## PCMA Report templates

***Executive summary***

*This is the key summary of the context, findings and recommendations of the PCMA. This mirrors the outline of the main body of the report. It should be no more than four or five pages long and contain brief and succinct sections on:*

* *Background.*
* *Objectives, key analytical questions.*
* *Crisis scenario and selected timeframes (reference and crisis time, season).*
* *Geographical scope and depth of the analysis.*
* *Market assessment tools chosen for the analysis.*
* *Main findings:* 
  + *From the overall market functionality;*
  + *From the market system analysis.*
* *Response recommendations:* 
  + *For future emergency responses;*
  + *For immediate market-strengthening interventions.*
* *Recommendations for market monitoring.*

***Section 1: Objectives and key analytical questions***

* *Objectives of the PCMA exercise and the questions the exercise intends to answer.*
* *Rationale of the PCMA exercise and articulation with existing or ongoing contingency planning.*
* *Brief description of the PCMA approach and activities undertaken to produce the report:*
  + *Composition and experience of the team, and any training provided;*
  + *Fieldwork locations and methodology (e.g. number and types of interview).*
* *How leadership and support were provided to the PCMA market team.*

***Section 2: Crisis scenario and selected timeframe***

* *A brief description of the selected emergency/crisis – its history, prevalence, cause and forecast impact.*
* *A quick overview of humanitarian responses to date to this type of crisis and the expected response should the crisis unfold.*
* *Explanation of the agency’s role and geographical area of responsibility.*
* *Selection of reference and crisis times.*

***Section 3: Scope, depth of the analysis and market assessment tools***

* *The needs of the affected population should the crisis unfold, and potential pre-existing chronic needs.*
* *Key background information concerning, for example, the socio-economy, livelihoods, political context (if appropriate) of the target population.*
* *The geographical scope of the assessment and the marketplaces to visit.*
* *The market assessment tools you are going to use for the assessment and why they have been chosen.*

***Section 4: Market systems and season of the analysis***

* *The market system to analyse: summarise the decision-making process that was undertaken in order to select specific critical market systems. Explain – briefly – how you got from a general understanding of emergency needs to a list of candidates for market system analysis:* 
  + *What are the critical market systems for the affected population?*
  + *Which systems will the PCMA look at, and why have they been selected?*
* *Seasonal calendars.*
* *Selection of the season for the analysis.*

***Section 5: Market maps and analysis***

*This is the main descriptive section of the report. Try to keep it succinct. It is important to look at the key years selected, starting with the reference time.*

* *Findings from the overall market functionality assessment, including:*
  + *A description of the existing main rules and regulations, market services and environment;*
  + *A description of the likely impact of the crisis scenario on those.*
* *Findings from the market system assessment, including:*
  + *The market maps in reference and crisis time;*
  + *A description of the major market actors, their status in reference time and the likely impact of the crisis scenario on them.*
* *Answers to your key analytical questions.*

*NOTE: an important element of this section is to highlight the gaps in your knowledge that are due, for example, to limited information/time/team analytic skills. What you don’t know, but probably need to know, may be as important as what you do now understand.*

***Section 6: Main response recommendations***

* *Response logic.*
* *Both the planned emergency response should the forecast crisis unfold and longer term/DRR interventions that can be implemented immediately.*
* *Do the findings above essentially direct us towards a response that relies on the market system performing well (e.g. cash), or one that assumes that it cannot do so (e.g. relief)?*
* *How feasible is it to change the market system’s capabilities through supportive interventions?*
* *Response options.*
* *Advantages, disadvantages, and feasibility of the main candidates for response activities.*
* *Response recommendations presented as an action plan.*

***Section 7: Market monitoring***

*Activities or combinations of activities that the market team is proposing, including recommendations for further investigation and monitoring activities – including the M&E framework for: the market-strengthening interventions to be implemented right after the PCMA exercise; regular market monitoring; and future market-based interventions to be implemented if the crisis happens.*

Note: the [RAM toolkit](https://www.icrc.org/eng/assets/files/publications/icrc-002-4199.pdf) also provides a report template.