

Initial market mapping

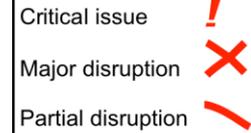
Review: Market maps

Baseline Market-System Map for goats in KPK before flood

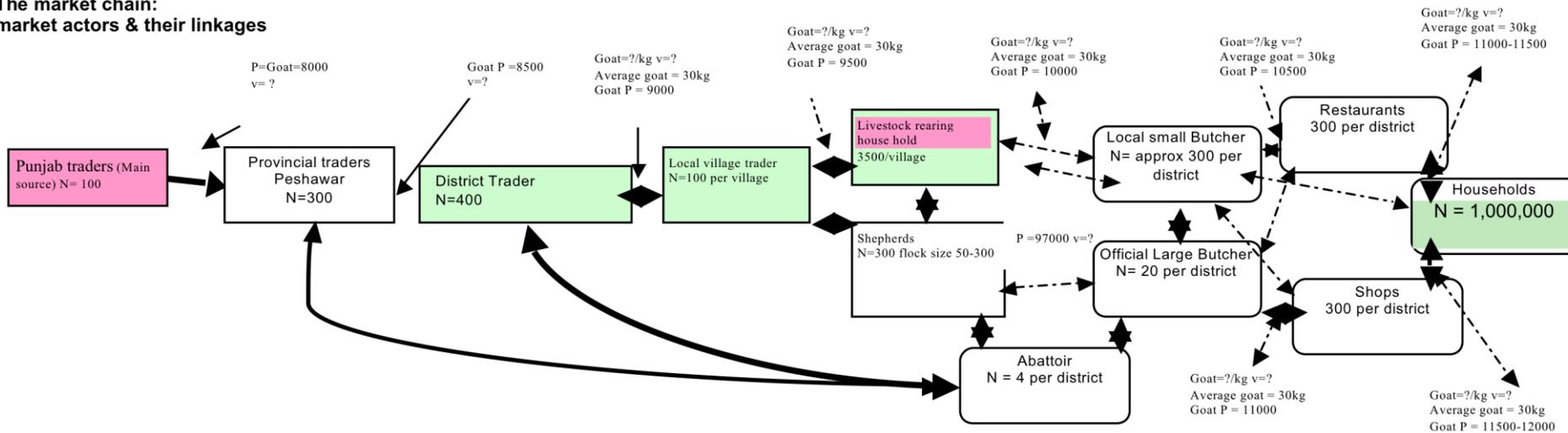
The market environment:
institutions, rules,
norms & trends



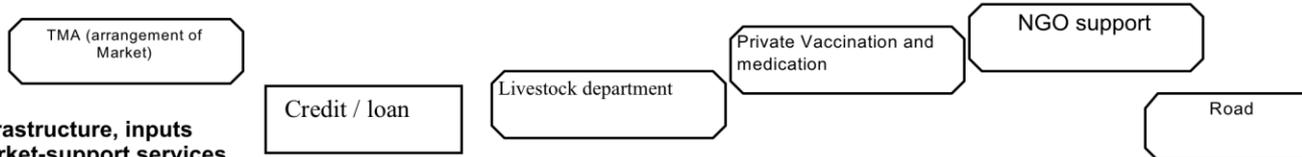
Symbol Key



The market chain:
market actors & their linkages



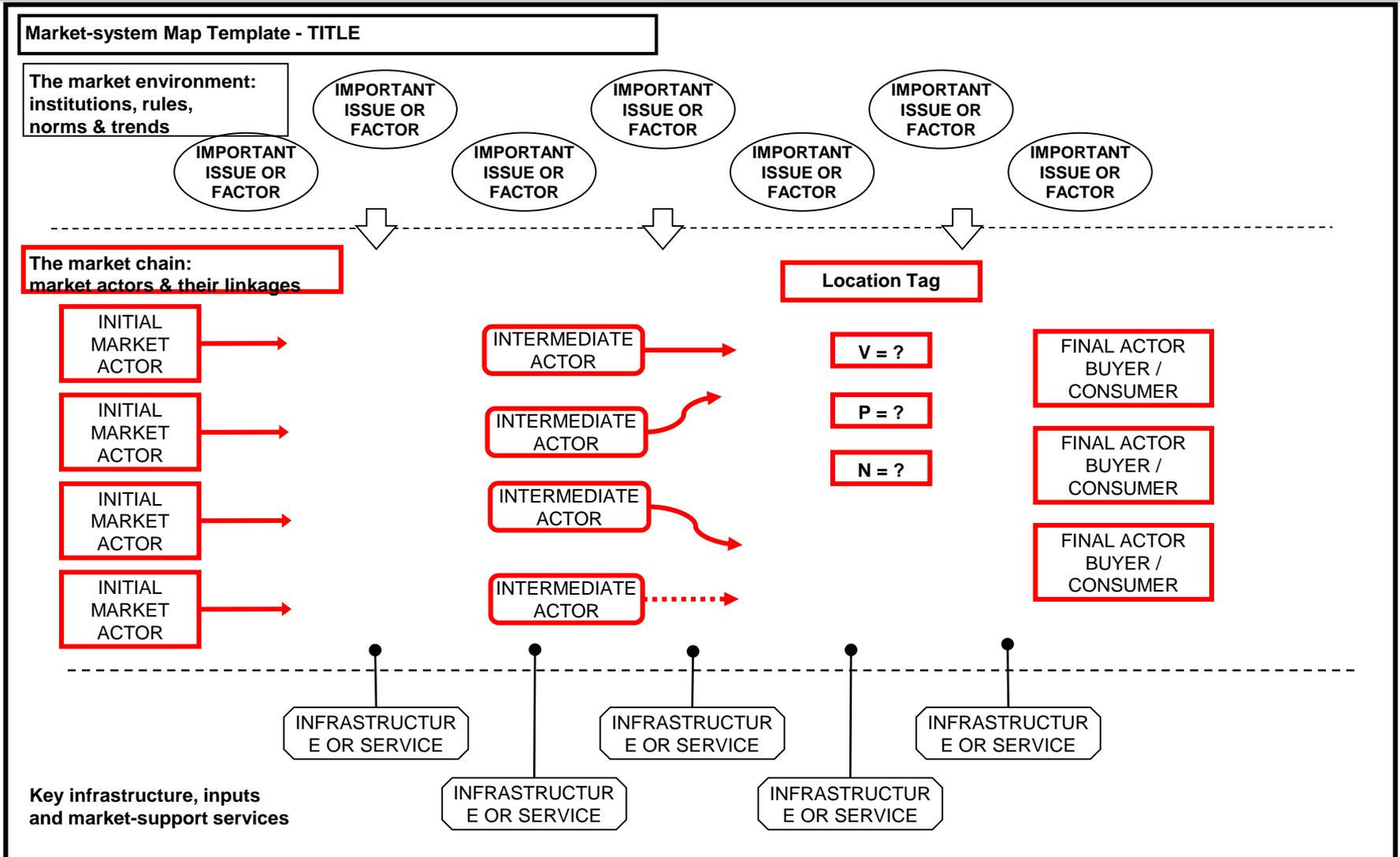
Key infrastructure, inputs
and market-support services



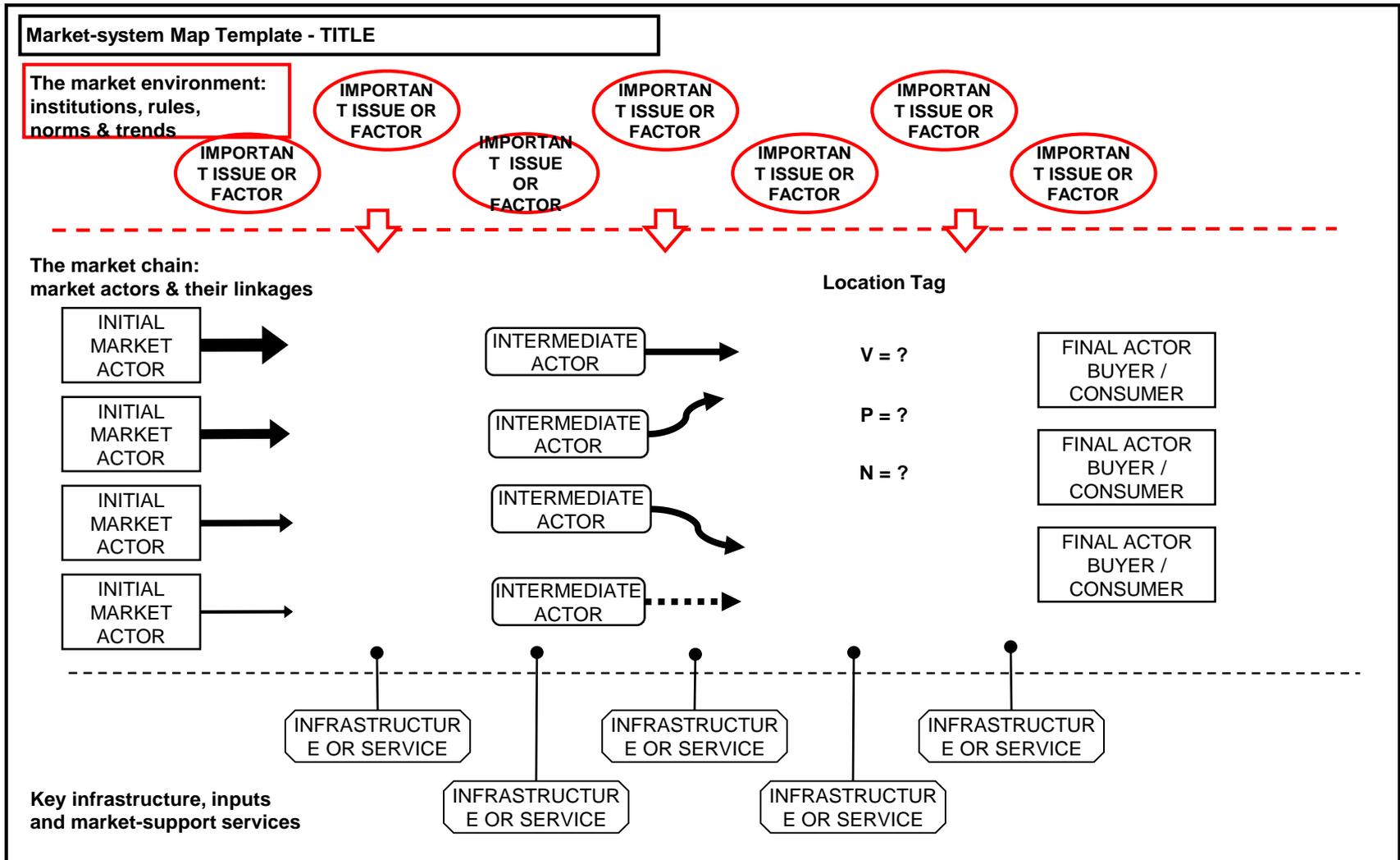
Colour key



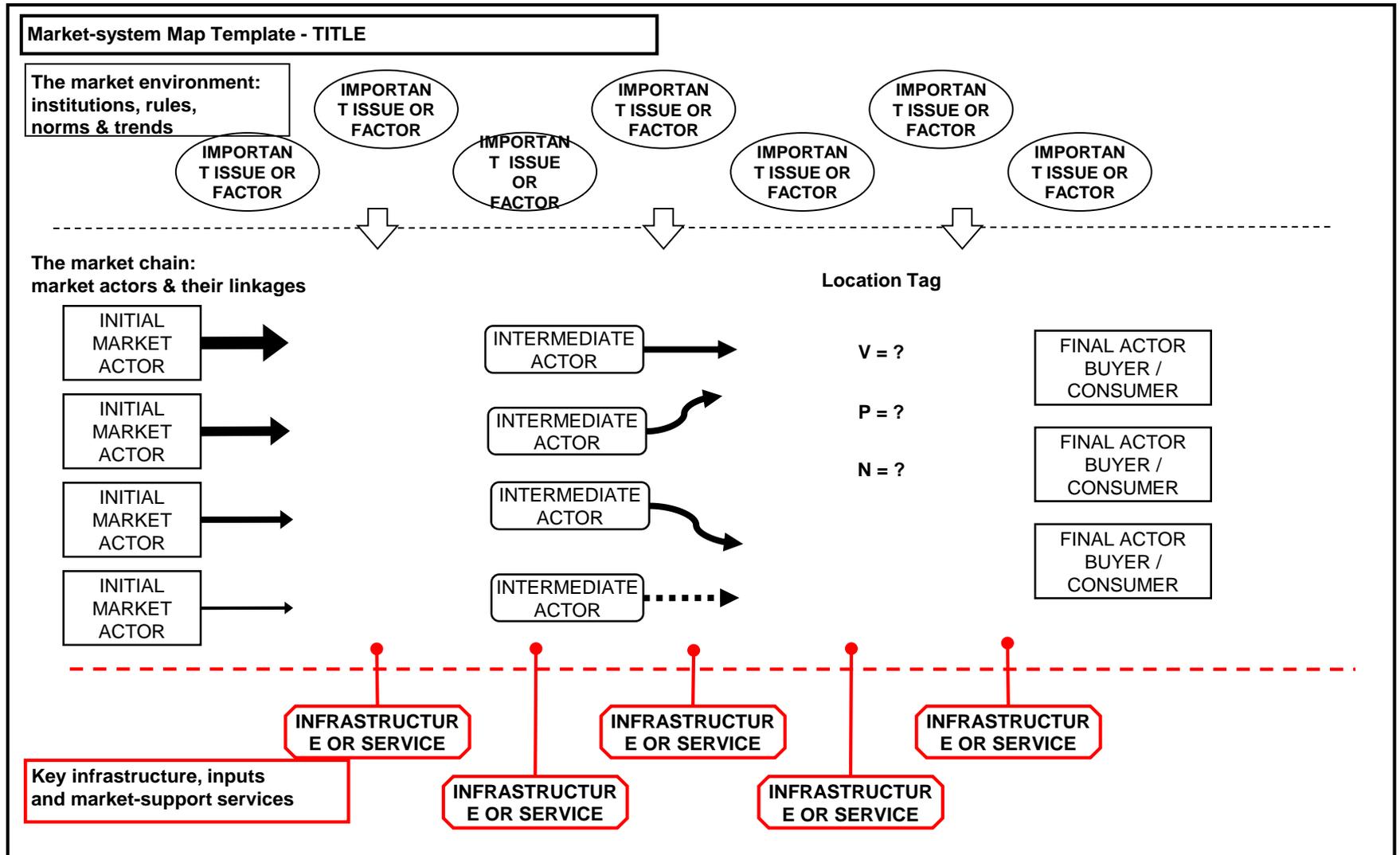
Market chain



Institutions, rules, norms and trends



Infrastructure, inputs and services



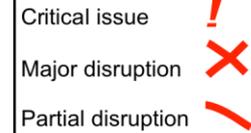
Market baseline maps

Baseline Market-System Map for goats in KPK before flood

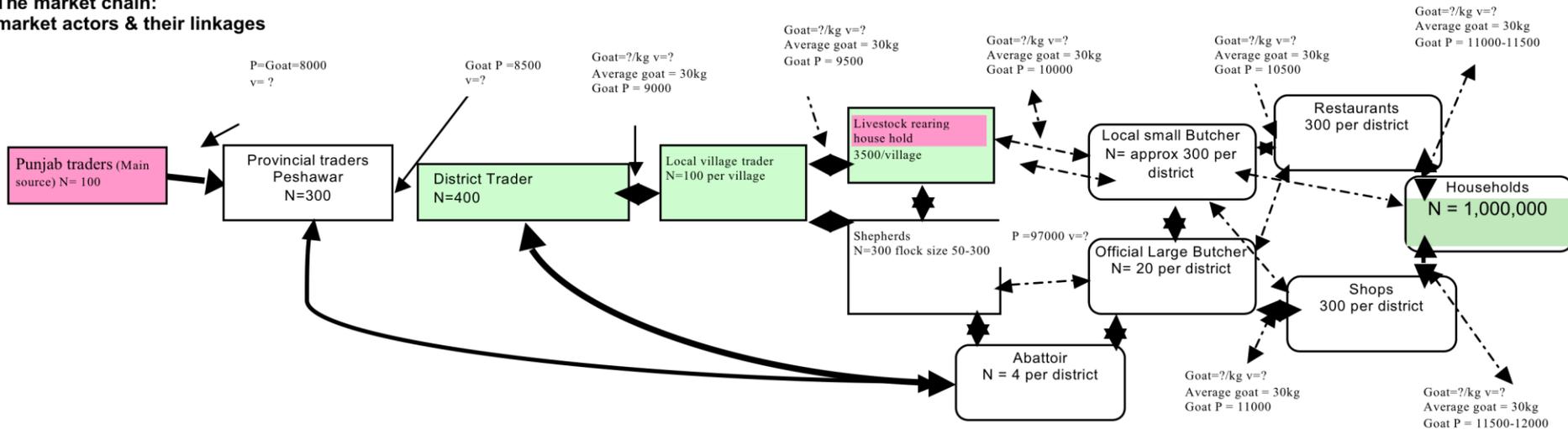
The market environment:
institutions, rules,
norms & trends



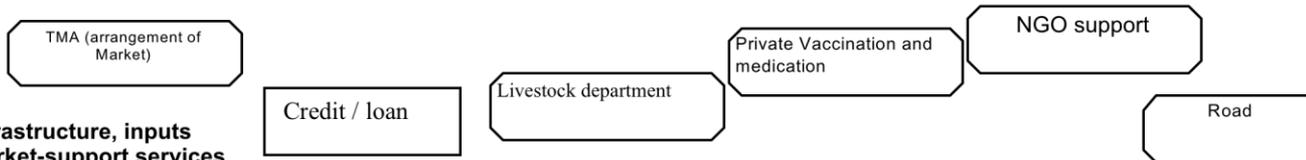
Symbol Key



The market chain: market actors & their linkages



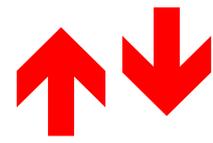
Key infrastructure, inputs and market-support services



Colour key



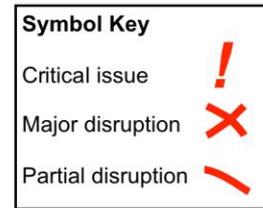
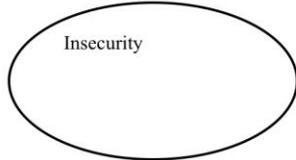
Visualising impact and issues

	Partial disruption
	Significant disruption
	Critical issue
	Increase, decrease (Price, Number, Volume)
	Uncertainty; better understanding required

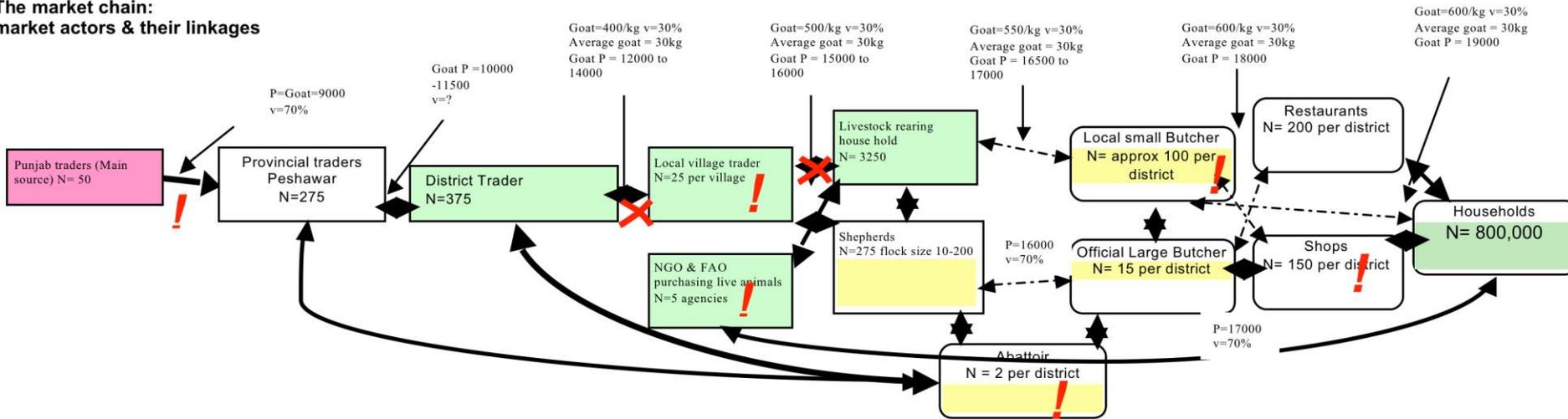
Emergency maps

Emergency Market-System Map for goats in KPK AFTER flood

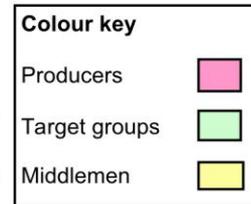
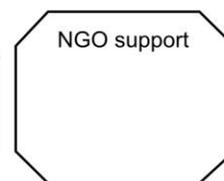
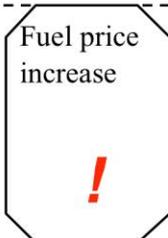
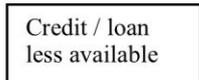
The market environment:
institutions, rules,
norms & trends



The market chain: market actors & their linkages



Key infrastructure, inputs and market-support services



Why use market maps?

Market maps are a powerful way to:

- collate and represent information about market systems;
- facilitate discussion, interpretation, and analysis of data within the EMMA team;
- communicate findings about market systems to others.

Key points

- Start with what you know, and highlight what you don't! Mapping is iterative.
- To ensure effectiveness as communication devices, final market system maps should be:
 - Visually clear and simple
 - Seasonally relevant
 - Consistent with symbols, key, titles, dates...
- Information represented on market system maps must be highly selective, achieving 'optimal ignorance'.