

Rapid Assessment for Market (RAM)



Provides a basic understanding of the capacity of selected markets to provide people with key commodities in the immediate aftermath of a sudden shock;

Is an instrument allowing humanitarian practitioners with limited market expertise and time to develop a rapid and basic understanding of key markets within the first few days after a shock;

Does not assess the need for relief

RAM PROCESS



STEP 1: Gathering initial information on the availability and accessibility of financial services

What key commodities are needed by the shock affected population? (i.e. What market systems should the RAM focus on?)

What financial services are available to the shock affected population?

Does it make sense to continue the RAM?

If so, what marketplaces should the RAM focus on?

Tool 1: Gathering secondary information

Tool 2: Key markets and commodities needed by the affected population

Tool 3: What financial services are available and accessible?

Tool 4: Drawing market maps

Tool 5: Continuing the RAM or not

Tool 6: Key markets the assessment should focus on

STEP 2: Collecting market information

What was the physical damage to the selected marketplaces?

What were the consequences of the physical damage for the selected marketplaces?

What is the traders' capacity to supply key commodities since the shock?

How has the people's demand for the selected key commodities changed since the shock?

How have the prices for the selected key commodities changed since the shock?

Tool 7: Recommendations for conducting interviews

Tool 8: Discussion with market representatives or key informants

Tool 9: Discussions with traders (wholesalers/retailers)

Tool 10: Summary of findings per market (to complete before leaving the market)

STEP 3: Analyzing Market Information

What was the physical damage to the selected marketplaces?

What were the consequences of the physical damage for the selected marketplaces?

What is the traders' capacity to supply key commodities since the shock?

How has the people's demand for the selected key commodities changed since the shock?

How have the prices for the selected key commodities changed since the shock?

Tool 11: Conclusion tree to assess market response capacity

STEP 4: Reporting the findings

The aim of Step 4 is to assist the RAM team in writing a report.

A report summarizing the assessment findings is required for response-analysis discussions and decision-making

Tool 12: Reporting format

Section 1: Shock and needs analysis summary

Section 2: Market mapping

Section 3: Market map and trader analysis

STEP 5 - Monitoring

Step 5 of the RAM is dedicated to the monitoring of key markets. Markets are dynamic in nature and their evolution is difficult to predict, particularly following a disaster, as both traders and customers adapt to the altered situation. To maintain an up-to-date understanding of the market context it is necessary to monitor the key commodities and marketplaces over time.

Tool 13: Retail Price Collection Form

Tool 14: Wholesale Price Collection Form

Tool 15: Secondary Price Data Information Form

RESSOURCES:

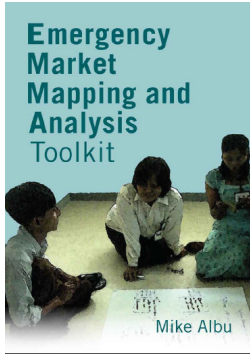
Applying the RAM requires **a team leader with a basic understanding of how markets work**. A greater understanding of markets and market analysis experience will increase the quality of the assessment.

Cooperation with the **logistics and finance departments** is of particular importance.

Although the RAM does not assume that RAM users have market expertise, the following skills are needed:

1. Experience in field work and assessments;
2. Ability to break down and rephrase complex questions;
3. Ability to adapt the language to the interviewee;(i.e. adapting to the cultural and socio-economic background of the interviewee);
4. Ability to collect information using rapid and participatory rural appraisal tools;
5. Language skills;(i.e. local language and common language to communicate between team members);
6. Basic numeracy and analytical skills;
7. Excel / database skills for the analysis of the price data collected
8. Monitoring in Step 5 is needed by at least one RAM team member

Emergency Market Mapping Analysis(EMMA)



EMMA is a set of tools (this toolkit) and guidance notes. It encourages and assists front-line humanitarian staff in sudden-onset emergencies to better understand, accommodate, and make use of market systems. It does not offer a simplistic blue-print for action. However, EMMA does provide accessible, relevant guidance to staff who are not already specialists in market analysis.

EMMA aims to encourage speedy, rough-and-ready market-system analysis during the first few weeks of an emergency situation. EMMA is not relevant to rapid assessments and initial concept notes in the first few days of a crisis

The Scope

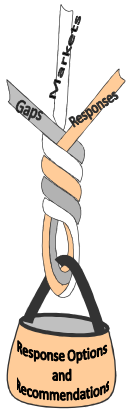
<i>Sudden-onset emergencies</i>	where fast-moving events mean that agencies have little advance knowledge of markets and limited resources to investigate them
<i>A broad range of needs</i>	any market system that may be critical in addressing priority needs, including food, non-food items, and other services
<i>Rapid decision-making</i>	supporting humanitarian teams to take urgent-response decisions faced in the first few weeks of a crisis

The 3 Strands

Gap (people): People, priority needs and preferences of most affected

Market: Market system, constraints and capabilities

Response: Emergency response, different options and opportunities



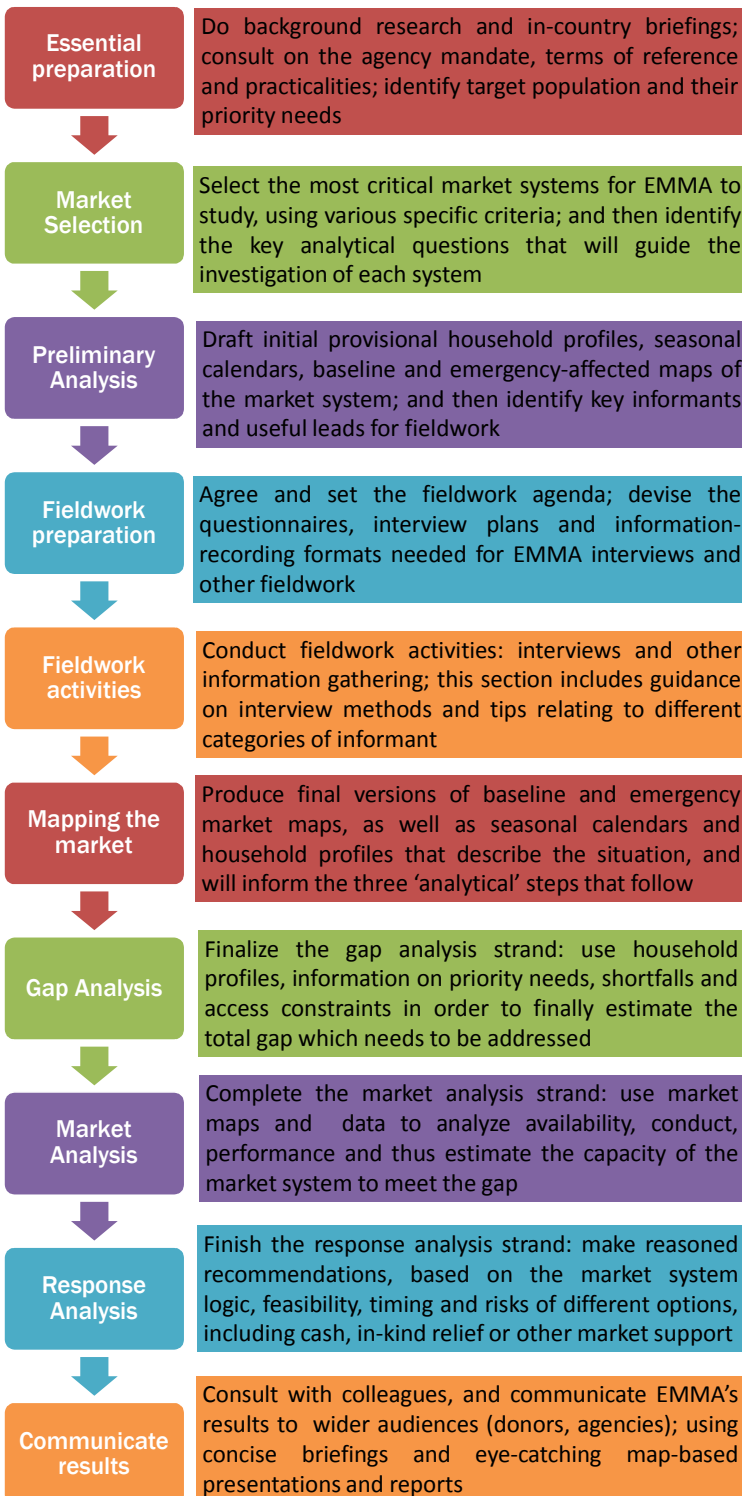
WHO IS EMMA FOR?

EMMA is for members of staff leading early assessments on the front line during sudden-onset emergencies, and during the transition to early recovery programming.

By extension, EMMA is also for their managers and for decision makers responsible for planning initial and early responses to crisis.

EMMA is designed for generalists, as well as staff specializing in food-security, shelter, water, and sanitation sectors. This includes both front-line international support personnel drafted into a major emergency situation, and experienced local or national staff who may have good knowledge of livelihoods and economy in the affected area.

EMMA assumes limited previous experience of economic or market analysis



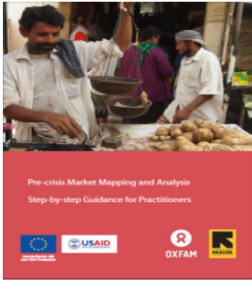
Activity	Week 1	Week 2	Week 3	Week 4
Background research – before arrival in country	█			
Recruitment of EMMA team (optional)		█		
Preparation and logistics for training and fieldwork	█	█		
Orientation and training for EMMA team (optional)		█		
Testing questionnaires, formats, methods		█		
Fieldwork (travel and interviews)		█	█	
Collation of data, interpretation and analysis			█	
Report writing and presentation of results				█

Key: █ Single-handed EMMA process █ Team-based EMMA process

THE MAIN TOOLS

- Household income and expenditure profiles – charts illustrating the main sources of income and expenditure
- Seasonal calendars – summarizing important seasonal changes in markets and people’s lives
- Market maps – graphical representations of market systems (before and after emergency onset)
- Response frameworks – tables for summarizing emergency-response options and characteristics.

Pre-crisis Market Mapping and Analysis (PCMMA)



Pre-crisis market mapping and analysis should be carried out in the frame of the agency's programmatic strategy and emergency response contingency planning, not as a stand-alone exercise. Ideally, the analysis will rely on the shocks/crises and related needs of affected populations, potential response strategy, scope and timeframe, target populations, and intervention areas already identified by the agency in existing programmatic strategies and emergency response contingency plans.

The objectives

- Informing programs seeking to build resilience or mitigate the impact of a forecasted crisis.
- Improving agency preparedness to respond to the forecasted crisis by understanding the impact it will have on the critical market systems.
- Supporting contingency planning exercises.
- Providing a baseline picture of how critical markets function when they are not under stress
- Building staff capacity in market analysis and change approaches and attitude towards market based programming

