



WEBINAR

MAKING MARKET ASSESSMENTS FIT FOR YOUR PURPOSE

4th May 2021



AGENDA

1. Introduction, by CaLP
2. General discussion on market assessment, by MiC
3. Multi Sector Market Assessment Tool, by NRC and UNHCR
4. Questions & Answers, by CaLP

PANELLISTS

WEBINAR: Making market assessments fit for your purpose



Abdoulaye Hamidou CaLP
Capacity Building Lead (WAF)



Lili Mohiddin NRC
Regional Cash and Markets Adviser



Karri Byrne
Independant Consultant



Corrie Sissons Catholic Relief Services
Technical Advisor - Cash & Markets



Hanna Mattinen UNHCR
Senior Cash-based Interventions Officer

GROUND RULES



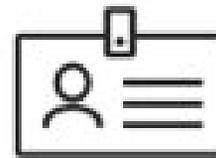
- The webinar will last 1H30.



- Use Q&A window to ask your questions throughout the webinar.



- The microphones will remain off.



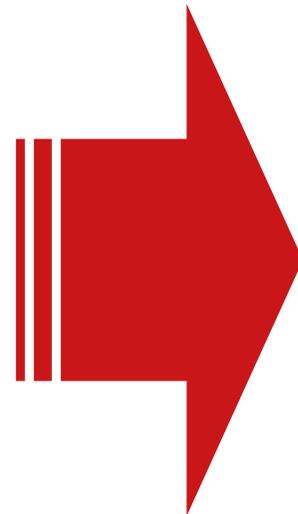
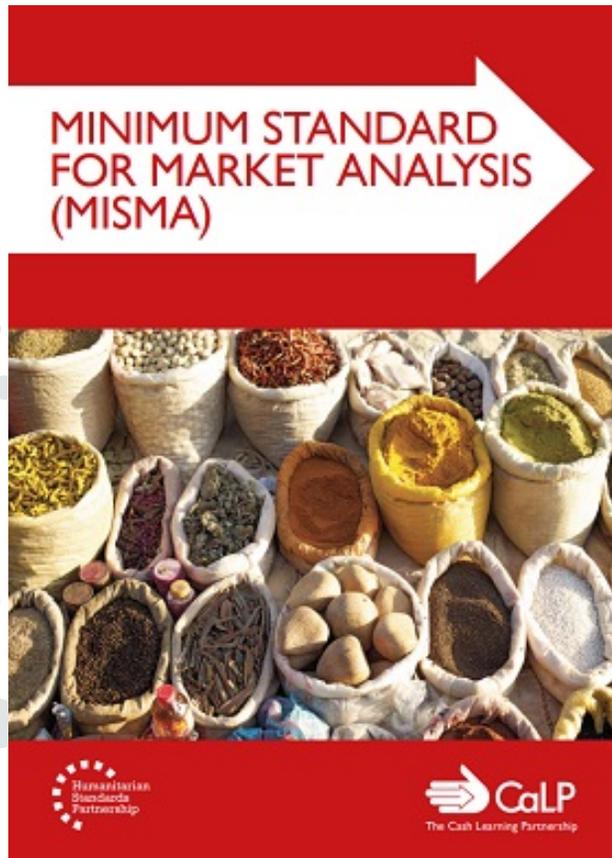
- Adjust your name and add your organization



MARKET AND MARKET ASSESSMENT

- Most of the world's population relies on markets to cover at least a portion of its basic needs;
- Humanitarian organizations have progressively focused on understanding markets to determine the most appropriate response and modality;
- Humanitarian responses, delivered either through CVA or in-kind, should be market-sensitive, protect livelihoods, local jobs and businesses;
- To do so, humanitarian responses need to be informed by proper market assessment and analysis, starting at the design stage.

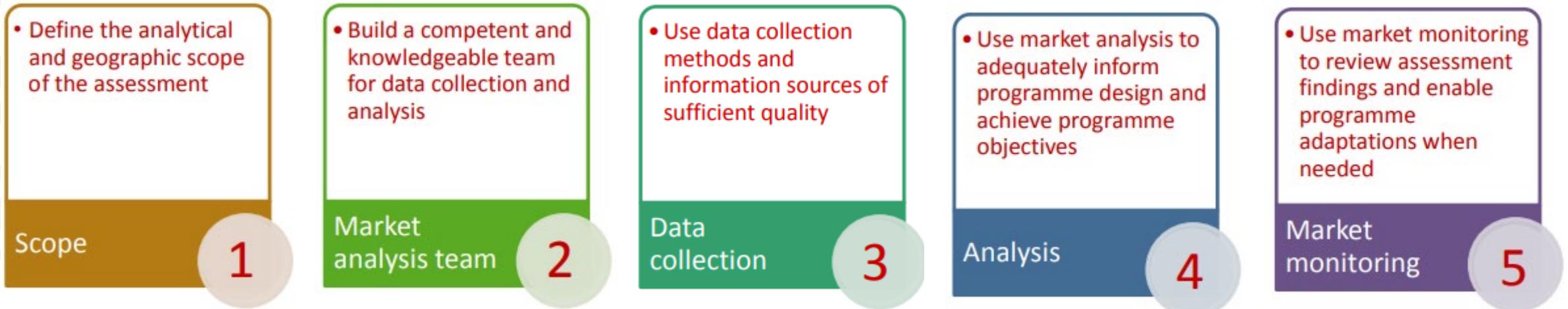
MISMA: MINIMUM STANDARD FOR MARKET ANALYSIS



To guide the work of humanitarian practitioners across sectors and to ensure that, irrespective of the tool used, the key standard of market analysis is being met

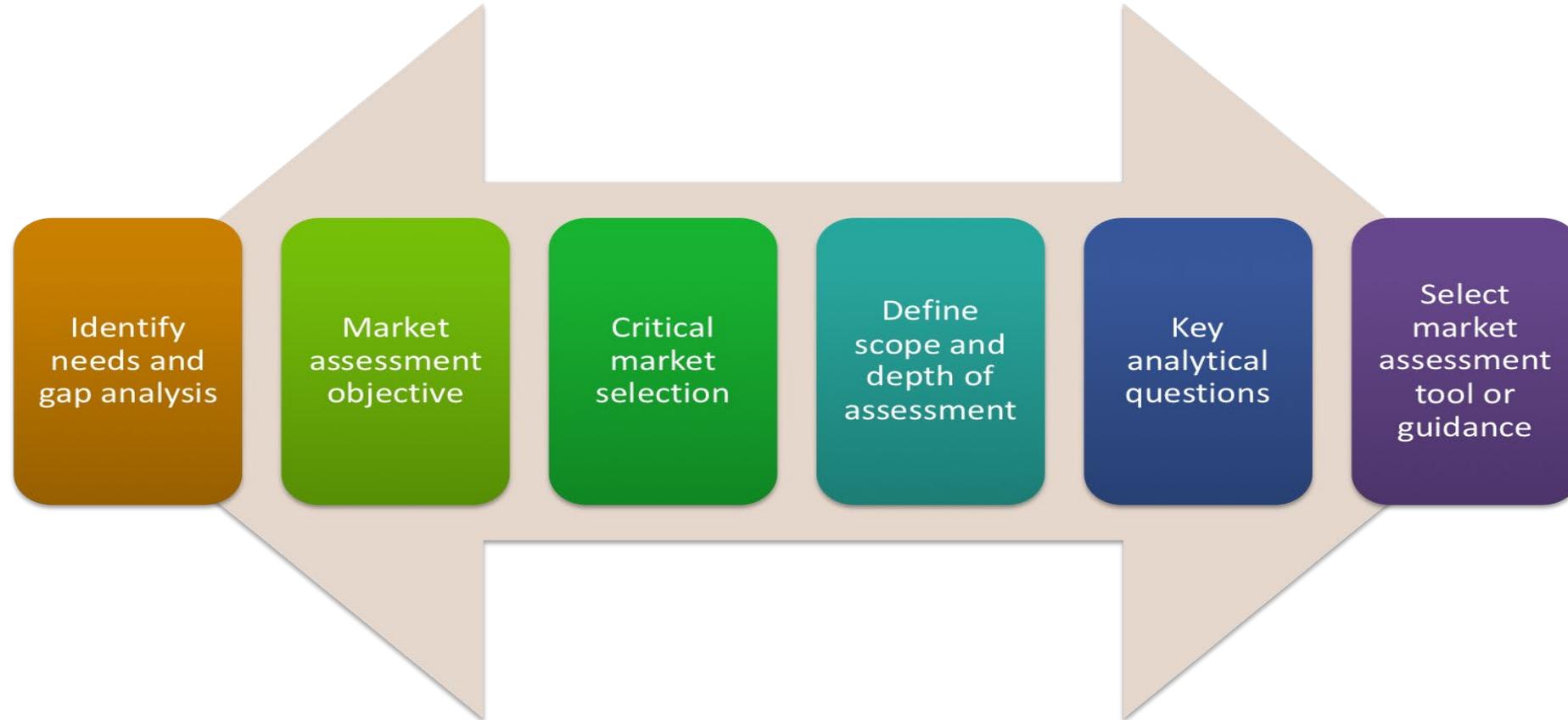
To contribute to improving response analysis and programme implementation by **supporting high-quality market analysis**

MISMA: MINIMUM STANDARD FOR MARKET ANALYSIS



FIVE KEY ACTIONS TO BROADLY THINK THROUGH MARKET ASSESSMENT AND ANALYSIS

MISMA: MINIMUM STANDARD FOR MARKET ANALYSIS



A FRAMEWORK FOR MARKET ANALYSIS

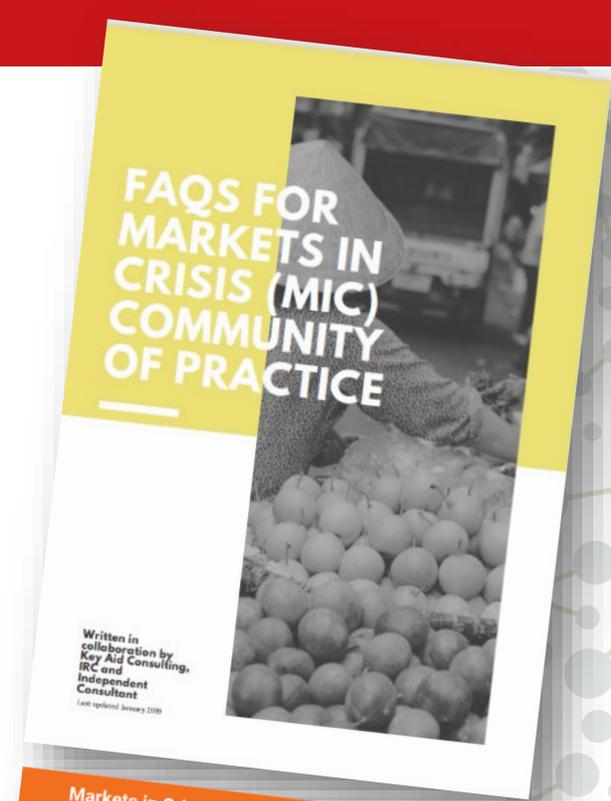


LEARNING/CAPACITY BUILDING

1. **Face to face training:** Market Assessment Tools Training
2. **Online trainings/learning** on the Cash Learning Hub
 - *Introduction to Market Analysis (prerequisite)*
 - *Practical Guide to Market Analysis in Humanitarian response*
 - *COVID-19 micro learning video on remote market monitoring*
3. **Dedicated market thematic page** on the CaLP web site

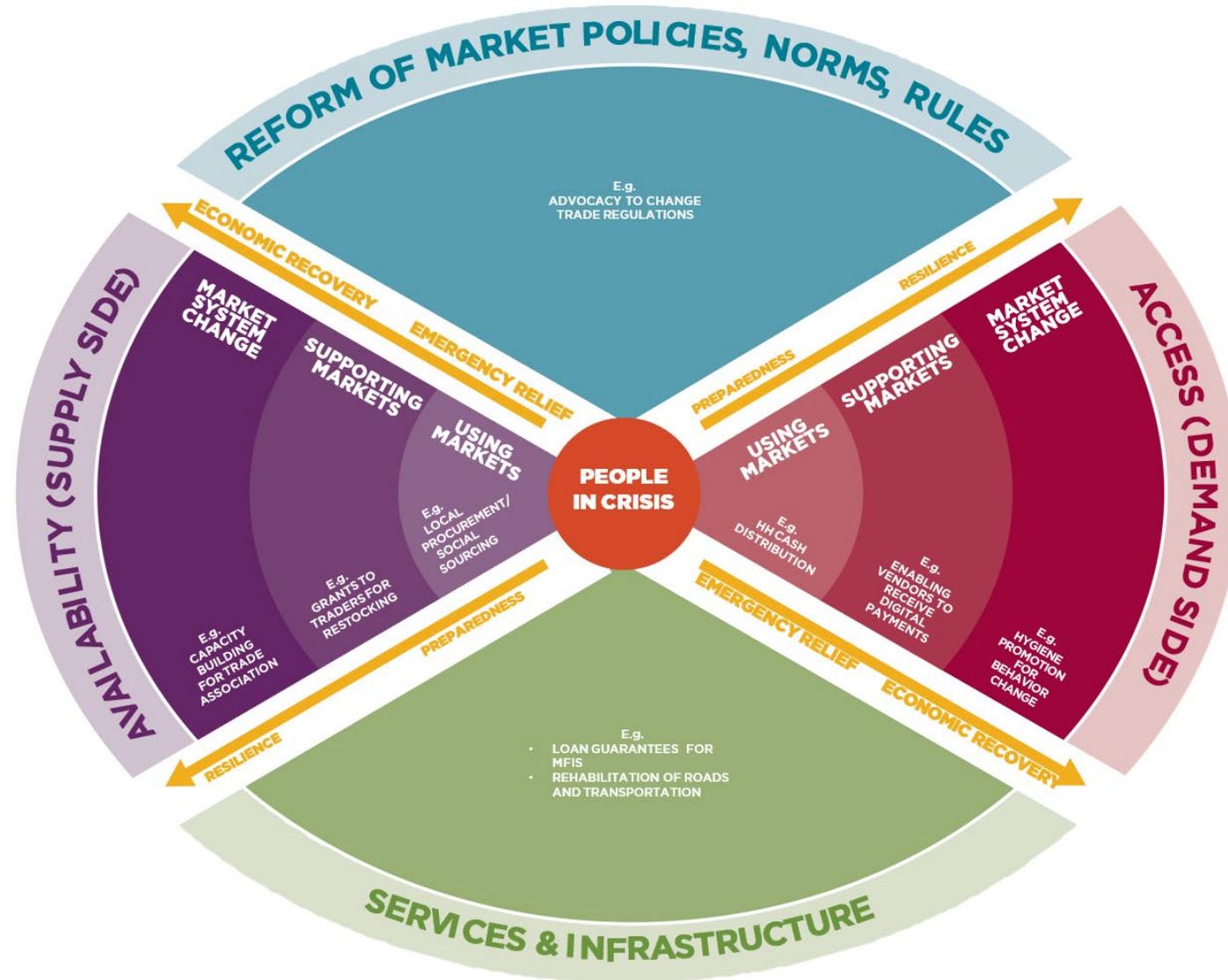
MARKETS IN CRISIS (MIC) COMMUNITY

- A forum for practitioners engaging with markets in emergency and recovery contexts to share ideas, experience, resources and learning with the aim of improving market-based programming.
- New Advisory Committee and three-year work plan – with support from BHA to expand its scope, scale and impact
- Join the Discussion ! : <https://dgroups.org/dfid/mic/>



Market-based programming:

Working through or supporting the local market to help crisis-prone and affected populations cope with emergencies





Current Trends in Market Assessments

What is the MSMA: An introduction



Step-by-step Guidance based on Market Analysis Framework (MAF)



Fit it for your needs: market place, supply chain, market system



Toolbox of 14 ready-to-contextualize data collection, data analysis and reporting tools



Displacement focus



Additional detailed technical and process guidance for team leaders



What is new?

- New, updated MAF
 - Iterative approach clearly articulated → fit it for your needs: “proceed, skip or stop” based on findings and info needs
 - Pre-analysis prior to assessment
 - Emphasised secondary data
 - Reinforced inclusion of services alongside goods
 - Protection considerations
- Improved user experience (great design!)
 - Team Leader Annex – technical and process guidance
 - Added more field examples
- Streamlined, improved tools based on field work experiences
 - Reduced overlap and strengthened coherence
 - Strengthened and added analytical tools
 - Updated/new formats for services
 - Adaptable formats

The Market Assessment Framework

The Market Assessment Framework

The Market Assessment Framework is guided by the following key questions:

- ➔ Do existing markets and service providers supply the goods or services needed by target populations?
- ➔ Can existing markets and service providers provide these goods or services at an appropriate price?
- ➔ Can these markets and service providers respond to increasing demand, without significant risk to the target population, service providers and traders?
- ➔ Are additional market-based programme interventions needed to support market and service provider response?

STEP	PURPOSE	KEY ACTIONS
STEP 1: REVIEW EXISTING INFORMATION AND DEFINE THE SCOPE OF THE MSMA	<p>The purpose of this step is to review existing information in order to define the scope of the MSMA.</p> <p>The following key questions should guide data collection and analysis during this step:</p> <ul style="list-style-type: none"> ▪ Is the overall context conducive to market-based programming? ▪ Which core goods and services should be assessed? ▪ Which reference marketplaces should be prioritized? ▪ What is the likely market-impact of the planned intervention? 	<ul style="list-style-type: none"> ➔ Action 1.1 Collate and analyse information on context, needs and markets ➔ Action 1.2 Prioritize core goods and services for the MSMA ➔ Action 1.3 Agree on the technical specifications of core goods and services ➔ Action 1.4 Estimate the quantity of goods and services needed over time ➔ Action 1.5 Identify and map reference marketplaces ➔ Action 1.6 Define the scope of the MSMA and decide on next steps

At the end of this step you have three options:

- Option 1: Proceed with Step 2 – Collect and process additional data
- Option 2: Proceed with Step 3 – Analyse risks and identify mitigation measures
- Option 3: Proceed with Step 4 – Collate MSMA findings and write final report

MAF key questions

5 Steps

Purpose includes guiding key questions

Focused actions per step

By the end of the step; 3 options

Example of “proceed, skip or stop” on basis of findings and information needs

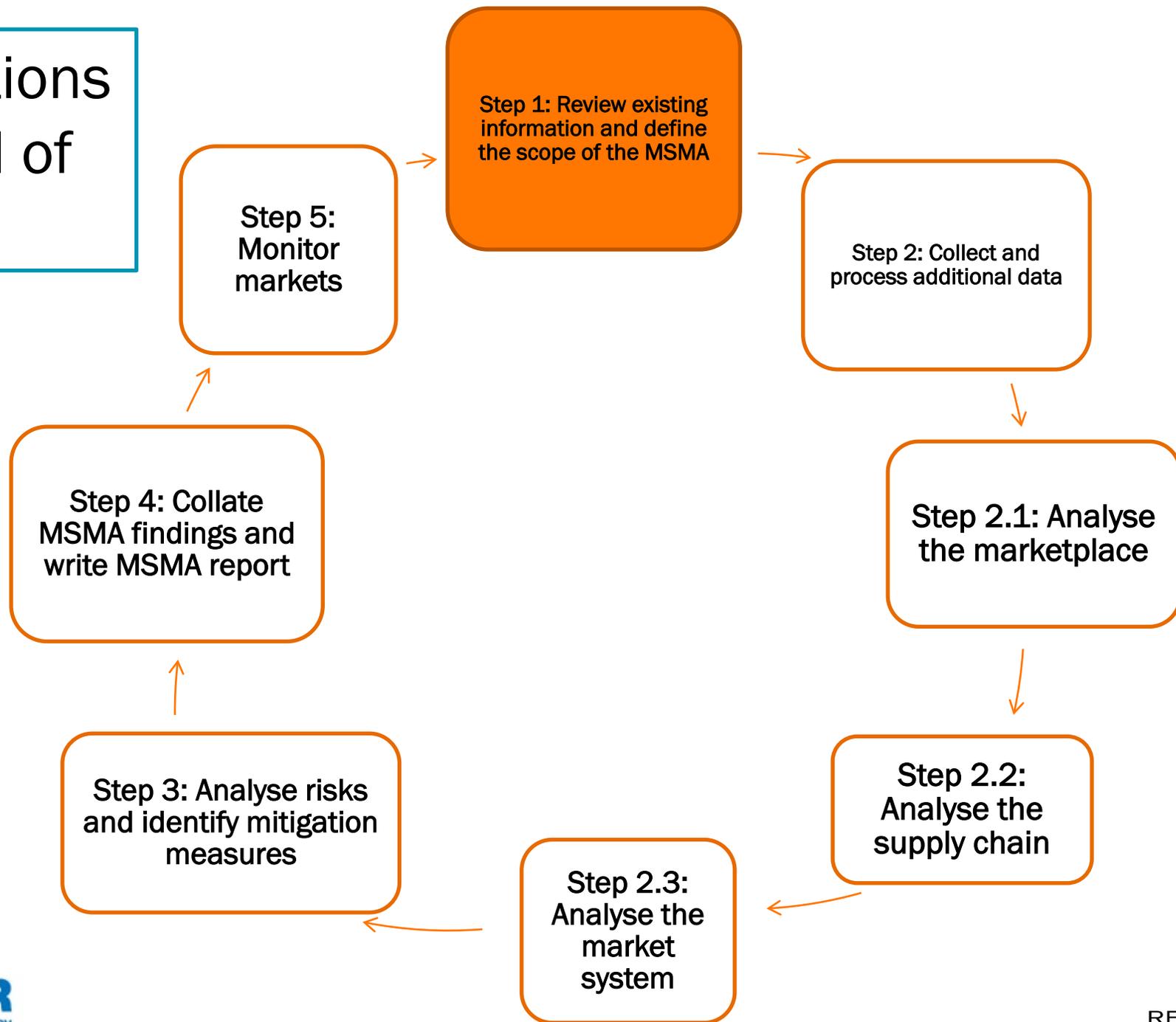
 OPTION:	SCENARIO:
 Proceed with Step 2: Collect and process additional data	If you require more detailed and additional information to draw a conclusion about the conduciveness of the context for market-based programming, the functioning of and risks related to accessing reference marketplaces and finally, the likely availability of core goods and services during the planned intervention period.
 Proceed with Step 3: Analyse risks and identify mitigation measures	If the quality and availability of secondary information is good and you end step 1 with the following conclusions: <ul style="list-style-type: none">  The overall context is conducive for a market-based response.  The impact of the intervention is minimal, and markets are well-functioning.  The required goods and services are currently available and are very likely to be available in the future.
 Proceed with Step 4: Collate MSMA findings and write final report	If the quality and availability of secondary information is good and you end step 1 with the following conclusions: <ul style="list-style-type: none">  The overall context is not conducive for a market-based response.  The required goods and services are currently not available and are very unlikely to be available in the future.  There are risks related to market-based programming that cannot be managed.

Need more information – go to the next step, Step 2!

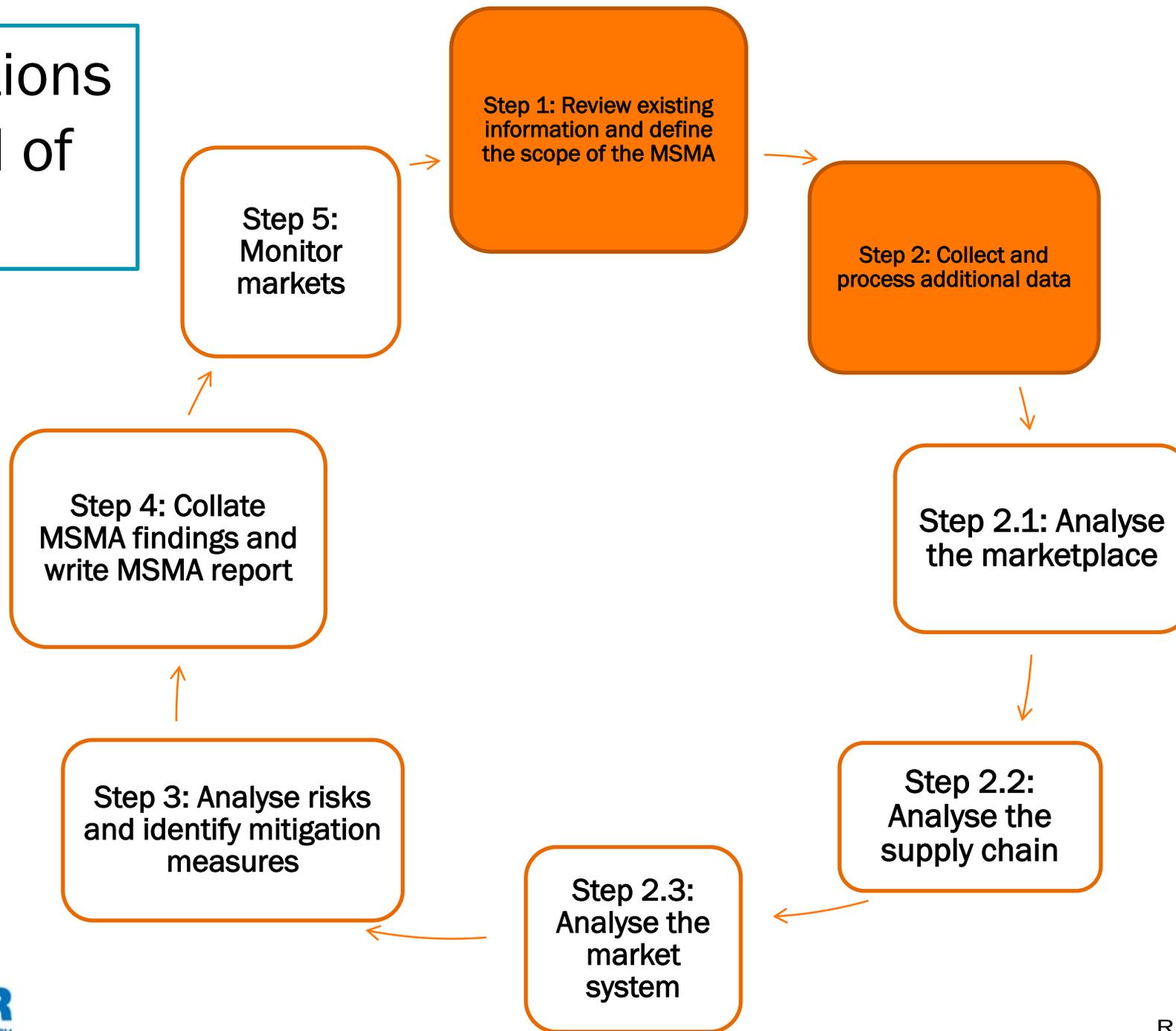
Have enough information. Jump to Step 3 risk analysis then you are done!

MBP (CBI) not suitable at the moment. Go to Step 4 and write up findings.

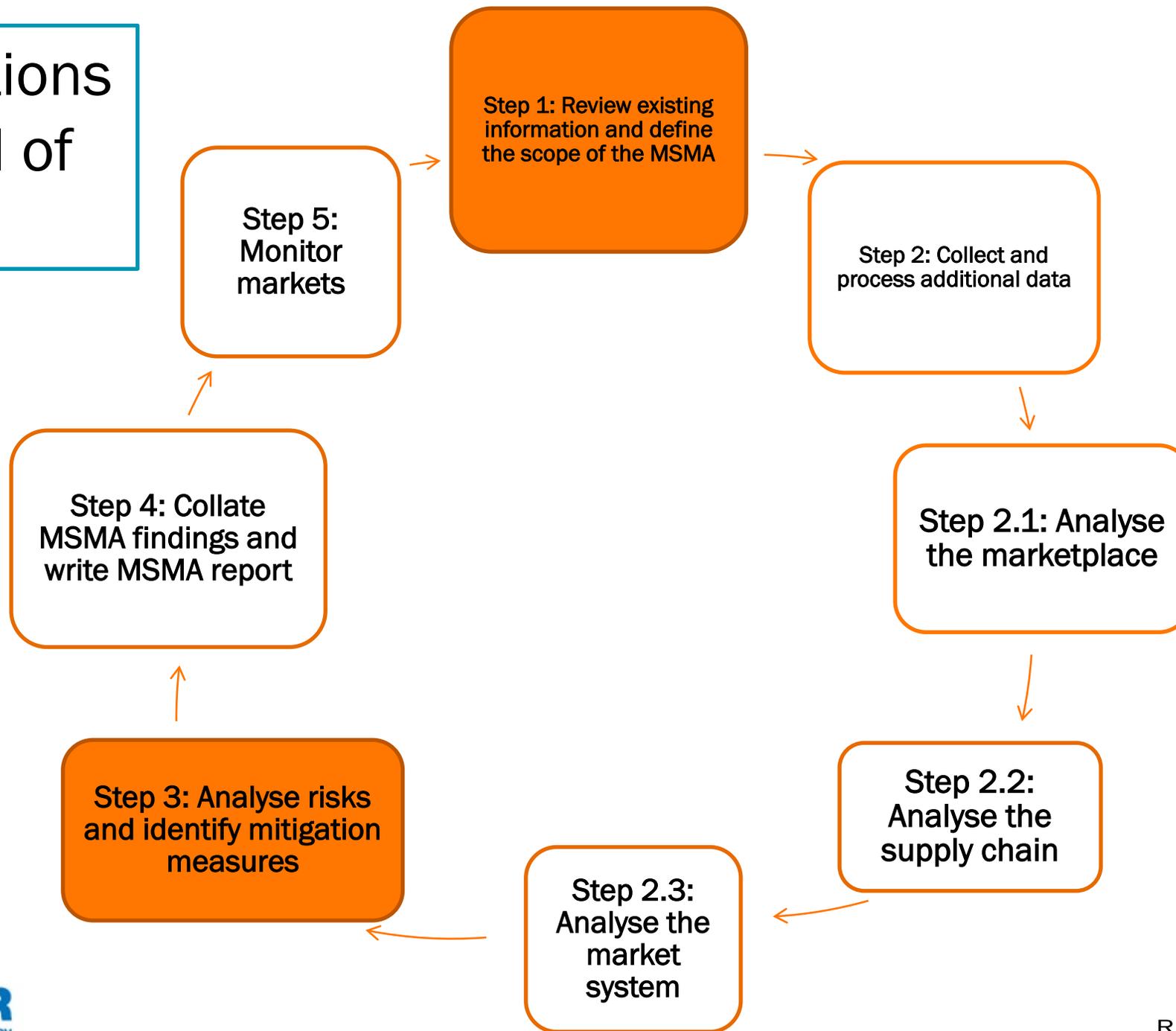
E.g.: 3 options
at the end of
Step 1



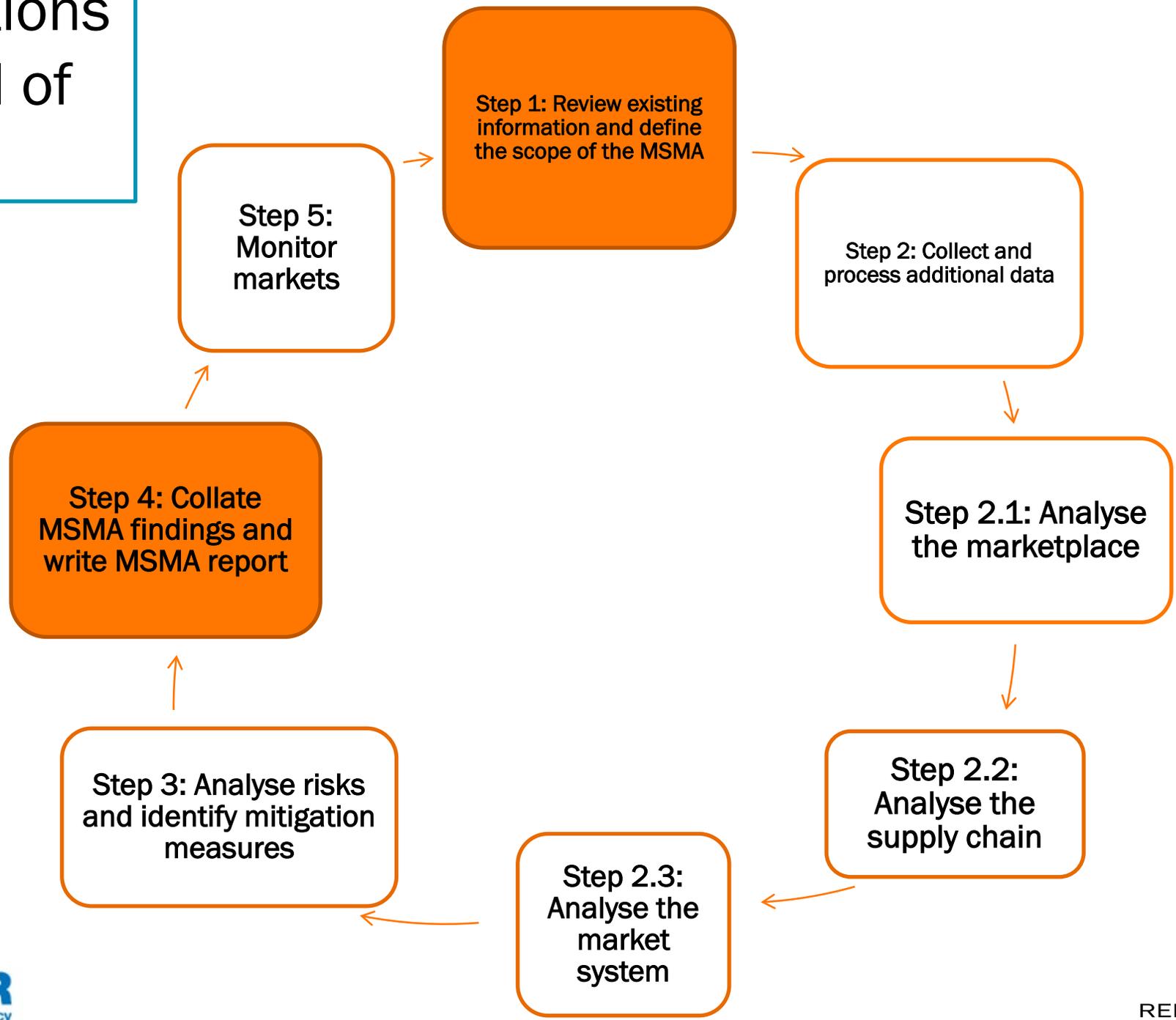
E.g.: 3 options
at the end of
Step 1

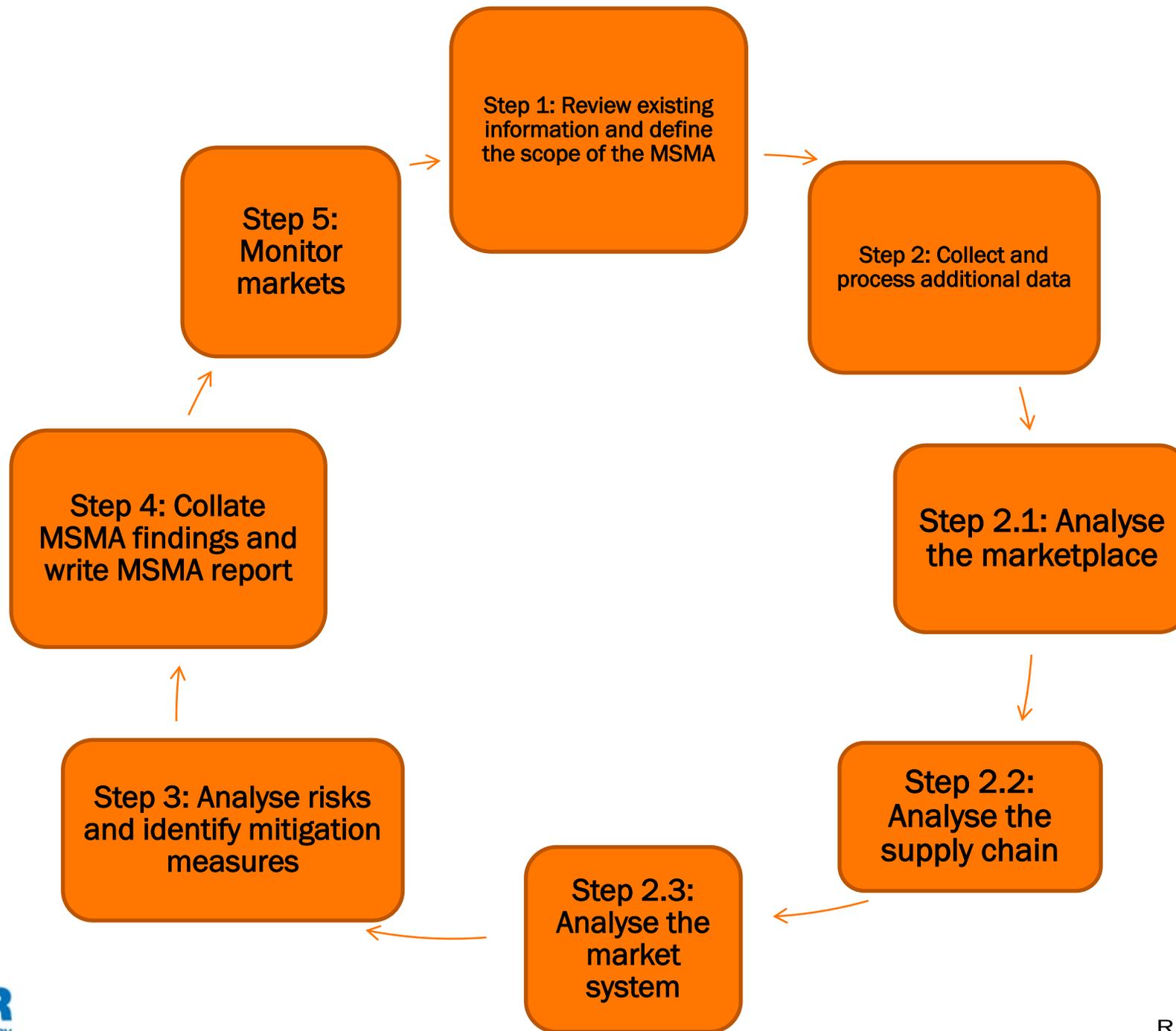


E.g.: 3 options
at the end of
Step 1



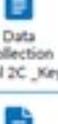
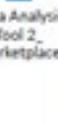
E.g.: 3 options
at the end of
Step 1





Annex 1: MSMA Toolbox

- 14 ready-to-contextualize data collection, data analysis and reporting tools;
- Tool purpose summarized to ease identification and use;
- Tools can be used in range of contexts and should be adapted to the particular operational context prior to use;
- Unlock and open the tools: save the file and re-open the PDF in Acrobat Reader.

STEP	TOOL	PURPOSE
STEP 1: REVIEW EXISTING INFORMATION AND DEFINE THE SCOPE OF THE MSMA	 Data Collection Tool 1_Secundary	This tool helps guide secondary data collection in order to take stock of what we already know and to identify critical information gaps. This tool focuses on context and needs analysis as well as existing information on marketplaces, individual traders and service providers.
	 Data Analysis Tool 1_Goods_Services	This data collection and organization tool helps inform the scope, depth and focus of the Multi-sector Market Assessment, through documenting the context and scale of a planned intervention, goods and key services needed by the target population and reference marketplaces.
STEP 2.1 ANALYSE THE MARKETPLACE	 Data Collection Tool 2A_Key	This tool provides a structured Key Informant Questionnaire (Goods) for use in a specific reference marketplace to gain high-level information on basic market characteristics, the range of market players, and availability of core goods and their current price range.
	 Data Collection Tool 2B_Key	The tool provides a structured Key Informant Questionnaire (Services) to obtain an understanding of private and public service provision for target populations and the potential to expand these services to accommodate future demand.
	 Data Collection Tool 2C_Key	This tool provides a structured Key Informant Questionnaire (Customer/Tenant) to gain high-level information on basic market characteristics, the range of market players, and availability of core goods or services.
	 Data Analysis Tool 2_Marketplace	This worksheet supports the analysis of information collected so far and to guide the team in decision-making on: <ul style="list-style-type: none"> ▪ Whether target populations have safe and dignified access to reference marketplaces ▪ Whether marketplaces supply the goods and services needed by the target population ▪ Whether traders and service providers are likely able to increase supply to meet expected demand.
STEP 2.2 ANALYSE THE SUPPLY CHAIN	 Data Collection Tool 3A_Detailed	This tool provides structured interviews to be undertaken with traders in a specific reference marketplace to gain detailed information on basic market characteristics, the range of market players, and availability of core goods and their current price range.
	 Data Collection Tool 3B_Detailed	This tool provides structured interviews to be undertaken with key informants to obtain a detailed understanding of private and public service provision for target populations and the potential to expand these services to accommodate future demand.
	 Data Analysis Tool 3_Supply Chain	This tool helps to categorize and analyze data that was collected in previous tools in order to guide informed decision making related to supply chain capacity.

Analysis Tool 3 example

- Step-wise questions to prompt analysis (examples provided)
- Link “proceed/ skip or stop” decision
- Assumes little analytical knowledge & capacity (guidance “need help..”)
- Conclusive summary, forcing analytical position and assisting report writing

Data Analysis Tool 3: Supply Chain Analysis

This tool helps to categorize and analyze data that was collected in previous tools in order to guide informed decision making related to supply chain capacity.

Analysis Question 1: Are markets competitive?

1.1 How many service providers and /or traders are providing the core goods and services of similar quality and value in the marketplaces used by the target population?

Good/Service (Specify)	Timeframe:	Number:
Eg. Jerry Can	12 months ago:	Eg. 0
	Now:	Eg. 2
	Programme intervention period:	Eg. 4

1.2 Between these actors selling core goods and services in the market place, are there any market actors who have a large ‘share’ of the total demand? (i.e. does any actor have over 50% of the market share?)

Good/Service	Name Market Actor	Estimated % of current market share now:	Estimated % of current market share programme intervention period:
Eg. Jerry Can	Jerry Shop	50%	25%

1.3 Are there any price differences for the same quality/item between different market actors:

Good/Service	Name Market Actor	Lowest price:	Highest price:
Eg. Jerry Can	Jerry Shop	3 USD	5 USD

1.4 Looking beyond the market place to the supply chain, are there any market actors that dominate the control of the supply chain at the reference market level?

Good/Service	Name Market Actor	Estimated % of current market share now:	Estimated % of current market share programme intervention period:
Eg. Jerry Can	Jerry Shop/	80%	80%

Q & A

