

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



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# TRUE OR FALSE

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An aerial photograph showing a town that has been severely impacted by a disaster, likely a typhoon or earthquake. The landscape is covered in a thick layer of brown debris, including twisted metal, wood, and rubble. Many buildings are partially submerged in dark, murky floodwater. In the background, there are green, forested mountains under a hazy sky. The overall scene conveys a sense of devastation and the scale of the emergency.

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

A photograph showing a town in a state of significant destruction. The foreground is dominated by a large pile of rubble, including broken concrete blocks, twisted metal rebar, and wooden beams. In the middle ground, a large crowd of people is gathered, some appearing to be engaged in rescue or recovery efforts. Several yellow excavators are visible, working amidst the debris. In the background, several multi-story buildings remain standing but appear damaged, situated on a hillside under a blue sky with scattered white clouds. The overall scene conveys a sense of devastation and the scale of the disaster.

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

A landscape of cracked, dry earth under a hazy sky with mountains in the background. The foreground is dominated by a dense pattern of irregular, polygonal cracks in the soil, creating a textured, grid-like appearance. The ground is a mix of light brown and grey tones. In the background, there are rolling hills and mountains under a pale, overcast sky. A soft, golden light source, possibly the sun, is visible on the right side, creating a lens flare effect. The overall mood is one of desolation and drought.

**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**

International Red Cross and Red Crescent Movement

## Rapid Assessment for Markets: Guidelines



# 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

International Red Cross and Red Crescent Movement

## Rapid Assessment for Markets: Guidelines

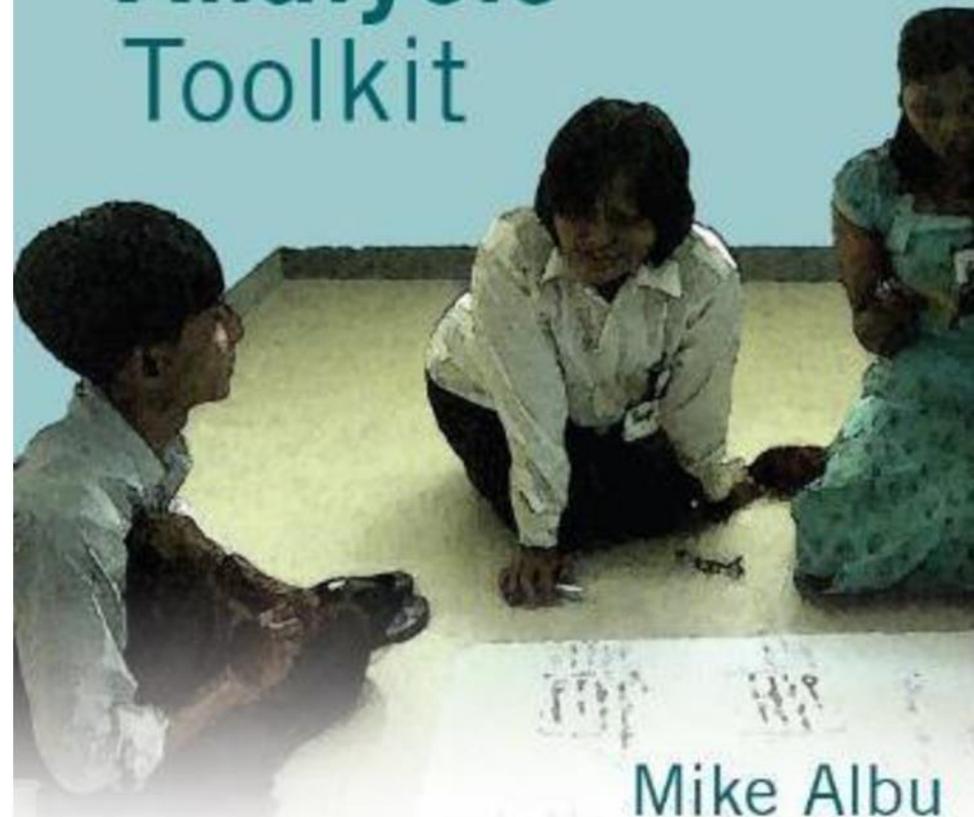


# EMMA

## 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.)

# Emergency Market Mapping and Analysis Toolkit

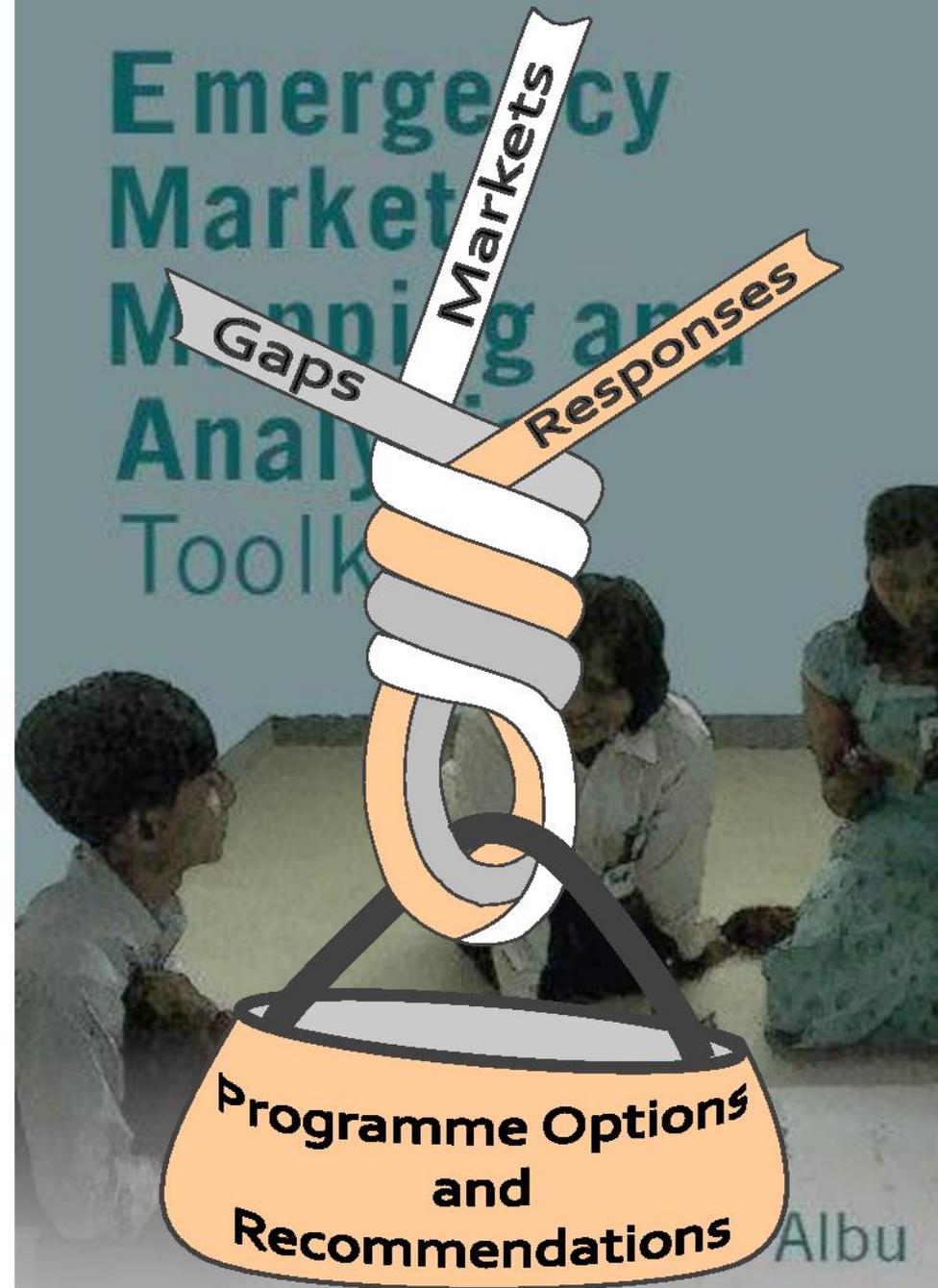


Mike Albu

# 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

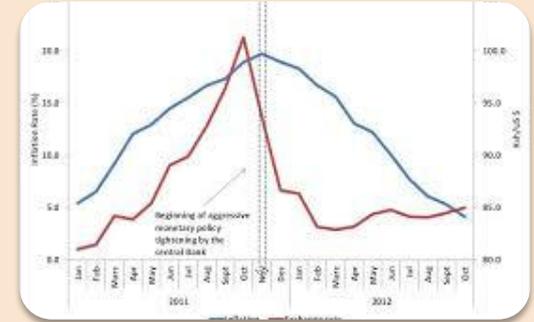
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- **Adaptable** tools, built on **logical steps**
- Based on **speed-oriented** tools for use by non-economists or statisticians
- Based on **'good enough'** or **'appropriate imprecision'** approach
- Based on primary and secondary data collection
- **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

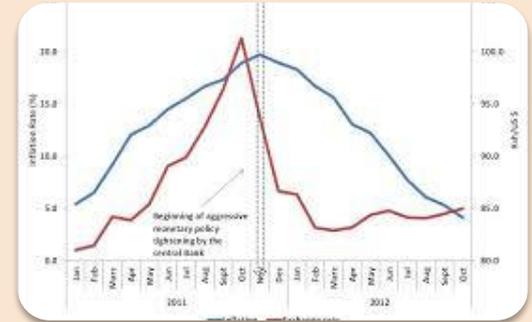


Past  
Baseline

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