

# Overview of Oxfam's Rapid Market Analysis Toolkit for Sudden Onset Emergencies

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# Background and Objectives of the Market Analysis

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- Initial Rapid Market Analysis for sudden onset emergencies intended for integration w/ multi-sector needs assessments
- Objective: Identify & understand critical market systems affected by sudden onset emergency to identify appropriate interventions using market systems (cash, voucher, combined w/food, etc)
- Team: 1 Humanitarian Support Personnel + 5 local staff (will vary per scale of emergency)
- Duration: 10-17 days (will be refined during field test)

# Rapid Market Analysis for Sudden Onset Emergencies Toolkit

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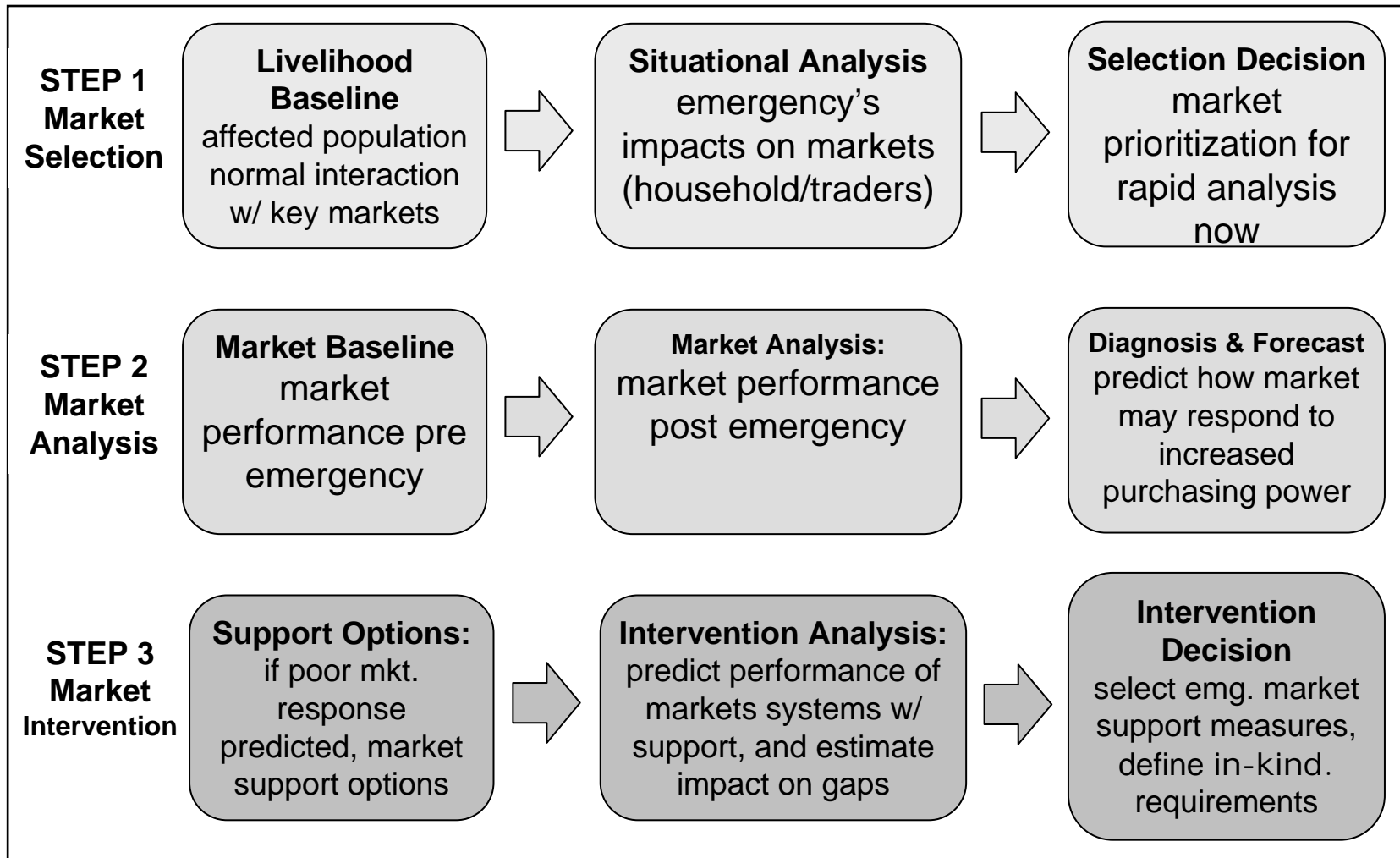
- ❑ Target Audience: HSPs, local staff & management
- ❑ Rationale
  - Market factors previously overlooked in cash-based interv.
  - Poor coordination between NGOs & variety of interventions
  - Lack of market analysis tool & knowledge /missed opportunities
  - Lack of proper terms of reference or guidelines on subject
  - Some interventions did more harm than good (CFW Sri Lanka)
  - Some info collected (eg prices) not used in effective matter
- ❑ Intermediate Objectives
  - Improve capacity to assess markets in emergency
  - Assess household needs & reliance on key markets using a Livelihoods Approach
  - Market monitoring guidelines for various contexts
  - Identify appropriate responses per findings

# Key Features of the Tool

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- ❑ “Rapid, yet thorough”: Uses key informant interviews to paint before/after picture
- ❑ A crossover tool which can be used to assess food, non-food & labor markets (FS&L, health)
- ❑ User friendly design encourages broader staff participation and capacity building of HSPs
- ❑ Provides questionnaires for hh, traders, employers
- ❑ Includes menu of potential mkt. support options
- ❑ Linkage with longer term market support efforts

# Market Analysis Process



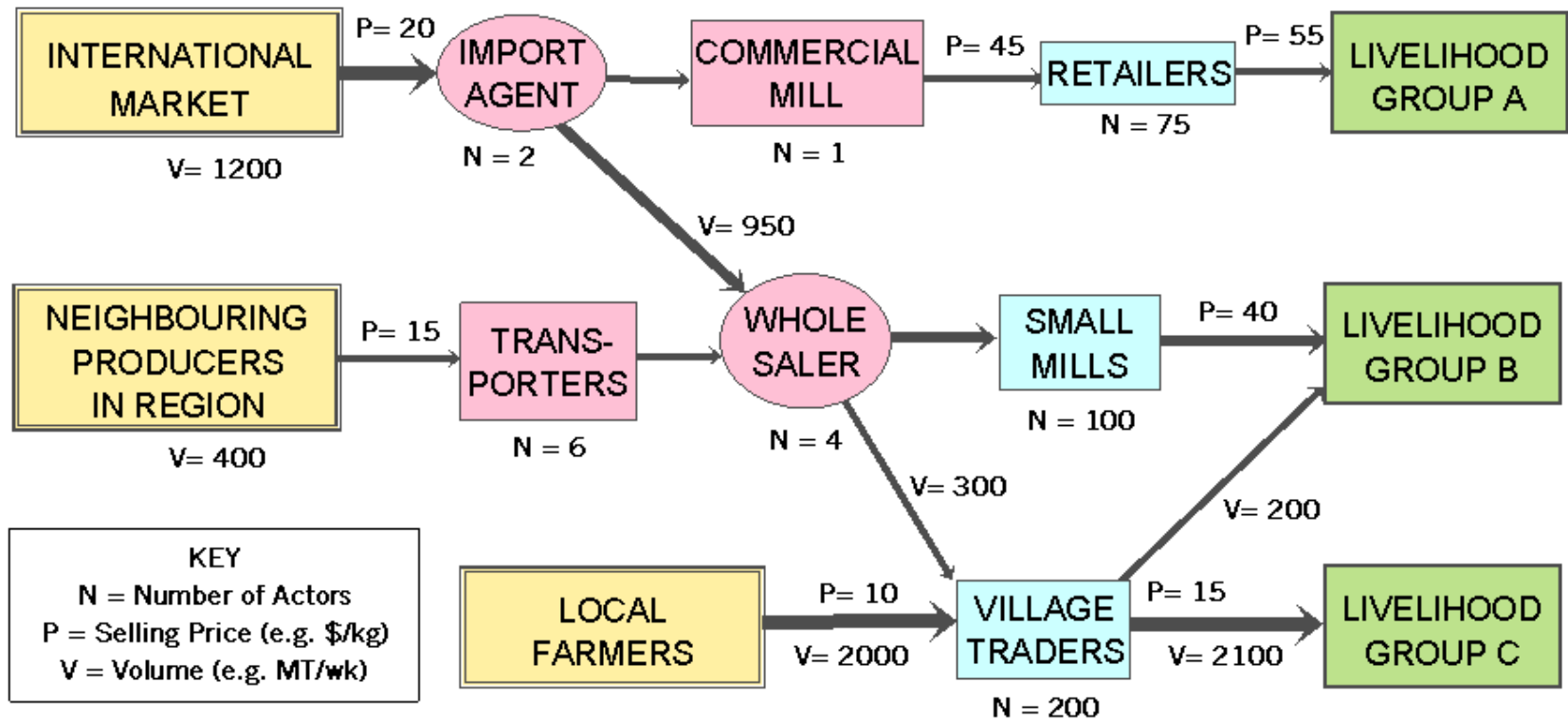
# Outputs of Tool

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- ❑ Step 1: List market systems and importance to vulnerable households & risk of market failure
  - ❑ Ranking: High-low, e.g. two high scores qualify
- ❑ Step 2: Report forecasting market syst. response
  - Identify market capacity to supply vs. demand (gap)
  - Predict market response to increase in demand
- ❑ Step 3: Report with recommendations to mgmt.
  - Recommendation on market support options with lowest risks, and feasible w/ limits outlined
  - Estimate supply gap that would still exist even with appropriate market support interventions
  - TOR for a subsequent in-depth analysis exercise

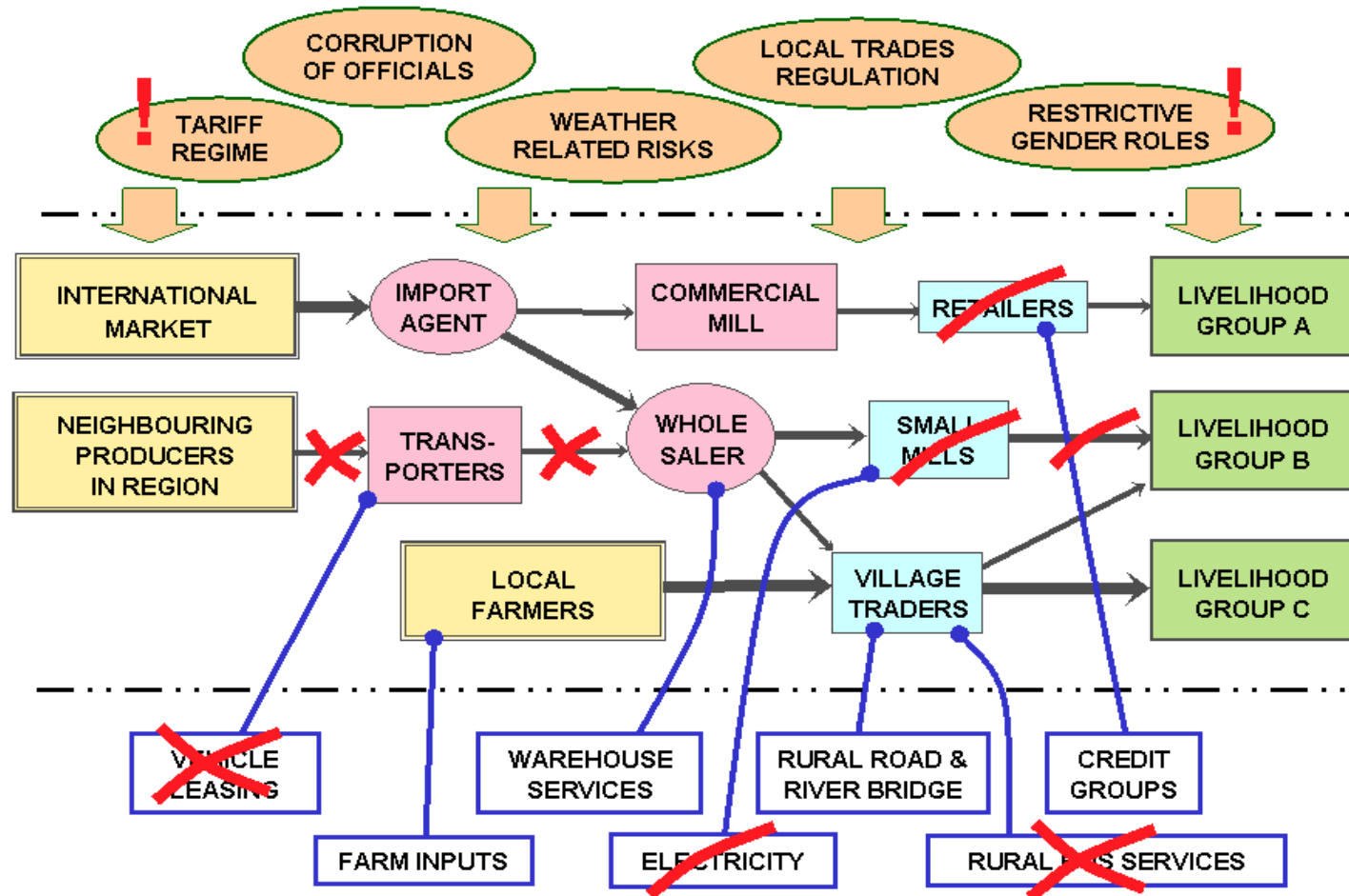
# Example of an Output from Step 2

Supply Chain Actors (overlaid with market information)



# Example of an Output from Step 2

Comprehensive Market System Map (Emergency Affected)



# Partnerships and Audience

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## □ **Partnerships:**

- National and Local government officials
- Local NGO partners
- WFP & International NGOs for coordination of info & interviews (eg UN Cluster Groups)
- Coordination in market analysis, to both share info & avoid duplicate traders/hh interviews

## □ **Audience:**

- market analysis will be aimed at Oxfam decision makers and donors

# Linking market analysis with decision-making

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## □ **Decisions:**

- Market analysis recommendations intended to influence decisions by management to:
  - Determine if cash or other interventions appropriate
  - Predict potential outcome of intervention
  - Ensure gov't, market actors & household buy-in
  - Convince donor that intervention is appropriate/ideal

## □ **Integration:**

- The market analysis will be integrated with the rapid multi-sector analysis, but particularly regarding food security

# Next Steps: Phase 3

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- Field pilot testing in an emergency context
  - Will be tested in approximately 3 emergencies
  - Tool to be refined in 2008 per lessons learned
  - Funding: USAID/OFDA & Oxfam
- *Interaction* consortium
  - Consortium of US-based NGO's (IRC, Red Cross, CRS, Mercy Corps, World Vision, etc.) w/Oxfam for field test
  - IRC as lead agency (Karri Goeldner)
- Phase 4
  - Development of training materials, staff training and tool implementation by mid-late 2008

# Thank you

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