22 November – 3 December
Mogadishu, Somalia

Intro to humanitarian market assessments and modified RAM

INTERNATIONAL RESCUE COMMITTEE

USAID FROM THE AMERICAN PEOPLE

Why assess markets?

- We have just discussed the many benefits of market-based programming, so why can't we just go ahead and implement it?
- In other words, why is an assessment needed?

Market assessment = best practice

- Growing recognition that you shouldn't implement humanitarian programming without looking at markets first
- Reflected in numerous humanitarian assessment guidelines (mainly FSL focused)
- However, market assessments don't give you all of the information you need to design a program; just one component of a broader emergency assessment

Review: What do we look for during market assessments?

- Indicators of market function and health
  - Responsiveness/ capacity
  - Inclusiveness and equity
  - Resilience

TRUE OR FALSE

IN AN EMERGENCY, THERE IS
BARELY TIME TO ASSESS PEOPLE'S
NEEDS, LET ALONE MARKETS

ANALYZING MARKETS REQUIRES A SOPHISTICATED SKILL SET, AND OUR ORGANIZATION DOES NOT HAVE THE CAPACITY

THERE IS NO NEED TO ANALYZE
MARKETS WHEN WE ALREADY
HAVE PRE-POSITIONED STOCK IN
WAREHOUSES

THERE ARE MANY
MARKET ASSESSMENT
TOOLS OUT THERE....

Initial stage assessment tools with markets components

- Multi Cluster/Sector Initial Rapid Assessment (MIRA) – IASC
- Emergency Food Security and Livelihoods 48-Hour Tool - Oxfam

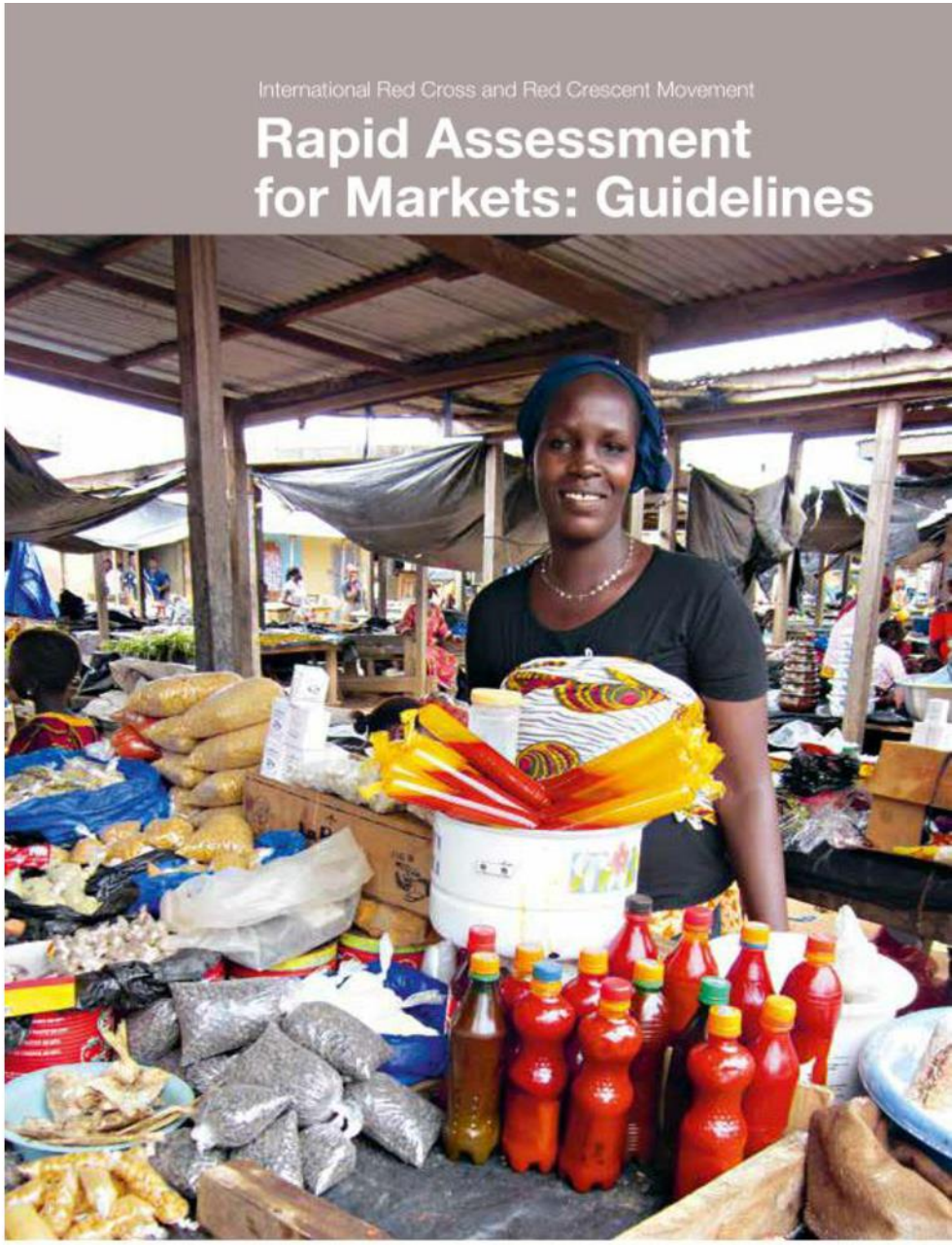
Market-specific tools

		PCMMA	RAM	MAG	EMMA	MARKit
Type of market information collected	Physical damages		✔	✔	✔	
	Trader capacity	✔	✔	✔	✔	
	Population demand		✔	✔	✔	
	Market prices	✔	✔	✔	✔	✔
	External factors	✔		✔	✔	
	Competition	✔		✔	✔	
	Bottlenecks			✔	✔	
	Actors	✔	✔	✔	✔	✔
	Price	✔	✔	✔	✔	✔
	Number	✔	✔	✔	✔	✔
	Volume	✔	✔	✔	✔	✔
	Integration	✔		✔	✔	
	Key infrastructure	✔	✔	✔	✔	
Methodological factors	Includes data collection forms		✔			✔
	Includes monitoring forms		✔			✔
	Includes information on response options		✔	✔	✔	
	Includes guidance on reporting	✔	✔	✔	✔	

RAM

ESSENTIALS

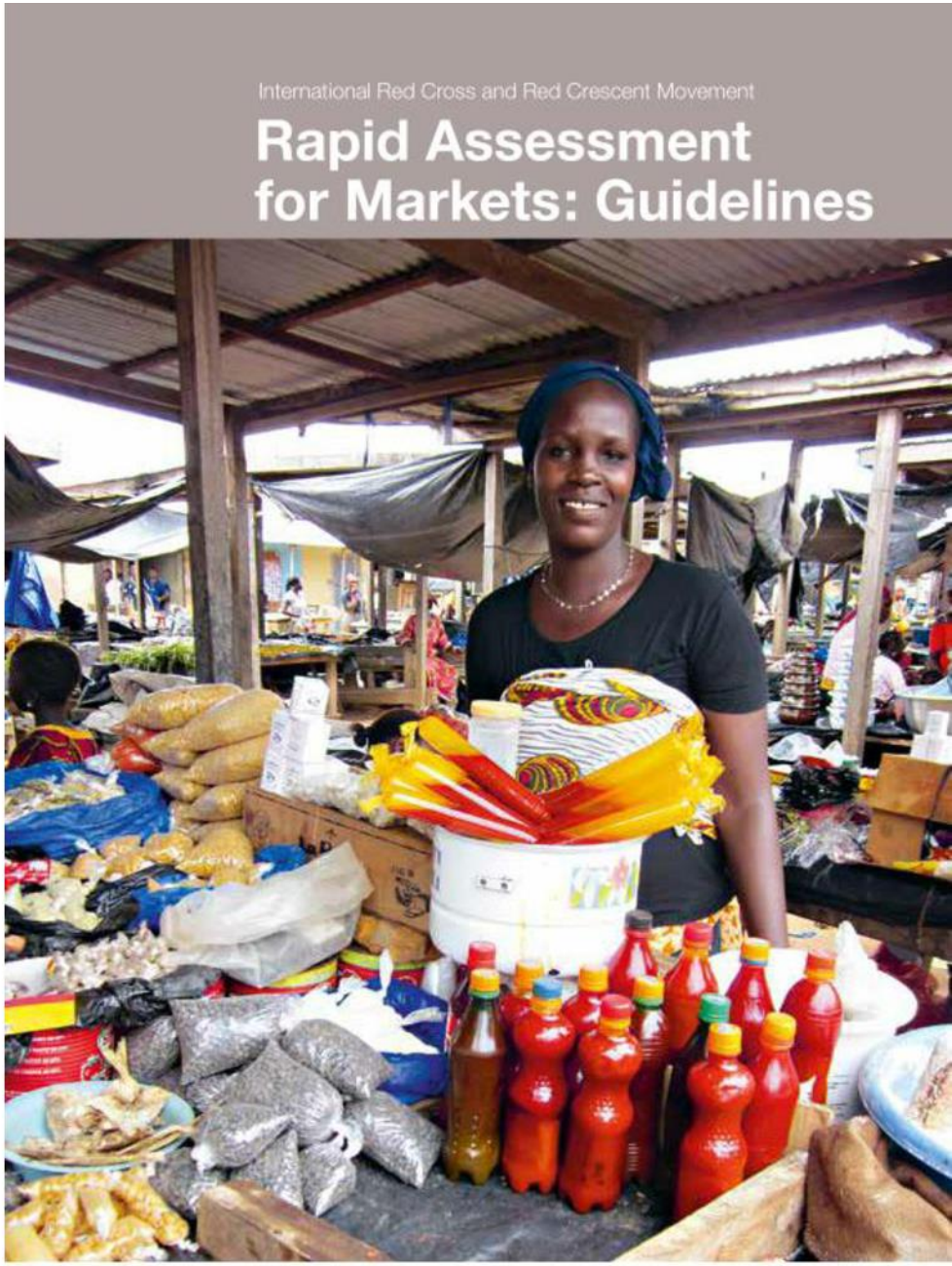
1. Developed by **ICRC**, 2014
2. "Light approach"; **3 to 5 days** total
3. Intended timeframe = **within 3 weeks** of a shock
4. Supports initial decision on **feasibility of response options** (cash vs in-kind, initial market support)
5. Companion to MAG
6. Designed for **commodity market systems**



RAM

ESSENTIALS

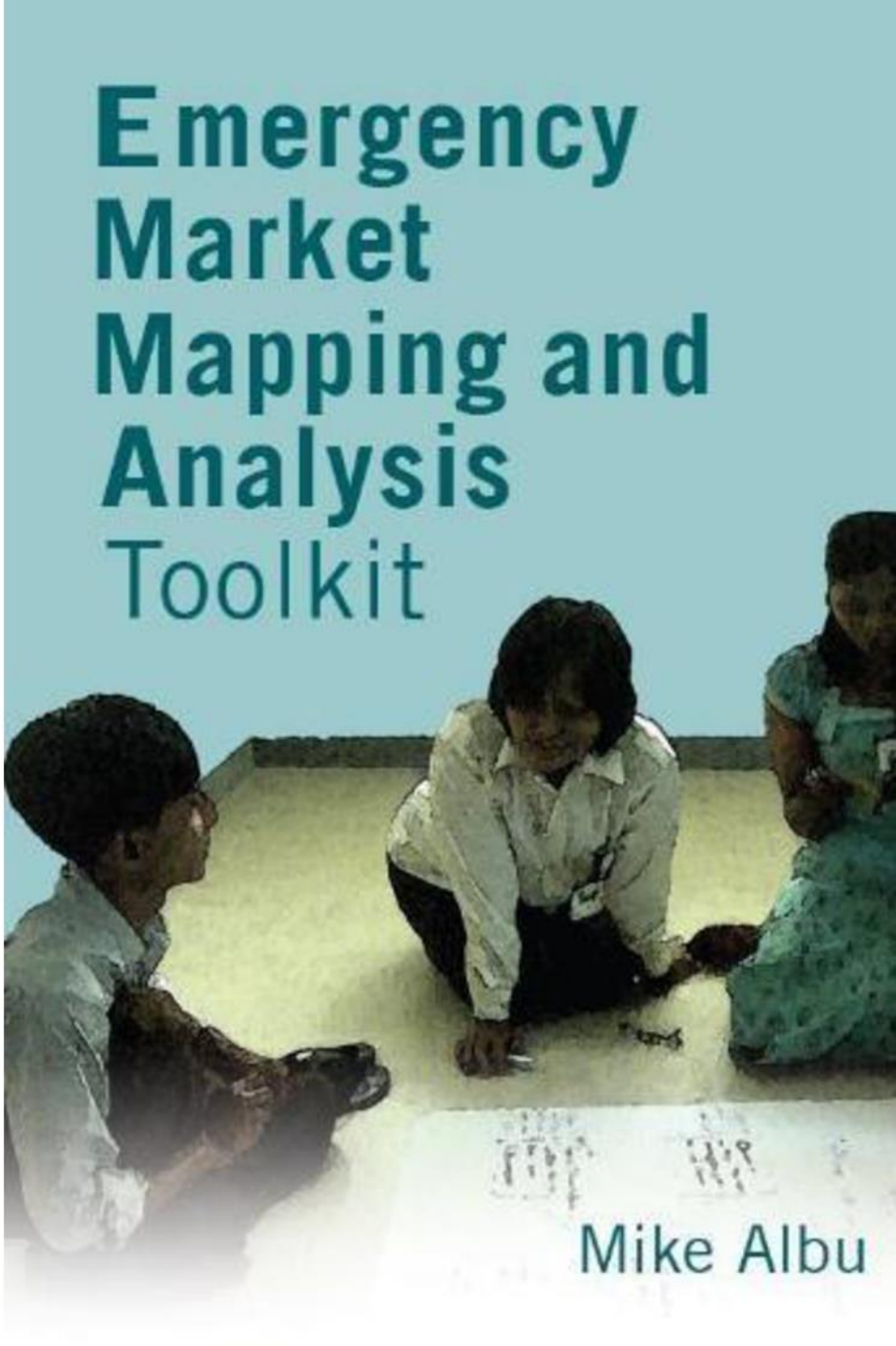
7. A **5-step process**, concise explanations
8. Greater emphasis on geographical locations, but also considers market systems to an extent
9. Provides some technical information on market concepts
10. Gathers information on **financial service providers**
11. Provides guidance on reporting
12. Annex includes worksheets and questionnaires to support all steps of the process



EMMA

ESSENTIALS

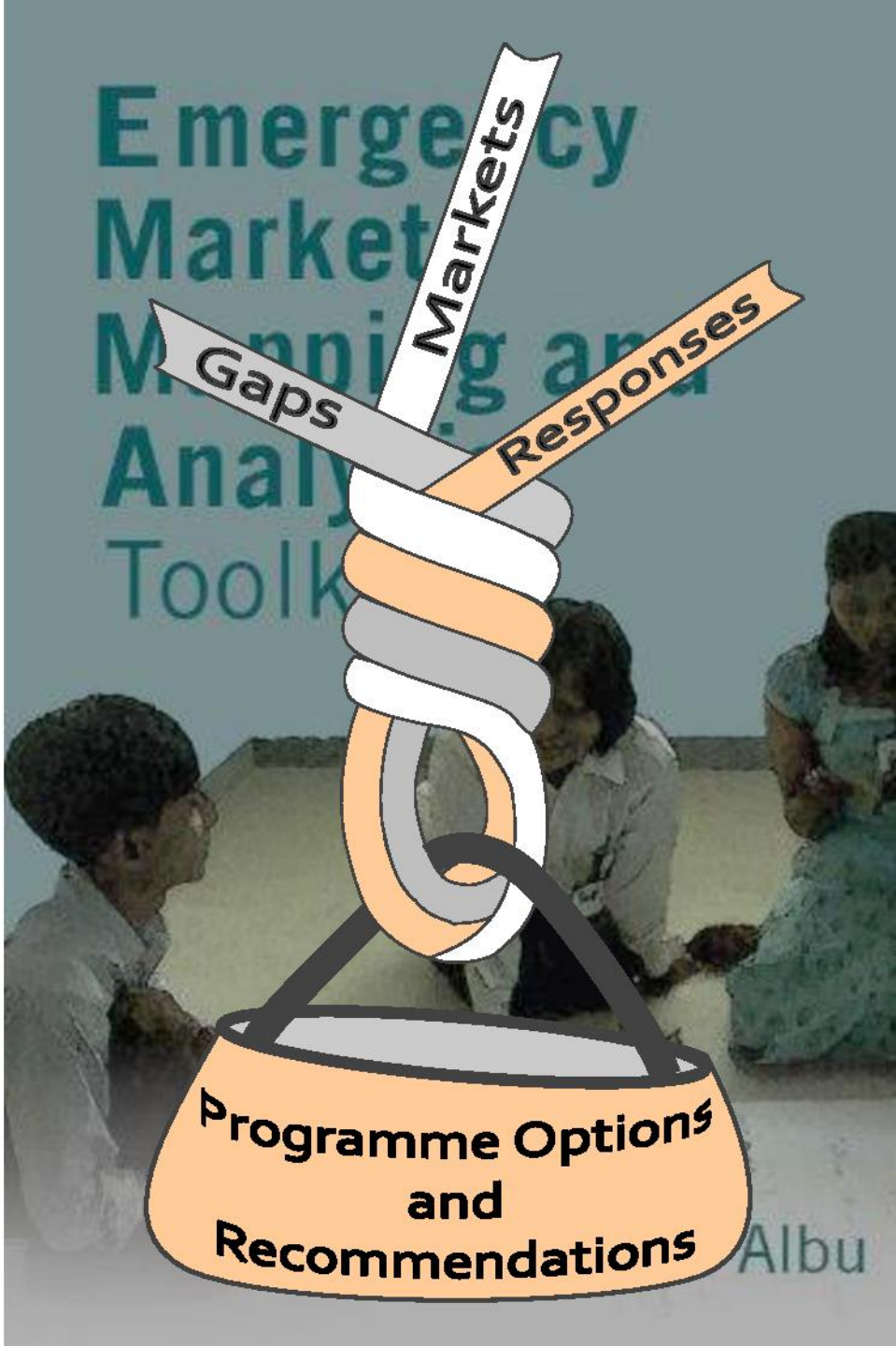
1. Developed by **IRC**, **Oxfam**, **InterAction** and **Practical Action**, with USAID funding, 2010
2. Once things have stabilized somewhat following a crisis – **from 3 weeks post-crisis** throughout recovery phase
3. Slightly more time-intensive– usually **2-3 week process**
4. Broad applications
5. Can be adapted for **commodity, services and labour market systems**
6. Can focus on particular areas of interest (e.g., market strengthening, gender, etc.)



EMMA

ESSENTIALS

7. A **10-step process**, thoroughly explained
8. Provides detailed technical information on market concepts
9. Provides guidance on reporting of recommendations for response options
10. The **most-used** market assessment tool?



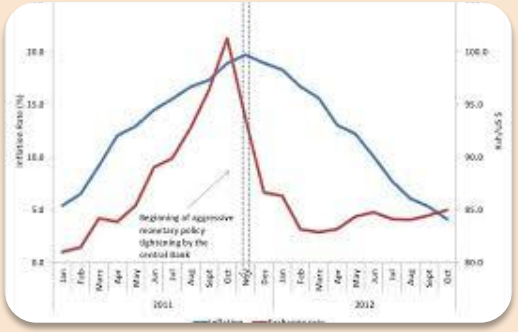
BOTH EMMA AND RAM

- **Adaptable** tools, built on **logical steps**
- Based on **speed-oriented** tools for use by non-economists or statisticians
- Based on **'good enough'** or 'appropriate imprecision' approach
- Based on primary and secondary data collection
- **Iterative** in nature
- Based on **market maps**; visual and intuitive
- Look at **how market systems have been impacted** by crises in order to make decisions about programming

RAM, Step by Step

1. Define the scope of the assessment
2. Collect market information
3. Analyze market information
4. Reporting findings
5. Monitoring the evolution of markets

Post-Emergency Market Analysis



Past

Baseline

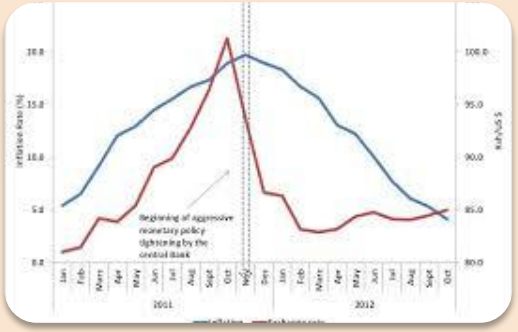
Present

Impact

Future

Forecast

Pre-Crisis Market Analysis



Present

(Baseline)

Past

Impact

Future

Forecast

How we'll modify RAM for PCMMA

- Define "reference crisis"
- Reformulate worksheets/questionnaires to reflect timing
- Develop plan for very rapid post-crisis assessment
- No assessment of financial service providers
- We'll add something to capture preferences and perceptions of the affected population

Activity

- In pairs, come up with at least 5 quiz questions on the topics we have covered so far today
- You may use the powerpoints, your memories, and the EMMA, RAM and PCMMA guidance documents to help get ideas
- Questions can range from very basic to more difficult, but should come from something we have already discussed