

## Overview: Emergency Mapping Market Analysis (EMMA) Toolkit

<b>Purpose</b>	The Emergency Market Mapping Analysis (EMMA) Toolkit provides guidance on selection and analysis of critical market system(s) after a shock to inform response options, both direct and indirect support to markets, from relief to recovery.
<b>Type of Guidance</b>	<p>Practical ten step process for preparing for and carrying out field-work for market analysis, with thorough explanations</p> <p>Provides detailed technical information on market concepts</p> <p>Provides guidance on reporting of recommendations for response options</p>
<b>Overarching Questions</b>	Recommendations for response options from provision of basic needs to recovery – but focus on emergency response
<b>Information Collected</b>	<ul style="list-style-type: none"> <li>▪ Physical damages</li> <li>▪ Capacity of traders</li> <li>▪ Market behaviour (e.g. competition, integration, bottle necks)</li> <li>▪ Market performance (prices, volumes, numbers of actors) in a critical market system</li> <li>▪ External factors affecting market behaviour</li> <li>▪ Gap analysis of affected population</li> <li>▪ Assistance preferences of affected population</li> <li>▪ Response options analysis</li> </ul>
<b>Applicable Crisis Types</b>	<p><b>Sudden onset</b></p> <p><b>Slow onset</b></p>
<b>Optimal Timing of Use</b>	3 – 4 weeks post shock and throughout recovery phase
<b>Use outside of optimal timing</b>	The approach and tools have been used for assessing developing/opportunity markets and for the evaluation of multiplier effects.
<b>Resources Required</b>	This varies but is governed by how many market systems are being analysed and how many geographical locations are being visited. The team size can vary from 2 – 10 people. EMMA's normally take between 2 – 4 weeks depending on the scope of the analysis.. The team leader should have technical knowledge of market analysis, and is normally responsible for building the capacity of the team
<b>Download</b>	<a href="http://emma-toolkit.org/get/">http://emma-toolkit.org/get/</a>