response
CRS’s Market Assessment Objectives

- Assess the capacity of vendors to respond to an increase in demand for goods in the NFI kit
- Identify the supply chains for the different markets and undertake a market mapping
- Identify possible modalities adapted to each zone and their impact on the markets
The Methodology

- ICRC’s Rapid Assessment of Markets (RAM) approach was used to conduct the market assessment.
- Interviews were conducted with wholesalers and retailers in the 10 markets visited.
- In addition, key informants on the market committees were also interviewed.
- Four enumerators from Caritas Brazzaville, Caritas Kinkala, and Caritas Nkayi were trained.
- A test was conducted in a market near Brazzaville.
Trade Flows

Pointe-Noire
- Couvertures
- Sceaux en plastique
- Savon (cartons)
- Nattes plastique
- Kits cuisine
- Pagne
- Sous-vêtements féminins
- Serviettes hygiéniques

Brazzaville
- Couvertures
- Sceaux en plastique
- Savon (cartons)
- Nattes plastique
- Kits cuisine
- Pagne
- Sous-vêtements féminins
- Serviettes hygiéniques

DRC
- Sceaux en plastique
Results

• Markets near where IDPs are residing have not been affected physically and access is normal.
• Supply in the Bouenza region was generally unaffected by the crisis.
• Trade routes are now opening up in the Pool.
• Almost universally, vendors have stated that they can readily increase supply to meet potential increases in demand
<table>
<thead>
<tr>
<th>Markets Assessed</th>
<th>Mindouli</th>
<th>Mandingou</th>
<th>Nkayi</th>
<th>Loudima</th>
<th>Mouyondzi</th>
<th>Kingue</th>
<th>Bouenza</th>
<th>Loutete</th>
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<td>Rise</td>
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<td>Options</td>
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</table>
NFI fairs with vouchers are the recommended mechanism for the distribution with direct distribution being the fall-back option.
## Example of applying MERS – CRS Congo-Brazzaville

### Rapid Market Assessment Post Displacement

**Ex post facto comparison with MERS standards**

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<th>1 - Humanitarian programmes are market aware</th>
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<td>2 – Efforts coordinated to improve effectiveness</td>
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<td>3 – Staff have relevant skills</td>
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<td>4 – Do no harm</td>
<td>PARTIAL</td>
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<td></td>
<td>5 – Interventions for target population well defined</td>
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<td>2 – Scope determined by how data will be used</td>
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<tr>
<td></td>
<td>3 – Fieldwork processes are inclusive...</td>
<td>PARTIAL</td>
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<tr>
<td></td>
<td>4 – Analysis is useful and relevant</td>
<td>FULL</td>
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<td>5 – Immediate use of results</td>
<td>FULL</td>
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<td></td>
<td>6 – M&amp;E occurs throughout the program cycle</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Huile Pour Chasser Le Diabla
CRS Burkina Faso market study: how MISMA standards were applied?

Kassoum Ouattara
Technical Advisor – Food Sec & Markets, Catholic Relief Services
Kassoum.ouattara@crs.org
• Background of the study
• How MISMA standards were applied
• Market study commanded to inform the design of a five-year proposal
• Guide the choice of food assistance modalities
Background of the BF market study

- Desk Review
- All communes visited – important marketplaces visited
- HH Survey: 626 HH interviewed
- Trader survey: 163 traders interviewed
- Trader Union Interviews
- Focus Group Discussions
- Key Informant Interviews
- Health Center Staff
- GoBF institutions in charge of Market
- Cell phone companies (mobile money)
The market analysis is conducted as part of the response design or a contingency planning exercise.

The market analysis is driven by clear objectives and key questions within a delineated scope.

The market analysis includes an assessment of overall market functionality.

The selection of critical markets is driven by identified household needs and vulnerabilities.

The different needs, strengths and vulnerabilities of all target groups are used to determine the scope of the assessment.

Market study conducted to inform the design of a project.

Market study driven by clear objectives and key research questions.

Overall market functionality was assessed.

The study included household’s preferences in terms of food productions and consumption.

Participants in the household survey were selected based on HEA poverty criteria.

The study did not focus on specific critical market systems.
The different team members have complementary skills and local knowledge, and the team is gender balanced.

Each team member has clearly defined roles and responsibilities.

Market analysis team: Build a competent and knowledgeable team for data collection and analysis.

Assessment team composed of:
- A Market specialist
- BF MEAL coordinator
- BF MEAL Officer
- Field agents

Each team member has clear responsibilities.
MISMA Standards

Data collection:
Use data collection methods and information sources of sufficient quality

- The data is drawn from multiple sources, representative of different market stakeholders.
- The data collection methods are participatory and sensitive to the biases of informants and interest groups.
- The methods used do not put the security of those conducting or responding to the survey at risk.

- Market information was collected from many sources
- Market data collection methods were participatory
- Market data collection methods did not put surveyors and respondents at risk
The level of analysis is adequately defined based on the information needed, the resources available and the risk that the intended response will harm the market.

Data is interpreted within its level of representation. The data used for the analysis is triangulated, and is drawn from multiple sources.

Programme design decisions are based on the findings of the market analysis.

Market study’s methodology defined based on the assessment objectives

Market study focusing on the target area only

Information triangulated from several sources

Recommendations formulated to inform the program design

- Not sure the project team will consider all recommendations; other strategic considerations may guide the choice of food assistance modalities
The program monitoring framework includes market-related indicators that, at a minimum, capture the price and volume of transactions.

Market monitoring is planned, organized and budgeted.

Market monitoring contributes to the follow-up of interventions’ achievements.

Programmatic changes are made, when required, on the basis of market monitoring findings.

Not applicable as the project was not yet conceived.

However, our final assessment report recommended closely monitoring the market conditions during the program implementation using MARKit.

We also recommended adequately budgeting for market monitoring.
Use the Q&A feature at the bottom of your screen to pose questions.

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.
Upcoming SEEP Events & Deadlines

Call for evidence - sustainable impact in protracted crises
Deadline: June 1, 2018
Email: mic@seepnetwork.org

Request for Proposals for Peer Learning Sessions at our Annual conference
Deadline: June 5, 2018
*SEEP Members Only

2018 SEEP Annual Conference
Arlington, VA
Oct 1 – Oct 3
Thank You!
Please complete your evaluation.

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