

International Red Cross and Red Crescent Movement

Rapid Assessment for Markets

Guidelines for an initial
emergency market assessment



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Introduction

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What is a market?

A market is any systematic structure allowing market actors to buy and sell commodities. This does not only include the way the commodity is produced, transported, bought, and sold, but also the formal and informal institutions, rules, and norms that govern these interactions and the infrastructure that facilitate them.¹

The term market, as used in this document, therefore goes beyond the physical location where people buy and sell commodities. To avoid confusion, the term *marketplace* is used for the physical location.

1 Why assess markets?

In today's market economies people's livelihoods depend to a significant extent on markets: farmers sell their produce to consumers, retailers, or wholesalers; craftspeople produce various goods and sell them to consumers, retailers, or wholesalers; workers offer their labour to employers in exchange for money; households buy essential commodities from a range of retailers, and so forth. Markets are the principal means through which billions of people derive income and buy commodities to cover essential needs; they are therefore an essential element of people's livelihoods.

Sudden shocks such as natural disasters and conflict can severely limit the functioning of market systems and marketplaces and, consequently, can have a strong negative impact on people's capacity to access commodities that are essential for their lives and livelihoods.²

The members of the Red Cross and Red Crescent Movement work in situations of natural disaster and conflict, providing relief to shock-affected people whose lives or livelihoods are at risk.³ To be able to assist them efficiently and effectively, members of the movement have to assess the needs of the shock-affected people and decide how these needs are best addressed.⁴

Because markets play a central role in the lives and livelihoods of people, they should be taken into account when assessing the needs of a shock-affected population and evaluating how they are best addressed.⁵ Market assessments should be conducted for two reasons:

- ➔ to determine how a shock has affected people's access to essential commodities⁶ they usually buy in the markets
- ➔ to identify market-aligned ways to assist the shock-affected population in accessing these commodities when and where necessary.⁷

Therefore, market assessments should be part of the emergency needs assessment following a shock, and their results should feed into the initial response analysis which supports relief teams in their decision on the first rounds of a relief intervention. Market information allows relief teams to determine the best-suited transfer mechanism to assist a shock-affected population considering the state of the relevant markets.

This document presents a Rapid Assessment for Markets – henceforth called the RAM – designed to provide a basic understanding of the capacity of selected markets to provide people with key commodities in the immediate aftermath of a sudden shock.

¹ In this document the term "shock" is used for any sudden-onset crisis created by conflict or natural disaster.

² In this document the term "shock" is used for any sudden-onset crisis created by conflict or natural disaster.

³ See for example ICRC (2004, pp. 10), ICRC & IFRC (2007, pp. 10), ICRC (2009, pp. 4), and IFRC (2008, p. 15).

⁴ This document does not address emergency needs assessments. For respective guidance see for example IFRC (2007a & 2008), and ICRC & IFRC (2008).

⁵ See for example Sivakumaran.

⁶ In this document "essential commodities" are understood as commodities that people judge to be of importance. The respective commodities assessed during a market assessment will be referred to as "key commodities".

⁷ See also FEWS NET (2009), p.4.

2 A Rapid Assessment for Markets (RAM)

The RAM 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.

2.1 What is the RAM for?

The RAM is designed to provide a quick and basic first understanding of key markets in the immediate aftermath of a shock. The RAM strengthens response analysis by providing market data, essential for informed decision-making on appropriate transfer mechanisms (i.e. in-kind or cash-based)⁸ if relief is to be provided. The tools used in the RAM, such as market mapping tools, can also reveal possibilities for market-support interventions and identify entry points to support market recovery. Therefore, the RAM is not biased towards a specific form of response, but facilitates reflection about a wide range of response options.

It should be noted that the RAM **does not assess the need for relief**; this is the purpose of household and community needs assessments (highlighted below). Strictly speaking, the RAM can be used to analyse any commodity market – that is, it can be used for goods and services. However, the focus of attention in the immediate aftermath of a shock will typically be on goods.

2.2 How does the RAM work?

The RAM includes a five-step process (see fig. 1) and a series of tools to gather, analyse, interpret, summarize, and monitor market data and obtain a basic understanding of key markets.¹⁰ The five steps and the materials necessary to perform them are presented in distinct chapters.

Figure 1: The RAM process



In the first step, RAM users establish an initial overview of the shock-affected area and the consequences of the shock. They collect secondary data on the affected area and information from people familiar with the context. The collected information is discussed and used to define which commodities (i.e. market systems) and marketplaces should be assessed.

⁸ In this document, the term cash-based intervention refers to any intervention that increases purchasing power of its beneficiaries – i.e. any transfer of cash or vouchers.

⁹ See for example ICRC (2013) for responsibilities and procedures with respect to Cash Transfer Programming.

¹⁰ The RAM draws on a number of existing assessment methodologies including Oxfam GB's 48-Hour Assessment Tool, the Emergency Market Mapping and Analysis (EMMA) approach, and the Market Information and Food Insecurity Response Analysis (MIFIRA) framework.

Be aware!

The decision about the appropriate immediate relief response does not only depend on the markets' capacity to respond to cash-based interventions, but on other factors such as programme objectives, beneficiary preferences, administrative capacity, logistical constraints, efficiency, cost effectiveness, and security conditions.⁹

In the second step, RAM users visit selected marketplaces and collect information on commodities from key informants and traders. They conduct individual interviews and focus group discussions using interview forms to guide them. At the end of this data collection process, the RAM team comes together to discuss and summarize their findings using a series of questions to prompt their analysis.

In the third step, RAM users use a decision tree to discuss their findings for each selected marketplace and determine whether it has the capacity to respond to an increase in demand for the key commodities. The decision tree points out potential for cash-based relief and market-support interventions.

In the fourth step, RAM users compile their findings and conclusions in a defined reporting format for a *RAM Profile Report*. The report is intended for use in response-analysis discussions when decisions regarding appropriate interventions are made.

In the fifth step, RAM users are presented with a simple monitoring tool to track the evolution of the assessed markets and marketplaces. As markets often change quickly, especially after a sudden shock, the monitoring tool allows RAM users to follow developments easily and collect data that would be needed if modifications to relief interventions were required.

Additional support on the use of the five steps and associated tools is provided for RAM team leaders in the Additional Guidance chapter.

2.3 Who is the RAM for?

The RAM is for humanitarian aid practitioners who find themselves in the immediate aftermath of a shock and have to develop an immediate relief intervention to assist a shock-affected population. This resource has been developed specifically for staff with no or limited technical skills in market analysis and rapid-onset shocks in urban and rural contexts.

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. In addition to this, member(s) of the logistics team should be involved in the RAM, due to the relevance of their skills, knowledge and decision-making role in intervention design.

The team leader guides a group of RAM users through the process of data collection and data analysis and makes sure the respective findings are accurately summarized in a report. Although the RAM does not assume that RAM users have market expertise,¹¹ the following skills are needed:

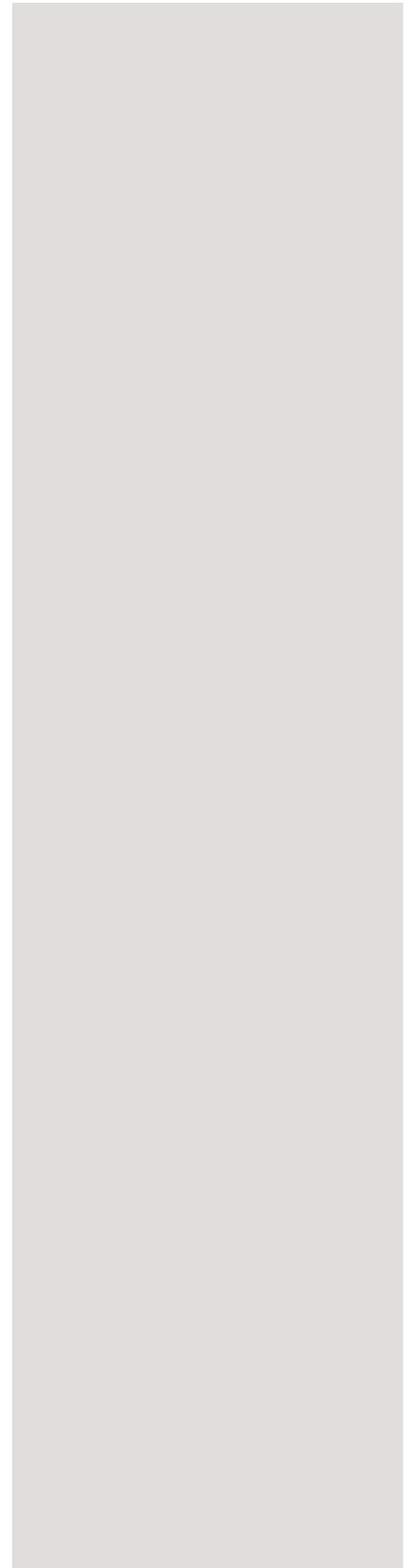
- ➔ experience in field work and assessments;
- ➔ ability to break down and rephrase complex questions;
- ➔ ability to adapt the language to the interviewee;
- ➔ (i.e. adapting to the cultural and socio-economic background of the interviewee);
- ➔ ability to collect information using rapid and participatory rural appraisal tools;
- ➔ language skills;

¹¹ Nonetheless, market knowledge is an asset that can increase the speed and quality of the assessment.

Introduction

- (i.e. local language and common language to communicate between team members);
- basic numeracy and analytical skills;
- Excel / database skills for the analysis of the price data collected during price monitoring in Step 5 is needed by at least one RAM team member.

Ideally RAM users will have good knowledge of the shock-affected area, inhabitants, key informants, relevant secondary data and markets. Such knowledge speeds up the assessment process and improves the quality of the information gathered.



3 Context and limitations of the RAM

Decisions on immediate relief responses have to be taken within a few days after a shock. Therefore, the RAM needs to deliver its conclusions in a quick and timely manner. This is a difficult task in emergency contexts that are typically characterized by constraints on resources, time, and human resources as well as data availability (past and present). As these constraints will influence the quality of the data collected, RAM users need to be aware of the following aspects that can help manage or mitigate any negative consequences.

3.1 The balance between the use of questionnaires and staff capacity

As most RAM users will have little experience in market analysis, the RAM uses a series of questionnaires that focus on the basic market-related information needed for response analysis. Providing such interview structures at least ensures that data is collected in a context that can be very stressful and where little (if no) preparation and training are provided.

In contexts where RAM users are skilled in participatory rural appraisal (PRA) techniques and have more confidence in market analysis, PRA tools may replace the RAM interview forms. In this case, the interview forms should be used as checklists to make sure all the required information is collected. Additional guidance on PRA tools is provided in the team leader section.

RAM users should not feel constrained by the questionnaires, and should feel confident to move between sections and questions as the discussions take place. Such confidence is acquired through familiarity with the RAM, its steps and tools. A RAM orientation session for the RAM team of at least 2-3 hours is strongly recommended.

3.2 Using a 'good enough' approach

Understanding that very detailed and complete analysis is not possible within a short time frame following a shock, the RAM was designed to allow practitioners to get a 'good enough' picture of the post-shock situation, conduct a meaningful analysis, and reach transparent and consensual programme decisions. What is fundamental is ensuring that sufficient market-based data is available for immediate relief decision-making during the response-analysis phase.

Therefore, processes and tools suggested in the RAM are built mostly upon qualitative and quantitative information and methodologies that include the participation of key informants and stakeholders.

3.3 Delivering a snapshot valid for a limited period

Please note that the information collected using the RAM has a limited "shelf life". Just like the data from any other emergency assessment tool, a 'snapshot' of the situation is collected.

Introduction

The RAM is intended to support short-term programme decisions. Because the market situation can change significantly, even in the short term, RAM-based programme decisions should remain as flexible and adaptable as possible. *Therefore, as a rule of thumb, the RAM appears appropriate to inform response decisions for the first 4 to 6 weeks following a shock.*

Because markets are dynamic, it is necessary to monitor their evolution. Although the RAM provides a simple monitoring tool for this purpose, it is advisable to plan and conduct a more detailed market analysis as soon as possible. The Market Analysis Guidance (MAG) provides guidance for this type of assessment. The MAG was developed in parallel with the RAM and provides continuity to the latter through processes and tools that integrate market analysis into the different phases of the project cycle.

3.4 Markets are only one component necessary in response analysis

Decisions about appropriate relief response depend on various aspects including: agency mandate and objectives; logistical, security and administrative constraints; and the affected population's preferences.

The RAM only contributes market-related information to the response-analysis process. To improve the focus of the assessment and the usefulness of the data collected, RAM users should be aware of all other aspects necessary for good response analysis and should contact the following people as part of the RAM:

- management (for all questions regarding overall objectives and security);
- logistics department (for market information and logistical procedures and constraints);
- finance department (for administrative procedures and constraints);
- staff in charge of needs assessments if and where available (to coordinate activities and avoid duplication).

Cooperation with the logistics and finance departments is of particular importance. These departments are typically well informed about the structure and functioning of markets and financial systems used by traders and affected persons (product quality, traders, pricing, seasonality, inflation, rules and regulations, ethical purchase issues, etc.).

In addition, the logistics and finance departments are crucial in the planning and implementation of relief responses (e.g. setting up a relief pipeline and preparing the financial means). Therefore, close cooperation between the departments allows the exchange of information, and the clarification of procedures¹² and constraints. It ensures a coherent analysis and is a prerequisite for an efficient and timely relief response.

Although the focus of the RAM is on markets, there may be specific issues related to the context that need particular consideration when conducting the assessment, such as urban, conflict, gender, and refugee issues. The extent to which these issues require particular consideration during a market assessment will depend on the specific context. In-depth analysis of these issues is beyond the scope of the RAM and as such is not included in this document.

¹² See for example ICRC (2013) for responsibilities and procedures with respect to Cash Transfer Programming.

4 Structure of the guidelines

In addition to the introduction, the guidelines consist of six chapters and an annex as listed below. The first five chapters reflect the five steps of the RAM as described earlier and include a guidance section with references to technical tools to help the RAM user apply the step. The sixth chapter includes a RAM team leader section that consists of technical guidance on how to organize and conduct a RAM as well as a glossary of frequently used terms.

- ➔ Step 1: Establishing a first overview
- ➔ Step 2: Collecting market information
- ➔ Step 3: Analysing the market information
- ➔ Step 4: Reporting the findings
- ➔ Step 5: Monitoring market evolution
- ➔ Additional Guidance: Notes for team leaders and glossary
- ➔ Annex: Tools 1 - 15

The technical tools are all located in the annex at the end of the document to facilitate the task of printing them. Throughout the document, all references to tools are highlighted in bold, to enable quick identification of any text relating to specific tools. The following tools are included:

- ➔ Tools 1: Gathering secondary information
- ➔ Tool 2: Key markets and commodities needed by the shock-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
- ➔ 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)
- ➔ Tool 11: Conclusion tree to assess market response capacity
- ➔ Tool 12: Reporting format
- ➔ Tool 13: Retail Price Collection Form
- ➔ Tool 14: Wholesale Price Collection Form
- ➔ Tool 15: Secondary Price Data Information Form

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STEP 1

Defining the scope
and content of the
assessment



What is this step about?

Step 1 of the RAM is dedicated to defining the scope and focus of the assessment and gathering initial information on the availability and accessibility of financial services. It provides RAM users with guidance and tools (Tools 1 – 6) that lead the user to answer a series of questions that include:

- 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?

In this step, the RAM team transforms the commodities required (types, quantities, quality, frequency and duration) into a supply question for the traders/wholesalers for every market to be assessed. This is an important part of the RAM as it enables an understanding of whether or not the traders in/near the affected area can provide the required commodities for the population that use/can use that market.

How long does it take?

- ↳ RAM team orientation should take half a day.
- ↳ Initial secondary data collection and analysis will take approximately one day.
- ↳ Group decision on key commodities and marketplaces to analyse will take half a day.

1.1 Introduction

It is essential to ensure that management, the logistics department and the finance department participate in the initial discussion about defining the scope and content of the assessment. Management can provide valuable information on the organization's overall objectives, current activities, and the security situation. The logistics and finance departments can provide valuable primary and secondary information on the structure and functioning of markets and the financial sector – such as pricing, seasonality, ethical, and quality aspects.¹³

How to go about it?

The RAM team leader should start by:

- ➔ forming the RAM team using the criteria listed below
- ➔ orientating the newly formed team on the RAM, providing an overview of the analytical steps, objectives and information needs.

Once the RAM team is aware of the RAM process and analytical steps required, they start Step 1:

- ➔ Discuss the purposes of **Tools 1-6**, and the roles and responsibilities of the team in undertaking the tasks set out in the tools.
- ➔ Start gathering primary and secondary data using guidance from **Tool 1**. This can take at least one day, maybe longer if reports/data have to be requested. It may be worth spending extra time on reviewing the secondary data if a large volume of good quality data is available. Be careful not to 'drown' in the data and keep focused on the task.
- ➔ Discuss primary and secondary information among RAM team members and needs-analysis team members. As and when necessary, involve management and the logistics and finance departments. If feasible and useful, it is also possible to invite key informants to join the discussion. The aim of the discussion is to answer questions listed in **Tool 2**, **Tool 3**, **Tool 5**, and **Tool 6**; and initiate market mapping as outlined in **Tool 4**. The group discussions may take half a day.

The following sections provide some guidance that may help RAM users addressing and answering the questions highlighted in the box above and using **Tools 1-6**.

1.2 What are the key markets for the shock-affected population? (Tools 1, 2, and 4)

RAM users should get an initial overview of the impact of the shock, the area affected, and the needs of the shock-affected population. This information is needed to understand the impact of the shock, and – very importantly – **to identify the commodities and marketplaces the assessment should focus on**. Determining the scope and focus of a RAM can be a challenging task as the situation in the immediate aftermath of a shock is typically marked by a lack of adequate and reliable information. The less reliable data is available to do so, the more assumptions and logical reasoning will have to be used to perform the task.

¹³ In some situations logistics may already be in the process of preparing emergency relief responses before an assessment has even taken place. It is important that the RAM team be aware of such activities.

Step 1 – Defining the scope and content of the assessment

It is necessary to identify the following:

- the key commodities shock-affected households need;
- the quantity of key commodities the shock-affected households need and in what time frame;
- the marketplaces that shock-affected households used to buy the commodities before the shock;
- the marketplaces that shock-affected households use to buy the commodities since the shock;
- issues that could affect shock-affected households' access to marketplaces.

Secondary and primary data can provide lots of information relevant to the aspects listed above, especially in contexts that are affected by frequent shocks. Potential sources are listed below:

- government documents, national statistics office, national crop assessments;
- organizational reports, development programmes, and contingency plans (from management, finance, programme and logistics staff);
- coordination and cluster meetings;
- market and livelihood baseline reports as well as previous needs assessments
- research reports.

Tool 1 provides a list of useful websites for secondary data and background information. It is important to follow-up what other actors in the area are doing and to establish a good information exchange with them. This will also allow RAM users to learn about planned assessments, coordinate efforts, and obtain assessment results before the respective reports are published – remember time is scarce! Keep in mind the reliability of the data you are using.

Tool 2 requires the involvement of all RAM team members and key informants as it is important that everyone has a common understanding of the situation, the questions that need answering and decisions made. This will contribute to a better assessment. At the end of the discussion all the questions should have been considered and, insofar as possible, answered. Follow-up questions for community assessment teams and assumptions should be noted and followed up wherever possible. **Tool 2** provides a summary table that can help focus the RAM team on the volumes required per market. The box below summarizes the data that is critical to the continuation of the RAM.

Tool 4 is recommended for use in Steps 1 and 2 of the RAM. In Step 1 it enables team discussion by providing an initial visualization of the preliminary findings. These preliminary findings are added to in subsequent interviews with market representatives (**Tool 8**) and traders (**Tool 9**). There are many ways to map markets. **Tool 4** provides guidance on how to draw production and market flow maps.

1.3 What financial services are available and accessible? (Tool 3)

Understanding financial services is an important part of identifying appropriate transfer mechanisms (i.e. in-kind or cash-based), if assistance is to be provided. **Tool 3** gathers basic information on the availability and accessibility of financial services. The aim is to develop an understanding of:

The RAM team has to be very clear on which volumes and frequencies of commodities needed by the affected households using the markets will be assessed. This is essential for the use of Tools 8 and 9. This is to enable a realistic conversation with traders on their ability to provide the commodities needed within a certain time frame.

With this in mind, the RAM team should reflect on Section B of Tool 2 (in the annexed Tools section) and discuss the commodities needed by groupings of the shock-affected population in terms of:

1. Which markets are used/ could be used by the affected population
2. Commodity type and quality – to ensure they ask about the same commodity
3. Quantity – to be clear on the quantities needed
4. Frequency of need – the frequency at which the quantity needed will be required
5. Duration – the length of time for which the quantity will be needed at the frequency stated

Therefore, by the end of **Tool 2**, the RAM team should have a similar understanding for their area:

- ↘ 50 kilogrammes per household of short-grain paddy rice every 2 weeks for 3 months for 600 households in District A from market X and Y; or
- ↘ 900 'rabbit' ceramic water filters and replacement ceramic candles every week for 1 month from market Y for households living in District A.

Guidelines for an initial emergency market assessment

Is it always necessary to conduct a full RAM?

In cases of minor shocks that affect only a comparatively small part of the local population, the first step of the RAM may reveal that there is sufficient information on the markets to define an appropriate relief intervention.

In these cases the RAM team could decide to skip the collecting of market information (Step 2) and to proceed directly to analysing the available market information (Step 3).

Nonetheless, the RAM team should still report its findings (Step 4) and implement a monitoring system (Step 5).

Be aware!

Any commodity can be a key commodity. It is important to be aware of the fact that the commodities the people consider to be key in the immediate aftermath of a shock can be very different to the commodities they consider key in 'normal' times. RAM users should make sure they consider this point when identifying the commodities they want to focus on, and should refer to needs assessments or key informants.

- the financial institutions that are present in the area of interest;
- the extent to which the target population uses these financial institutions;
- potential factors that can limit the target population's access to these financial institutions.

The questions should be discussed by RAM team members and representatives from the finance department. When and where it is feasible, key informants may be invited to join the discussion. **Tool 3** can be used to guide the discussion and note the respective conclusions. It is useful to conduct the discussion using mobility maps (this is a technique explained in Tool 7, Table 2).

1.4 Does it make sense to continue the RAM? (Tool 5)

The RAM team needs to decide whether it is necessary and possible to continue the assessment. This decision is based on understanding the needs of the shock-affected people in an area and the accessibility of markets used to cover the needs. **Tool 5** presents a series of questions to assist the decision process and builds on the list of potential markets made in **Tool 2**. It is recommended that the representatives of management and the logistics and finance departments join the discussion with the RAM team. Information from **Tools 2, 3, and 4** are used in this decision.

1.5 What key markets should the assessment focus on? (Tool 6)

If the RAM team decides to go on with the assessment, it needs to determine which markets it wants to assess and which marketplaces it will visit to do so. To prevent confusion during the assessment, no more than four markets (i.e. commodities) should be assessed at a time.

Tool 6 can be used to assist in the selection of the marketplaces to be visited and in summarizing the commodities of interest (commodity type and quantity). It should be used to guide a discussion among RAM team members and, when and where possible, key informants with knowledge about the marketplaces that shock-affected households use.

The RAM team leader should guide the discussion in a participatory manner. They should make sure that the participants account for factors such as size, ease of access, operating frequency, shock affectedness, etc. It is important to note that there are no rules on how to select the marketplaces. Different factors may be of different importance in different contexts. The market maps developed earlier on are a good basis to facilitate the discussion.

How many markets should be visited and how many interviews per market?

The number of marketplaces to be visited is dependent on the size of the team, geographical and logistical constraints (i.e. distances and ease of access), the size/importance of the markets, the number of interviews to be conducted, and the time available. The team should be realistic when estimating the number of marketplaces it can assess and the number of interviews per marketplace. The team should try and agree on a method of identifying interview numbers before starting in order to avoid confusion or problems in Step 2, in the field.

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STEP 2

Collecting market
information

What is this step about?

In Step 2 of the RAM, the RAM team will collect information necessary to obtain a quick and basic understanding of the market situation, with a focus on the key commodities. It provides the team with guidance and tools (**Tools 7-10**) to answer the following questions:

- 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?

How long will it take?

- ↳ Two RAM team members will need up to one day per market.
- ↳ An individual trader interview can be conducted in 30 to 40 minutes and a focus group discussion in 60 to 80 minutes.

2.1 Introduction

Before going to the field, it is recommended to contact the logistics department as they may be able to provide information on important traders (particularly wholesalers) and tell RAM users which of them are worth contacting and which not.

How to go about it?

- **Tool 7** provides guidance on how to conduct interviews and understand the interview forms (**Tool 8** and **Tool 9**). RAM users familiar with PRA techniques can use the interview forms to devise checklists for focus group discussions and mobility mapping techniques to discuss part of the questions.
- Bring copies of the market maps they developed during Step 1 to the field. This will allow the RAM team members to verify, refine, and complete the maps with the traders and informants they interview.
- Ensure that all RAM team members have a summary of commodities needed (type, quality, quantities and frequencies) from **Tool 2** ready for trader interviews.

The following process will collect and compile the information for each of the selected marketplaces:

- interviews with key informants that have a general understanding of the key markets and the marketplace (**Tool 8**)
- interviews with different traders (retailers and wholesalers) that are active in the key commodity markets and the marketplace (**Tool 9**)
- RAM team discussion to debate and summarize the general findings on the marketplace (use **Tool 10**).

The time needed to conduct the assessment depends on the size of the RAM team, the number of marketplaces selected, and the logistical conditions (e.g. transport availability, road conditions). It can be assumed that it takes a team of two RAM users one day to assess one marketplace.

The following section provides some guidance on the process outlined above and the use of **Tools 7-10** that address the questions highlighted in the box above.

2.2 Interviews with market representatives or key informants (Tool 8)

The objective of this initial interview (using **Tool 8**) is to get an overview of the marketplace. Ideally, market representatives would be interviewed, but in their absence, officials or representatives with a broad overview of the local marketplace can be involved, for example:

- local government representatives (e.g. Ministry of Finance);
- representatives of the chamber of commerce, trader associations, etc.;
- community representatives (e.g. traditional authorities, elders).

Tool 8 presents an interview form to guide RAM users. All RAM team members visiting that specific marketplace should be present during these interviews so that they share a common understanding of the context. The tool consists of

Step 2 – Collecting market information

eight sections (A to H). The questions should be self-explanatory but here are a few aspects that are worth mentioning:

- A. *Assessment details*** – Before using the form, note the key commodities to be assessed and respective quantities needed to assist the target population in the area (see Step 1). When arriving in the marketplace note the GPS coordinates as this will allow you to enter the marketplace in a geographic information system (GIS) and map it. Take the telephone numbers of your informants, just in case you have more questions for them in the future.
- B. *Physical impact of the shock on the market*** – Try to get a general impression of how the marketplace has been affected by the shock and note specific consequences. If traders are not able to pursue their business you should find out why.
- C. *Market demand*** – Try to understand whether the shock has had an impact on demand in the market place; has the shock had an impact on the number of people accessing the market; has it led to different people coming to the market; has it changed the demand for the key commodities?
- D. *Market supply*** – Try to understand whether the shock has had an impact on the supply in the marketplace. Have the numbers of wholesalers and retailers changed; how did the overall supply of the key commodities change in the marketplace (in terms of quantity and origin); and how have traders been affected by the shock? Use market maps from Step 1 to help identify the movements of commodities (see F below).
- E. *Market constraints and market response capacity*** – Try to understand whether traders would be able to increase their supply if the demand were to increase and if not, what prevents them from doing so. Try to find out how traders could be supported to increase their supply. Find out whether there have been comparable situations in the past that can tell us something about how traders react in situations like these.
- F. *Mapping commodity flows and supply chains*** – Try to understand whether the market maps you developed in Step 1 are accurate. Refine and complete them if necessary. Market mapping is a repetitive process and more information will be added to the map as more people are interviewed. Use your informant's knowledge to better understand the key commodities and marketplace. If possible, quantify commodity flows, trader numbers, and prices.
- G. *Price information*** – Try to understand whether there are seasonal price variations and find out how (if at all) the shock has affected the prices of the key commodities. Where there have been price changes, ask informants why.
- H. *Contact, comments, and observations*** – Ask your informant for contacts of traders and other informants who can help you understand the markets and the marketplace. See if your informant can help you arrange a meeting.

The questions in the interview form should be self-explanatory and it should be possible to conduct the interview in around 60 minutes.

2.3 Interviews with traders: wholesalers and retailers (Tool 9)

The objective of the trader interview is to get detailed information on the selected key commodity markets, the local marketplace, and the traders present.

Whenever possible, RAM users should triangulate data they obtain from the traders with the information they received during other trader and market representative interviews. The RAM users should interview both:

- ➔ wholesalers (if possible large ones and small ones), and;
- ➔ retailers (if possible large ones and small ones).

Interviews can be conducted individually or in focus groups. Be aware that some traders do not like discussing their business in focus groups, in front of competitors. Whether traders are willing to talk in groups or not has to be determined for each specific context.

While focus group discussions are likely to provide a generalized picture, individual interviews are likely to provide more specific information. In the end both approaches should deliver comparable information. If time allows, it may be a revealing experience to try both approaches. Depending on the time at hand, RAM users may decide to conduct separate focus group interviews with traders of different size or capacities (both for wholesalers and retailers) This can provide a more detailed picture. Where possible, use the market map (from Step 1), or create new maps if needed, to help visualize the information provided.

How many trader interviews do I need to conduct?

The RAM does not state an exact number of trader interviews that should be conducted. This is a highly context-specific decision and should be decided early on in the RAM process so that all team members are clear.

If RAM users find themselves in a marketplace that is supplied by two wholesalers, it is certainly a good idea to speak to both of them, as this will give them the complete picture. If on the other hand there are 150 local traders, interviewing all of them is not possible. In this situation RAM users may decide to categorize them according to their size and capacity and interview two or three traders from each group.

After just a few interviews RAM users should notice that the answers of the traders resemble each other. If this is the case, they are on the right track and can eventually stop interviewing. It will, however, take a few interviews to get to this point.

Tool 9 provides a form to guide RAM users, and consists of six sections (A to F) relating to different aspects of the market and the marketplace, for individual interviews or focus group discussions. Although the questions are self-explanatory, here are a few aspects that are worth mentioning:

- A. *Assessment details*** – Prior to initiating discussions, note the key commodities to be assessed and respective quantities needed to assist the target population in the area (see Step 1). Take the telephone numbers of your informants, just

Step 2 – Collecting market information

in case you have more questions for them in the future. Ask the traders if they are registered (and if so where). This information can be shared and verified with the logistics department at a later time.

- B. *Commodity stocks*** – Try to understand how trader stocks have been affected by the shock, as well as their ability to re-stock. How do trader stocks compare to before the shock; how have their storage facilities been affected; can they still buy supplies from the same sources? Try to obtain an estimate of the number of traders supplying the marketplace. This allows conclusions about the immediate capacity of traders to react to increased demand.

The contact details of traders' suppliers are needed for investigating further up the supply chain. The RAM team can contact these suppliers after the fieldwork to triangulate information collected on supply volumes and capacity to increase supplies (see C below).

- C. *Expandability of commodity stocks*** – Try to understand traders' capacity to increase their stocks and supply. Can the traders increase their supply significantly (50% or 100%); can they do so using their usual suppliers (an indicator of whether an established system is working); are there problems with increasing supply; and are there possibilities to address these problems? When asking these questions, RAM users should refer to the quantities of key commodities that may be needed for the target population. Also, try to assess the trader's impression of the price changes that are to be expected when they increase their orders.
- D. *Access to and provision of credit*** – Try to understand whether the shock has influenced customer and trader access to credit. Did/do customers receive credit from the traders; did/do traders get credit from their suppliers? This allows you to see whether changes in the credit system are a limiting factor.
- E. *Customer behaviour*** – Try to understand traders' opinion on how the shock has affected the behaviour and purchasing power of their customers. Do customers buy the same products and quantities since the shock as before; are customers more dependent on credit? This will allow you to judge how the sales of the traders have been affected.
- F. *Price changes*** – Try to understand how buying and selling prices have changed as a consequence of the shock. How have buying and selling prices changed; and how do prices behave seasonally?

How long does a trader interview take?

A trader interview can be conducted by a single RAM user. It should be possible to conduct an individual interview in 30 to 40 minutes and a focus group discussion in 60 to 80 minutes.

Upon completion of the fieldwork, RAM users should check the contacted traders with the logistics department and see whether they are legitimately registered. This is particularly important for larger wholesalers.

2.4 Debating and summarizing the initial findings (Tool 10)

At the end of the data-collection process in each marketplace, the RAM team members should gather and **discuss the general findings for that marketplace before leaving it**, just in case there are any significant issues that require immediate clarification, and to ensure a common conclusion before presenting the finding to the wider team/team leader. **Tool 10** suggests a series of basic questions to discuss:

- Are traders in the marketplace able to supply key commodities in sufficient quantities?
- What specific assumptions did you make about this marketplace to get to your conclusion?
- What aspects require immediate additional analysis?
- What further information could be gathered to improve the understanding of the markets?
- What market aspects should be monitored to follow the evolution of the marketplace?
- Which informants are worth contacting for additional information?

The results of the discussion should be noted and stored. They will be used during Step 3 to remind the users of their assessment results.





90%

STEP 3

Analysing the market information

90%

What is this step about?

The aim of Step 3 is to determine whether each marketplace has the capacity to supply sufficient quantities of the key commodities for the population using it, and to identify response option recommendations (cash / in-kind / market-based interventions) for later consideration during the response analysis stage. Step 3 provides RAM users with a tool (**Tool 11**), guidance, and a conclusion tree to answer the following questions:

- Are traders in the market operating?
- Are the key commodities available in the marketplace?
- Are the traders able to supply sufficient quantities of the key commodities?
- How are the prices of the key commodities expected to change?

This is an important prerequisite to Step 4, ‘Reporting the findings’.

How long does it take?

- ↳ Half a day to one day is required, assuming that all the relevant information has been collected.

3.1 Introduction

How to go about it?

- The RAM team leader should gather the whole RAM team together and conduct the analysis in plenary discussion. It is recommended that the logistics department join the discussion, as they are usually well informed about the capacity of the large wholesalers. Furthermore, they will be involved in the implementation of any potential relief intervention. This participatory approach guarantees that all team members can express their opinions and concerns, ensures that a maximum of aspects and opinions are weighed and appreciated, and increases the chances of a sound shared analysis.
- The conclusion tree in **Tool 11** will support the RAM team leader in facilitating the analysis, discussions, and decisions needed. The time needed for the group discussion will depend on the number of markets and marketplaces to be discussed, and to what extent marketplace conclusions in Step 2 were completed (using **Tool 10**). However, in general it should be possible to conduct the exercise in half a day to one day.

The following sections provide some guidance that will help RAM users use **Tool 11**, and in answering the questions listed in the box above. This analysis will be required in Step 4.

3.2 A conclusion tree to assess the response capacity of a marketplace (Tool 11)

The conclusion tree in **Tool 11** should guide the RAM team through a process that pushes the team to reach a conclusion on a specific marketplace’s capacity to meet the needs of the shock-affected population in specific key commodities in estimated volumes and time frames. The process has to be repeated for each of the assessed marketplaces. A proposed and detailed step-by-step methodology for the use of the conclusion tree is included in the tool and should be referred to, to ensure a complete understanding of the process.

The conclusion tree should be used in conjunction with the trader questionnaires (**Tool 8** and **Tool 9**) as it guides the RAM team through a series of questions that summarize different sections of the two questionnaires. The conclusion tree refers to questions in the two original questionnaires, so it is useful to have these available for reference. In fact, within the text box of each ‘summarizing’ question is a reference to questions from **Tool 8 and 9** (see below). This is done to assist RAM users in knowing where to look for the information, as and when necessary. Figure 2 gives an example:

Figure 2: Sample box of the conclusion tree – Decision question and reference questions

Are most of the traders in th market operating?

Tool 8: Q2, Q3, Q8, Q9, Q12

Tool 9: Q8, Q14, Q15, Q16, Q21

Step 3 – Analysing the market information

The user of the conclusion tree is eventually taken to a conclusion (in coloured boxes) to the right of the document. The box will contain a conclusion regarding the suppliers' capacity to respond (blue text) as well as a potential response option (italic text), which states whether or not there is potential for a cash-based approach and/or market-based support.

Figure 3: Sample box of the decision tree – Suppliers' capacity and response options



It is acknowledged that making decisions based on basic data from a rapid assessment can be challenging. For this reason, note concerns and assumptions made during the decision-making process and consider the 'bigger picture' and 'wider trends' as opposed to the 'few cases' and 'particularities' that may not be so influential.

After completing the RAM conclusion tree for each market, use the RAM Profile Report (**Tool 12**) in Step 4 to summarize the situation for the key commodity markets and the marketplaces. Do not forget to include assumptions and aspects that will require further analysis.

RAM users should remember that the conclusions reached here are solely based on the assessment of the market situation and that there are other aspects that may influence the final decision on how to respond to the shock. Again, the initial reminder:

In cases of uncertainty RAM users can always recommend a two-pronged approach combining in-kind and cash-based transfer methods. One could weight the relative importance of the two depending on where one believes the uncertainty to be bigger, i.e. is the market more likely to be unable to deliver or is the potential of substituting traders bigger if one provides in-kind. The approach should be flexible enough so that it can be adapted once there is more certainty about the situation.

Be aware!

The choice of the most appropriate response does **not** only depend on the functioning of markets; it may also depend on programme objectives, cost effectiveness and efficiency, administrative capacity, beneficiaries' preferences, or general security conditions and other factors.





175%

STEP 4

Reporting the findings

What is this step about?

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** provides the outline of a RAM report, and pulls together some of the analysis from completed tools, including the application of the conclusion tree (**Tool 11**). The report should also be shared at coordination meetings to support situation and response analysis within the humanitarian community.

How long does it take?

- ↳ Half a day is required, assuming that all the relevant information has been collected.
- ↳ The report should be written as soon as possible to ensure urgent programming response-analysis decisions are made with market data in mind.

4.1 Introduction

The timely submission of the RAM report is required to facilitate the inclusion of market-analysis findings in response-analysis discussions and decision-making. Assessment teams often complain of over-complicated and detailed reporting formats that take too long to complete. This often results in late submission of reports for crucial decision-making. In addition, users of such reports frequently complain of the use of alienating technical language, which can result in either the non-use of assessment findings, or a limited understanding. **Tool 12** includes a simple reporting format that summarizes the main findings and conclusions of the RAM. It should be noted that detailed information relating to the markets, consumer behaviour, etc. is purposefully left out to maintain the simplicity of the report. However, such data should be used for programme design and monitoring purposes depending on the outcome of the response-analysis discussions.

Although the RAM report provides an overview of the markets assessed using the RAM tools, it can also include data from secondary sources. Critical here is an understanding of the markets of influence within accessible reach of the organization's potential beneficiaries.

How to go about it?

- ↳ The report is divided into sections, each section focussing on a specific topic. For example:
 - Section 1: Shock and needs analysis summary;
 - Section 2: Market mapping;
 - Section 3: Market map and trader analysis;
 - Section 4: Conclusions.
- ↳ Include RAM team members in the report-writing process, especially for Sections 3 and 4, which require discussion and consensus. Include staff from logistics and finance and key informants in such discussions as they may have important insights and ideas to share.
- ↳ Guidance for the user is provided in italics, for example: (*'complete the table...'*), and (*'see Tool 11 for potential response options'*). Delete these instructions on finalizing the document.
- ↳ The summarizing table in Section 4 can be expanded with additional information if required. In such an instance, it is recommended to transfer the table into Excel for ease of use.

120%

STEP 5

Monitoring
the evolution
of the markets

What is this step about?

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.

There are a lot of market-related aspects that can be monitored. The most common ones are prices, commodity availability, and quality. Specific aspects to monitor will depend on the context and the relief intervention implemented. This step provides RAM users with guidance and tools (Tool 13, 14 and 15) to answer the following questions:

- How do prices of the key commodities develop?
- Are people able to buy the key commodities they need in the marketplaces?

How long will it take?

- ↳ Monitoring should start as soon as possible after the disaster and continue for the duration of the programme.

5.1 Introduction

Monitoring is the regular collection of specific types of data that inform the programme team about the implementation context. By analysing this data, the programme team is made aware of changes within the programme context. Collected and analysed data is compared to past data trends, averages, or similar events to verify whether there have been significant changes in the prices of commodities, trader behaviour, and capacity to provide the affected population with the commodities they need.

5.2 How do prices of the key commodities develop?

As prices are the outcome of the interaction of supply and demand, they can be seen as a measure of market performance. Prices are monitored to identify deviations from 'norm' or 'average' that may have an impact on the capacity of markets to supply commodities.¹⁴

5.2.1 Monitoring prices

Before RAM users can start monitoring prices, they have to define the commodities, marketplaces, and traders they want to monitor as well as the frequency at which they want to collect the prices.¹⁵

Defining the commodities to monitor

The commodities to be monitored are the key commodities – i.e. the commodities that were assessed during the previous steps of the RAM and, if feasible and available, substitutes thereof.

As the price of a commodity depends on its characteristics, it is necessary to define each of the commodities to be monitored accordingly. Characteristics that can cause price differences include the observable quality, colour, size, condition, and origin.

The characteristics of the commodity to monitor must be well defined to make sure price changes or differences can be attributed to some external factor and are not caused by comparing commodities with different characteristics. A procurement officer from the logistics department may offer valuable insight when it comes to defining commodity characteristics.

Defining the marketplaces to monitor

Ideally all marketplaces that are of direct interest should be monitored. If the available resources do not allow this, it is possible to select a few marketplaces that are representative of the marketplaces of interest. The logistics department and key informants may provide useful insight to make a choice.

Apart from monitoring the markets of direct interest, i.e. the markets used by the target population, it is recommended to monitor some similar markets for reference. Such “counterfactual” markets can give an indication on how prices developed in the absence of a shock or in the absence of the response.

¹⁴ See also FEWS NET, 2009a, p.15.

¹⁵ For detailed guidance on price monitoring see Lentz.

Step 5 – Monitoring the evolution of the markets

In addition, it is useful to monitor prices on the marketplaces supplying the marketplaces of direct interest. This allows you to see if price changes are a local or a more global phenomenon. The logistics department may be a valuable source of information as they typically follow global price trends.

Selecting the traders to monitor

Prices should be gathered from wholesalers and retailers. To ensure consistency and comparability the price data should be collected from the traders over time. Ideally prices should be gathered from 10 retailers and 10 wholesalers in each marketplace to increase representativeness and anticipate potential absences and drop-offs. **Tools 13** and **14** provide simple forms to collect prices.¹⁶ After an initial marketplace visit, RAM users may collect prices by contacting the traders by telephone to save time. However, it is recommended to visit marketplaces occasionally to obtain a first-hand impression of the situation.

Defining the monitoring frequency

Price monitoring should start as early as possible after a shock. The appropriate monitoring frequency depends on the context and available resources. Directly after a shock, markets are likely to change quickly and a high monitoring frequency is recommended (weekly or bi-weekly). Once the situation stabilizes, the monitoring frequency can be reduced, but prices should be monitored at least monthly.

Apart from the frequency, the timing of each monitoring visit to the marketplaces must be defined. Monitoring should be as regular and as consistent as possible (i.e. same weekday and time of the day for each visit).

5.2.2 Primary and secondary data

Prices can be monitored using secondary or primary data. Using secondary data helps to save time and resources. Secondary data should be used whenever feasible. **Tool 15** provides a simple form allowing RAM users to analyse secondary data by asking for:

- the type of commodity that is monitored
- the entity that is collecting the prices (i.e. your source of information for clarifications)
- the names of the marketplaces where the prices are collected
- the number of traders that are contacted to collect the prices
- the unit of measurement for which the prices are collected
- the type of prices that are collected (i.e. farm-gate (i.e. producer price), wholesale, retail)
- the exact specification (characteristics) of the commodity that is monitored
- the frequency at which prices are collected
- the timing of the price collection (i.e. the day, week, and/or month)
- the way the prices are calculated (e.g. simple averages, weighted averages, etc.)

In many cases secondary data will only be available for main marketplaces and RAM users will have to collect primary data for smaller markets. If this is the case, they should adapt their collection methodology as much as possible to the one used for the secondary data to ensure comparability.

¹⁶ In some contexts it is common to 'bargain' – i.e. the selling price is determined through negotiation. If this is the case, traders should be asked for the average price at which they typically sell the commodity.

Secondary price data is available from many sources. The first sources to contact are the logistics and finance departments. They often collect prices to monitor market developments for their own purposes. Contacting them to coordinate monitoring activities avoids duplication and prevents inconsistencies. The box below presents a list of useful external sources for price data.

Some useful sources for secondary price data

National Statistical Office

In many countries the statistical office can provide price data. The United States Department of Commerce provides a website with links to various international statistical agencies at http://www.census.gov/aboutus/stat_int.html

Ministry of Agriculture

In many countries the ministry of agriculture can provide price data on agricultural products.

World Food Programme (WFP)

WFP monitors key commodities and marketplaces in many countries. Their country office is a useful source for price information and so is their website <http://www.wfp.org/content/market-monitor>

Food and Agriculture Organization (FAO)

FAO has online databases with agricultural statistics on various countries at <http://faostat.fao.org> and <http://www.fao.org/economic/ess/countrystat/en/>

Famine Early Warning System Network (FEWS NET)

FEWS NET produces price bulletins for various countries available at <http://www.fews.net>

Regional Agricultural Trade Intelligence Network (RATIN)

RATIN provides market and price information for East Africa at: www.ratin.net

Other actors in the field

There may be other actors present in the area of interest that already monitor some of the markets. Contacting them prevents duplication of monitoring and increases monitoring coverage.

Once the primary price data has been collected it must be organized in a way that allows analysis. The simplest way of doing this is to use an Excel spreadsheet. Excel allows RAM users to organize the data, perform basic calculations (e.g. calculate averages), and devise simple graphic representations of it.¹⁷

5.2.3 Presenting and analysing price data

It is important to view prices in terms of trends over time and not just as discrete isolated values. One simple way to detect price trends and put current prices in perspective is to graph them against historical prices, average prices, and/or reference year prices.¹⁸

Figure 4 shows the prices for regular milled rice for Davao Oriental – a region in the Philippines hit by a typhoon in December 2012. It compares the rice prices in

¹⁷ It is recommended that the data is managed and processed by a single member of the RAM team. This member should have good understanding of Excel.

¹⁸ See for example FEWS NET, 2009b, p. 12.

Step 5 – Monitoring the evolution of the markets

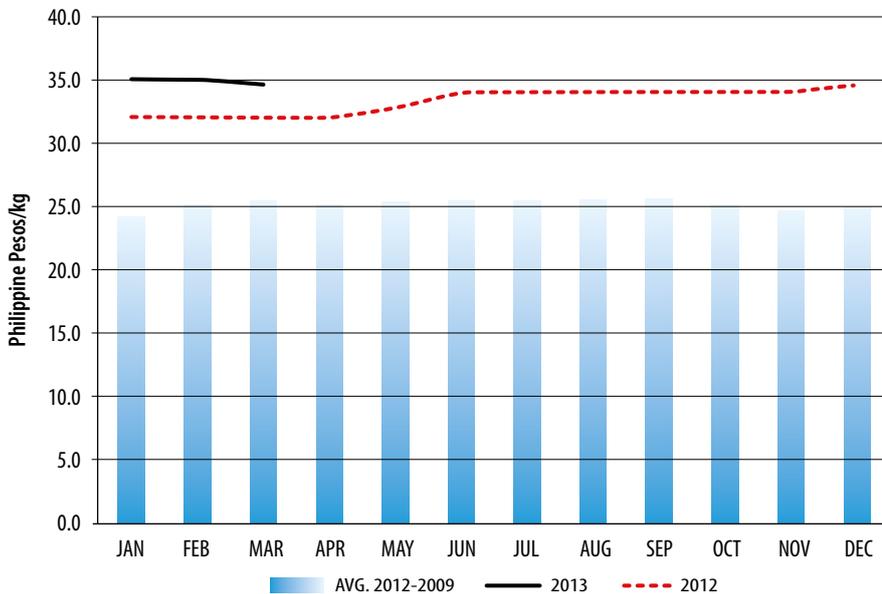
the first three months following the typhoon (January to March 2013) to four-year price averages and the prices of the reference year 2012.¹⁹ The graph allows an investigation of the following questions:

- How does this year (2013) compare to previous years?
- How does this year compare to the chosen reference year?
- How do the price movements compare to seasonal patterns?

One can also compare prices between different commodities in the same marketplace (e.g. rice and maize) or compare prices for the same commodity in different marketplaces (e.g. rice in a shock-affected marketplace and in an unaffected marketplace). Price changes on local marketplaces can also be compared to the price changes on the international markets. The logistics department is usually aware of the more global price developments and is thus a useful source for this information.

When interpreting price increases over time, it is necessary to account for inflation. Inflation is a rise in the general level of prices of commodities in an economy over time. When the general price level rises each currency unit buys fewer commodities – i.e. inflation reduces the purchasing power per unit of money.²⁰ A common way of representing inflation is the Consumer Price Index (CPI).²¹

Figure 4: Nominal retail prices for regular milled rice, Davao Oriental, Philippines, 2009-2013



Bureau of Agricultural Statistics, Philippines, own calculations.

¹⁹ Normally one would take 5-year averages. In the current graph 4-year averages were chosen because the inclusion of 2008 creates a distinct seasonal pattern, which is not visible in other years (the seasonal pattern occurs due to a price spike in May, June, and July of 2008). Moreover, it should be noted that the prices are averages for the entire Davao Oriental region and that not the entire region was affected by the typhoon. If data had been collected for the individual affected areas in Davao Oriental they could have been added to the graph.

²⁰ A common measure of price inflation is the inflation rate – the yearly percentage change in the price that is paid for a standardized selection of commodities (a so-called consumer basket) over time. The consumer basket is a common measure to illustrate the development of the general price level over time.

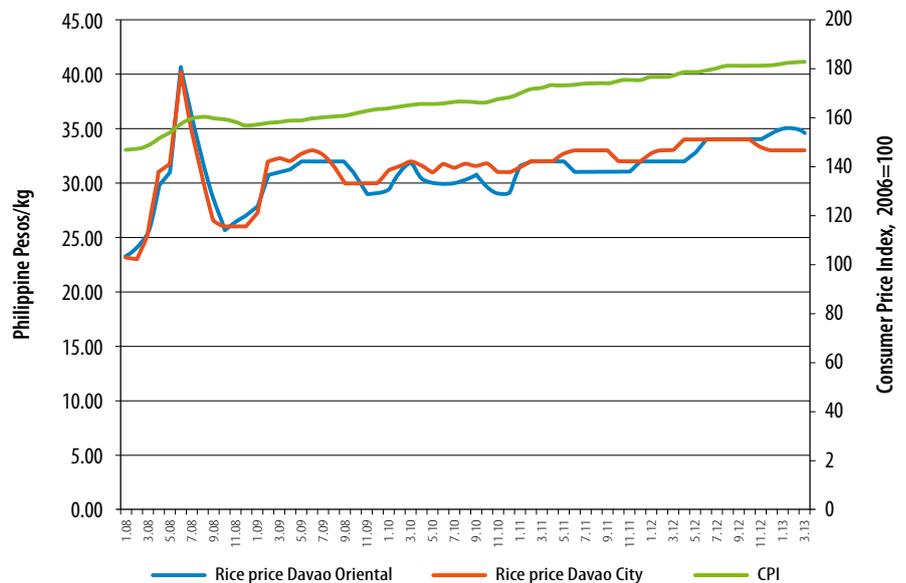
²¹ The CPI is used to illustrate the price changes of a consumer basket over time; it is typically set to 100 for a defined reference year.

The easiest way to compare a commodity price change to the change in the general price level is to plot the commodity prices and the CPI on the same graph as shown in Figure 5 (using a primary Y-axis for the commodity's price level and a secondary Y-axis for the CPI value). The graph shows that since the end of 2009 the price increases for regular milled rice have been more moderate than the increase in the general price level on the national level. The rice price spike in mid-2008 reflects the effect of the global food price crises.

While graphs are a useful tool to illustrate price changes, they do not replace thoughtful analysis. Graphs can be used to help explain a certain argument. Each graph should be complemented with a narrative explanation of what the graph shows. The narrative should answer questions like:²²

- Are the current price trends normal (i.e. regular or close to the five-year average)?
- Are prices following a seasonal pattern?
- What are the implications of price changes (e.g. for household expenditure)?
- To what extent is inflation accounted for in the price trends?
- How are the prices of a commodity behaving in other marketplaces?
- How are the prices different from the prices of other commodities in the marketplace?
- Will demand/supply respond to price changes?
- How are prices expected to change in the near future?

Figure 5: Nominal retail prices for regular milled rice in Davao Oriental and Davao City and the CPI 2008-2013



Bureau of Agricultural Statistics and National Statistics Office, Philippines, own calculations.

The questions should be discussed in the RAM team, with the logistics and finance departments, and with key informants/traders to develop an understanding of the causes and effects of price changes. When interpreting price changes, RAM users

²² FEWS NET, 2009b, p. 15.

Step 5 – Monitoring the evolution of the markets

should remember that prices are influenced by various factors, including: supply and demand; perceptions and desires; costs of production and transportation; storage; the structure of the market; government policy; the macro-economic environment; as well as, in some instances, distortions. It is hence difficult to determine the underlying causes of price changes.

5.3 Are people able to buy the key commodities they need in the markets?

The key question remains whether a market is able to meet the needs of the target population. Table 1 presents some key monitoring questions and methods that can be used to answer them.

Table 1: Core monitoring questions and methods that can be used to answer them²³

Questions	Methods
Are the items the people want to buy available in the market place?	<ul style="list-style-type: none"> • Commodity monitoring • Semi-structured interviews with customers • Semi-structured interviews with traders • Market mapping updates (number of traders, traded commodity volumes, and commodity prices)
How has the traders' activity changed?	<ul style="list-style-type: none"> • Trader monitoring form • Semi-structured interviews with authorities (e.g. market representatives) • Semi-structured interviews with traders • Market mapping updates (number of traders, traded commodity volumes and commodity prices)
How are the prices affecting people's ability to meet basic needs?	<ul style="list-style-type: none"> • Basic consumer basket analysis • Household interviews and focus group discussions
How have the people adapted to the shock?	<ul style="list-style-type: none"> • Household interviews and focus group discussions
What relief responses have been implemented and how have they affected the markets?	<ul style="list-style-type: none"> • Attending coordination meetings • Contact and cooperation with other actors in the area • Semi-structured interviews with authorities in the area

Deciding what indicators, besides commodity prices, should be monitored to get an impression about the functioning of the markets depends on the specific context. Potential indicators can be identified by the RAM users during their initial assessment. The following list gives an idea of potential indicators:

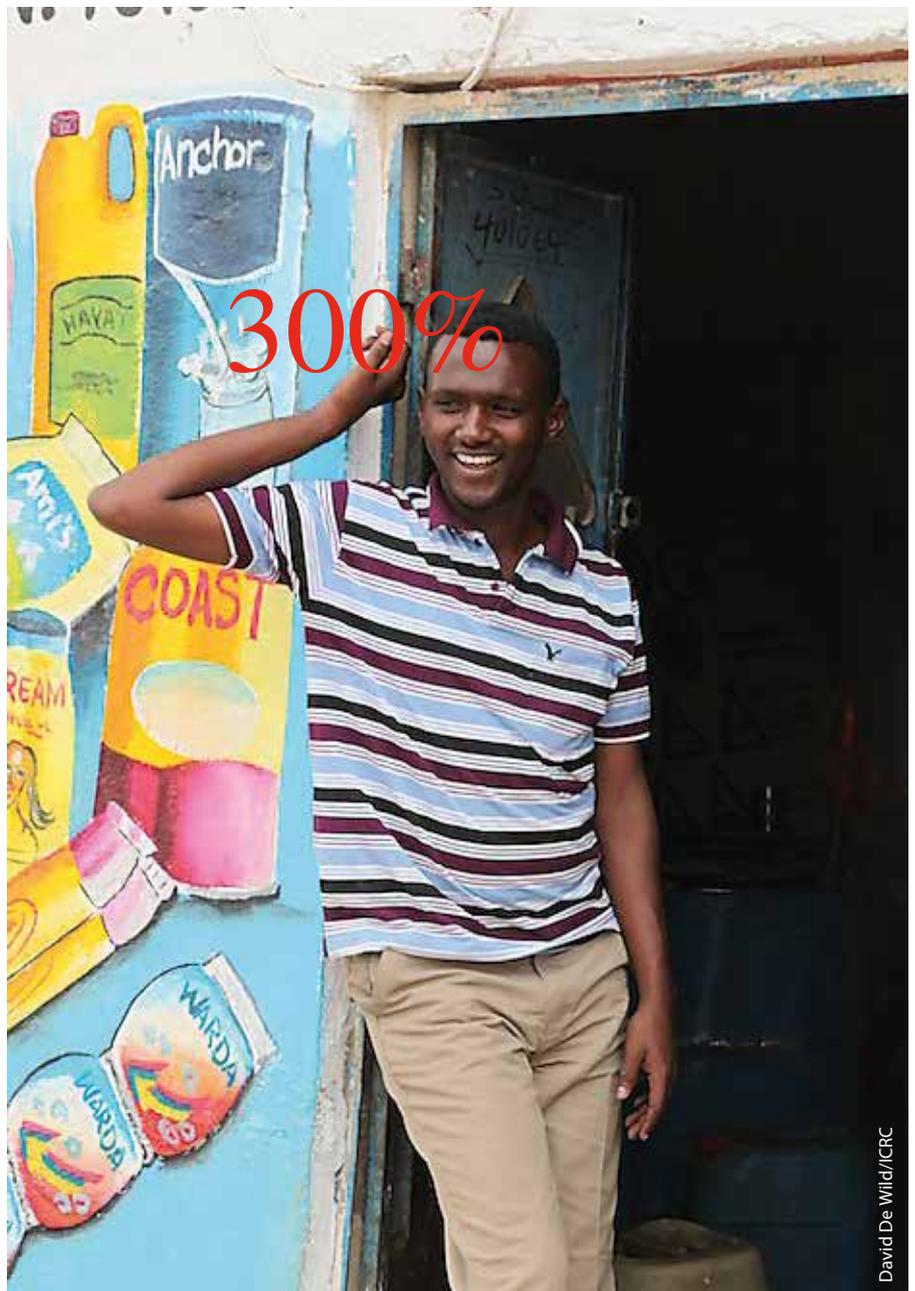
- general availability of the commodities of interest;
- number of traders trading the commodities of interest;

²³ Extracted and adapted from Harvey, 2007.

Guidelines for an initial emergency market assessment

- development of traders' stocks of the commodities of interest;
- physical accessibility of marketplaces and repair of damaged infrastructure;
- population statistics, migration flows and trade statistics;
- transport costs and fuel costs;
- access to credit and variations in interest rates;
- coping strategies.

Market monitoring will not only inform RAM users about eventual changes of indicators, it will also improve their understanding of the general functioning of the markets and allow them to adapt potential relief programmes when and where necessary.



David De Witte/ICRC



**Additional
guidance**

553%

Notes for RAM team leaders

The RAM requires technical oversight from the RAM team leader for a number of reasons, the most significant being the fact that RAM team members are likely to be non-technical staff members, with little or no experience of market analysis or emergency assessments. Therefore, the provision of technical support and an orientation session about the RAM and its objectives and tools will be necessary.

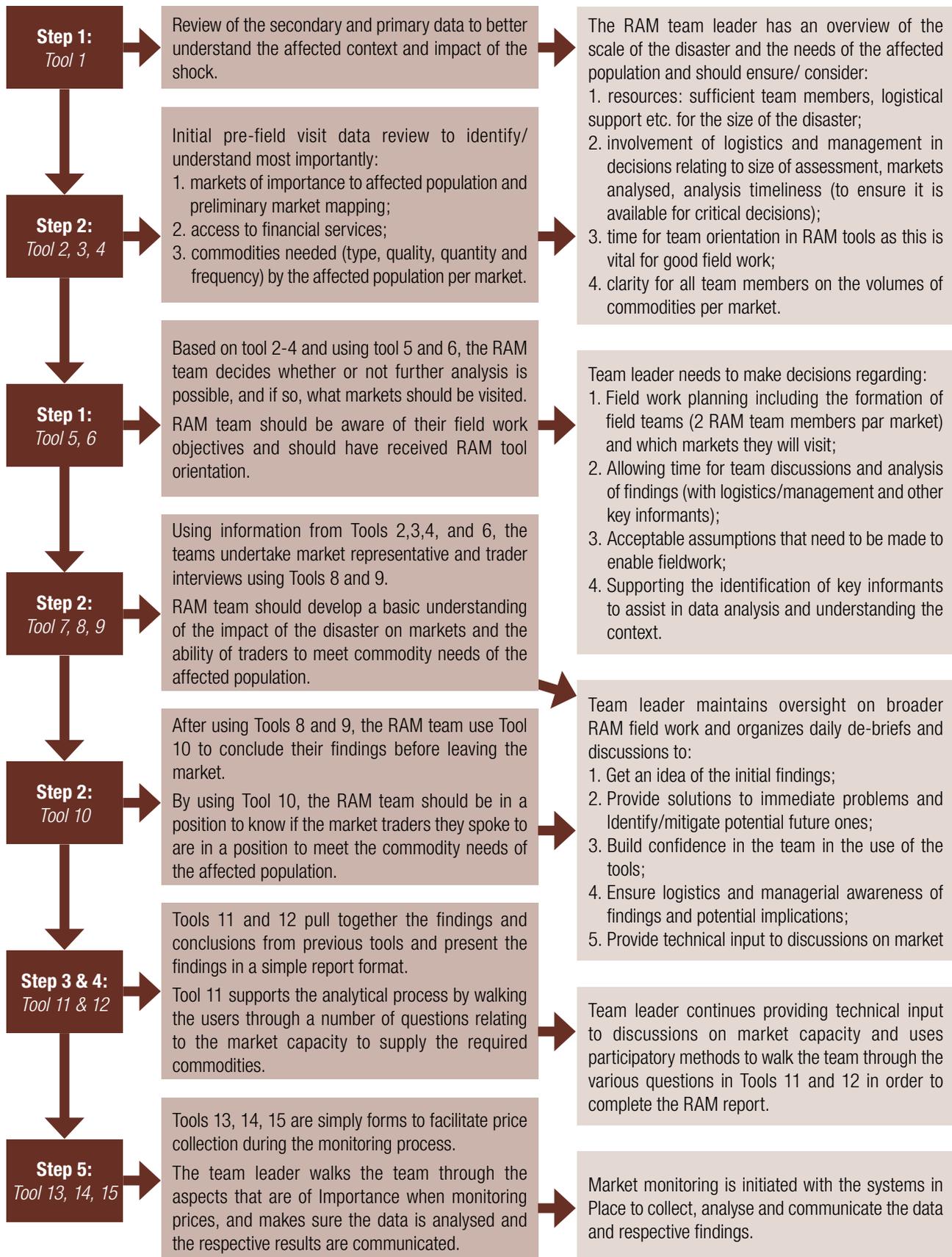
As with all assessments, the RAM requires a leader to ensure that the analytical processes and procedures are followed as closely as possible. Managerial awareness of the RAM as well as the involvement of logistics and finance staff is also important throughout the process, not only to involve staff that may contribute data, but to ensure that staff participating and influencing response analysis are involved. In addition, the conclusions of the RAM could have implications for logistics and finance, especially if cash-based responses are seen as being the most appropriate and feasible. It is therefore also in the best interests of logistics and finance to be part of the RAM.

Within the RAM analytical process, there are a number of aspects that require the team leader's particular attention, including:

1. **RAM team orientation.** Critical for RAM success and the confidence of team members is an orientation session about the RAM tools and processes. Allow at least three hours for this, using the RAM orientation presentation. Problem-solving necessitates innovative thinking, which requires confidence and knowledge of assessments and market analysis. Translate tools needed into local languages and use the glossary to explain any technical language.
2. **Transform the commodities required (types, quantities, quality, frequency, and duration) into a supply question for the traders/wholesalers per market assessed.** Fundamental to the RAM is understanding whether or not the traders in/near the affected area can provide the required commodities for the population that use / can use that market. For this reason **Step 2 is critical**. Some basic principles that must be considered and communicated to the team include:
 - a. The volume of required commodities (especially items that are regularly consumed such as food, water, etc.) **should be broken down into frequencies that are manageable for traders** and also the affected population's requirements: every two or four weeks, for example.
 - b. The **non-affected population will be using the markets too**. Questions relating to market capacity to increase supply to meet the needs to the affected population should take into account the non-affected population's existing/potential demand for the same goods (assuming that these commodities are relevant to them too).
 - c. In situations where all traders say that they can increase supply, but it transpires that these traders all rely on only two or three wholesalers, it is important to **verify the capacity to increase supply with the wholesalers and in turn with their suppliers**. For this reason, contact details of wholesalers are requested in the tools. The team leader will have to verify such supply routes as part of the analytical process.
 - d. Calculate, insofar as possible, **specific supply needs per marketplace**, as this can differ depending on the size of the population using the market and the extent of the damage. If it is calculated that a **specific marketplace** requires 2,000 buckets every two weeks, keep in mind that the required demand (2,000 buckets) can be met by more than one trader. **Increased supply can be a sum of all traders involved** in selling buckets as opposed to just the few traders questioned.
5. **Participatory methods** and inclusive discussions and decision-making can be used if the RAM team have experience in such methods and technical confidence. Such methods are also needed when using **Tools 10, 11 and 12**. See **Tool 7** for guidance on PRA methods. Confidence in making estimations and judgements with scant data is not easy, especially for those with limited technical knowledge. Team leaders should try and facilitate discussions as much as possible, bringing in key informants to assist the consensus-building process that will also build RAM team confidence.

The figure below provides a RAM overview. On the left-hand side of the flowchart are the RAM steps and tool numbers, in the centre the rationale for tool use, and on the right-hand side the implications for the team leader.

Additional guidance



Glossary

The following pages include the words and terms that have been used frequently in the RAM.

Basic needs

Basic needs are all the items that people need to survive. This can include goods and services such as food, water, shelter, clothing, health care, sanitation, and education.

Competition

Competition is the rivalry among traders trying to sell their commodities to consumers aiming at increasing profits, market share, and sales volume. Competition can thus be described as the effort of two or more traders acting independently to gain the business of a third party by offering the most favourable terms.²⁴ In a situation of perfect competition no trader has ‘market power’ – that is the ability to set prices as he wishes. The market forces traders to offer commodities at their market prices. Competition increases the development of new commodities and the greater selection typically lowers prices. The number of traders in a market is often taken as a proxy for the presence of competition: the more traders there are, the less likely it is that one of them is influential (‘big’) enough to influence the market price.

Demand

The amount (quantity) of a particular economic good, item, or service that a group of consumers (or buyers) will want to purchase at a given price. Consumers’ (buyers’) needs and desires must be accompanied by purchasing power (money) to be considered effective in the analysis of demand. Where lack of money is a significant constraint for the target population, the immediate result of cash-based initiatives is usually to increase effective demand.

Focus group discussion

Focus group discussions are organized dialogues with a selected group of knowledgeable individuals in a community to gain information about their views and experiences of a topic. They are particularly suited for obtaining several perspectives about the same topic.

Inflation

A persistent increase in the average price level in the economy. Inflation occurs when prices in general increase over time. This does not mean that all prices necessarily increase, or increase at the same rate, but only that average prices follow an upward trend. Price rises can be caused by emergency-related factors, but they may also be an underlying feature of an inflationary economy.

Market

A market is any systematic structure allowing market actors to buy and sell commodities. This does not only include the way the commodity is produced, transported, bought, and sold, but also the formal and informal institutions, rules, and norms that govern these interactions and the infrastructures that facilitate them.²⁵

The term market, as used in this document, goes beyond the physical location where people buy and sell commodities. To avoid confusion, the term **marketplace** is used for the physical location.

²⁴ http://en.wikipedia.org/wiki/Competitive_market#cite_note-1

²⁵ Adapted from Gerstle & Meissner, p. 2.

Additional guidance

Market actors

All the different individuals and enterprises involved in buying and selling in a market system, including producers, suppliers, traders, processors, and consumers.

Market chain

General term for a supply chain or a value chain: a sequence of market actors who buy and sell a commodity as it moves from initial producer to final consumer.

Market integration

A market system is integrated when linkages between local, regional, and national market actors are working well. In an integrated market system, imbalances of supply and demand in one area are compensated for by the relatively easy movement of goods from other nearby and regional markets.

Market system

See market (above)

Qualitative and quantitative data²⁶

Some assessment methods provide quantitative data and some methods qualitative data.

Quantitative methods are those which focus on numbers and frequencies rather than on meaning and experience. Quantitative methods provide information which is easy to analyse statistically and fairly reliable. Quantitative methods are associated with the scientific and experimental approach and are sometimes criticized for not providing an in-depth description.

Qualitative methods are ways of collecting data which are concerned with describing meaning, rather than with drawing statistical inferences. What qualitative methods (e.g. case studies and interviews) lose on reliability they can gain in terms of contextual validity. They provide a more in-depth and rich description.

Response analysis

Process by which a set of appropriate actions is identified in/after an emergency.

Seasonal analysis

All aspects of a household are influenced by seasonality. Understanding seasonal variations is essential in order to understand the seasonality of crop and livestock production activities (e.g. when crops are planted, harvested and sold).

Supply chain

The sequence of market actors who buy and sell a commodity, product, or item as it moves from initial producers via processors and traders to final consumers. The term 'supply chain' is used particularly when the final consumers are the target population for humanitarian assistance. (See 'value chain' in contrast.)

Triangulation

Triangulation indicates that more than two methods are used in a study with a view to double- (or triple-) checking results. By examining information collected by different methods, by different groups and in different populations, findings can be corroborated across data sets, reducing the impact of potential biases that can exist in a single study.

²⁶ Adapted from <http://www.holab.co.uk/page-detail.php?slug=qualitativeandquantitivedata>

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ANNEXES

Tools section

Tool 1: Gathering secondary information

Secondary data can be collected from a number of locations – from agency development programmes to government documents. There is an increasing amount of information available on websites. Going straight to information bureaus can be faster as there can be a time lag between data collection and website publishing due to data analysis. Finding region-specific secondary data can be challenging.

Table 1 presents some useful websites that can be consulted for secondary data. Government offices (local, district and central) should be contacted first as they typically collect a lot of price data.

Table 1: Useful websites for secondary data and background information

<p>ReliefWeb: For general news and updates on emergency situations (organized by country and sector), maps, OCHA Situation Reports, Cluster Reports: www.reliefweb.int</p>
<p>FEWS-NET: For food-security information, descriptions of livelihood zones and market profiles, data on markets and trade, food security, maps of trade flows: www.fews.net</p>
<p>IPC: The Integrated Phase Classification for Food Security (IPC) for regional food-security information www.ipcinfo.org</p>
<p>MAP-ACTION: For maps and technical information, for example on trade flows: www.mapaction.org</p>
<p>UN OCHA: 'Who Does What Where' – a contact-management directory: http://3w.unocha.org</p>
<p>LOG-CLUSTER: For logistics information relevant to conducting fieldwork, road conditions and travel times, maps and supplier databases (for contacts): www.logcluster.org</p>
<p>UNICEF: For general country-overview information, especially re water and sanitation, health sector, essential household items. Focus on children's needs: www.unicef.org</p>
<p>WFP: For information on food-security issues, CFSVA and CFSAM reports: www.wfp.org</p>
<p>WFP VAM: The Vulnerability Analysis and Mapping branch publishes detailed food-security reports http://vam.wfp.org</p>
<p>FAO GIEWS: For general food price data (the data is usually available for capital and major cities) http://www.fao.org/giews/pricetool/</p>
<p>FAO and FAOSTAT: For reports and data on food production, food security, as well as food balance sheets. See http://www.fao.org and http://faostat.fao.org</p>
<p>Food Economy Group: For Household Economy Analysis (HEA) reports: www.feg-consulting.com</p>
<p>HEA: For Household Economy Approach, Cost of Diet reports http://www.heawebsite.org</p>
<p>HEA Sahel: For HEA reports for Sahel countries: http://www.hea-sahel.org</p>
<p>Livelihoods Connect: For livelihood reports: www.livelihoods.org</p>

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World Bank: For general country information on various subjects (e.g. agriculture, rural development, labour and social protection): <http://data.worldbank.org>

Regional Development Banks: For general country information on various subjects Africa: <http://www.afdb.org> Asia: <http://www.adb.org> Europe: <http://www.ebrd.com> Americas: <http://www.iadb.org>

IOM: For reports relating to the movement of people and shelter needs: www.iom.org

UNHCR: For information on shelter needs and refugee and IDP movements: www.unhcr.org

Microfinance Gateway: For country profiles on micro-finance institutions and credit services www.microfinancegateway.com

SEEP-Network: For web-links to country-specific sites on micro-finance, enterprise development www.seepnetwork.org

BDS-Knowledge: For a library of reports on enterprise development and market analyses www.bdsknowledge.org

UNDP: For detailed reports on development policies and livelihood strategies www.undp.org

Value Chain Development Wiki: For good practice in value-chain development http://apps.develebridge.net/amap/index.php/Value_Chain_Development

Micro-Links: For resources in micro-enterprise development in conflict-affected environments www.microlinks.org/ev_en.php?ID=19747_201&ID2=DO_TOPIC

Adapted from Albu, p. 36.

Guidelines for an initial emergency market assessment

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

A. Geographical area & population size			
Q1: Describe the type(s) of shock (s) <i>(Give a brief description)</i>			
Q2: Name the area(s) affected by the shock(s) <i>(e.g. village, community, or area. Organize a map of the area)</i>			
Q3: What is the population size in the affected area(s)? <i>(Number of households and people)</i>	Total population		Affected population
Q4: How has the size of the population in the affected area changed due to the shock? <i>(If the total size of the population has changed as a consequence of the shock (e.g. due to displaced people coming to the area or leaving it) potential total demand may have changed. Therefore, try to establish the size of the population size before and after the shock and explain the change).</i>			
Q5: List the communities affected by the shock, their population size, and the marketplaces they normally frequent and alternative/close markets. <i>(Try and cluster the communities according to the markets they use)</i>			
Community name	Population size <i>(households)</i>	Name of the marketplace used normally	Alternative/closest marketplace
Q6: In summary, what are the main marketplaces used by the majority of the affected population? <i>(Review data above in Q5 and consider the more popular markets)</i>	Principal marketplaces		Population size they serve <i>(households)</i>
	1.		
	2.		
	3.		
	4.		
5.			

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B. Key commodities for the shock-affected population listed in A (above)			
<p>Q7: What are the four most important commodities needed by the affected population?</p> <p><i>(Note them in order of importance)</i></p>	<p>Q8: How much/many does a typical household need PER DAY/ WEEK/ MONTH?</p> <p><i>(Note quantity per day, week, or month. Where possible use the same frequency)</i></p>	<p>Q9: When are the commodities needed?</p>	<p>Q10: For how long are the commodities needed?</p>
1.			
2.			
3.			
4.			
<p>Q8: Of the main marketplaces listed in Section A, are these commodities normally available and have they been available since the shock?</p> <p><i>(List market names and locations. If a specific market is used for a particular commodity, please note this down.)</i></p>			
<p>Name of marketplace</p> <p><i>(From Section A)</i></p>	<p>Commodities available normally (i.e. before the shock)?</p> <p><i>(Specify: yes, no, not sure, only sometimes, seasonally, only some commodities [specify which ones], etc.)</i></p>	<p>Commodities available since the shock in the same quantities as before the shock?</p> <p><i>(Note which commodities are available. If commodities are not available explain WHY - i.e. are there supply problems (e.g. low supply and high prices) or demand problems (e.g. lack of money)?)</i></p>	
1.			
2.			
3.			
4.			
5.			
<p>Q9: Based on past experience (past shocks and responses), secondary data, and key informants, is it likely that these marketplaces will be able to supply sufficient quantities of the key commodities?</p>			
<p>Name of the marketplace</p> <p><i>(From Section A)</i></p>	<p>Likely or unlikely to supply sufficient quantities</p> <p><i>(Mark if likely or unlikely)</i></p>	<p>Comments</p> <p><i>(Add comments that may need further investigation during trader interviews)</i></p>	
1.			
2.			
3.			
4.			
5.			

Guidelines for an initial emergency market assessment

Q10: Are there baseline or post-shock assessments for any of the markets or marketplaces mentioned?

(If YES, please note the markets and/or marketplaces as well as the assessment)

Q11: Have the households been able to access these marketplaces since the shock?

(Note YES or NO for every market and if the answer is NO, explain WHY not)

Name of the marketplace <i>(From Section A)</i>	Able to access? <i>(Mark Yes or No)</i>	If not able to access, why not?
1.		
2.		
3.		
4.		
5.		

Q12: Are there security, ethnic, gender or other social issues that can affect access to marketplaces?

(Note YES or NO for every market and if the answer is YES, explain WHAT and WHY. Note that there can be social issues like old age and difficulties for certain wealth groups.)

C. Summary of potential marketplaces to visit and commodity types, volumes and frequencies per market to assess

Based on all the above information of population size, access to marketplaces, and commodity availability, list and describe potential marketplaces to assess in the RAM.

(Note that this is a potential list, further discussions will take place using Tool 6)

Name of the marketplace	Marketplace location	Frequency of operation	Distance to the marketplace	Means of transport to access	Time to get there	Cost to get there
1.						
2.						
3.						
4.						
5.						

Annexes

Based on all the above information of population size, commodities requested, and frequency and duration of need, list commodities needed per marketplace to be assessed in the RAM.

(Note that this is required for application of the RAM)

Name of the marketplace	Commodity requested by affected population		Frequency	Duration	Number of households	Comment
	Type	Quality				
1.						
2.						
3.						
4.						
5.						

Additional comments

Tool 3: What financial services are available and accessible?

<p>Q1: Where do people get cash? <i>(Note the 4 most common sources in order of importance (e.g. include bank, post office, hawala representative, mobile phone service, remittances offices, etc.))</i></p>					
1.					
2.					
3.					
4.					
Other services:					
<p>Q2: What percentage of shock-affected households has access to these services? <i>(Estimate and note the respective percentage for each financial service in the box to the right)</i></p>					
					1.
					2.
					3.
					4.
<p>Q3: Overall, what percentage of shock-affected households can access at least one of the above (or other) financial services? <i>(i.e. what percentage has access to one of the mentioned identification systems)</i></p>					
<p>Q4: How do people identify themselves to access financial services? <i>(e.g. passport, identity card, with help of a guarantor, etc. Note the identification means that are most commonly used.)</i></p>					
<p>Q5: Describe the 4 key financial institutions households used before the shock in terms of accessibility.</p>					
Name of the institution	Location of the institution	Distance	Means of transport to access	Time to get there	Cost to get there
1.					
2.					
3.					
4.					

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Q6: Are households able to access the financial institutions since the shock?

(Note YES or NO for each of the 4 most common institutions and if the answer is NO, explain WHY not)

Name of institution	Able to access? (Yes/No)	If not, why not?
1		
2		
3		
4		

Q7: In general, are there security, ethnic, gender, or social issues that affect access to the institutions?

(Note YES or NO for each of the 4 most common institutions and if the answer is YES, explain WHAT and WHY)

Name of institution	Able to access? (Yes/No)	If not, why not?
1		
2		
3		
4		

Q8: Have other organizations implemented cash-transfer programmes in the past using the financial institutions mentioned?

(Note YES or NO and if the answer is YES note which organizations have used what financial institutions)

Name of institution	Name of organization that has used it

Tool 4: Drawing market maps

Market maps are used in Steps 1 and 2 of the RAM. Markets can be mapped in different ways. Common to all market maps is that they need to be simple and easy to interpret. Thus, RAM users should focus on aspects that are important for the market system and play a role with respect to the shock and a potential relief intervention.

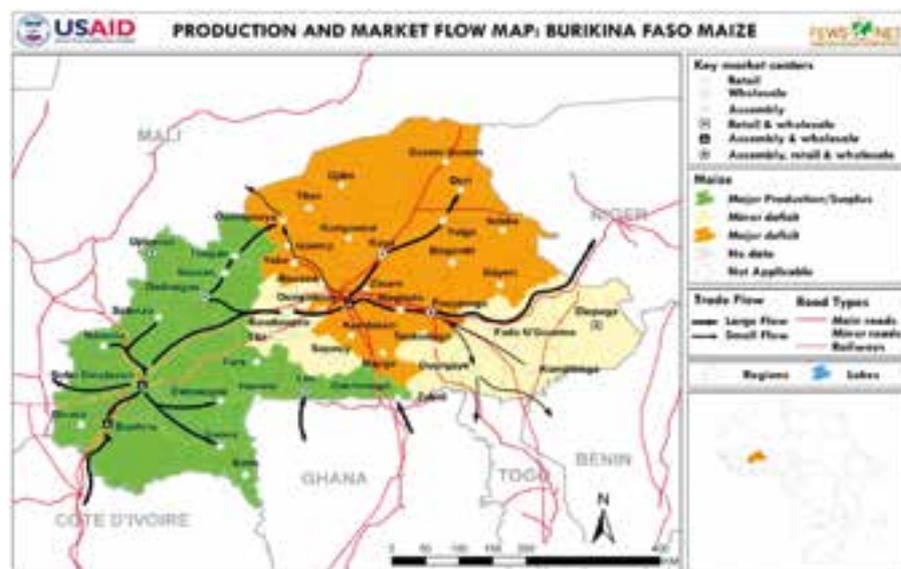
Two types of market maps are introduced here: Production and Market Flow Maps; and Market System Maps.

A. Production and Market Flow Map

A Production and Market Flow Map is a useful tool to represent commodity flows. It describes the geographic flows and points of exchange (marketplaces) for a commodity from the region in which it is produced to the region it is consumed – i.e. the target region.

An easy way of drawing up such a map is to use an official geographical map of the target region and draw the physical commodity flows directly onto it. The map reveals the movements of a commodity from surplus to deficit areas indicating the relevant marketplaces. If sufficient information is available the map can be used to illustrate local or regional differences in commodity volumes and prices.²⁷ Different sizes of trade flows and marketplaces can be illustrated by different sizes of arrows (for flows) and dots (for market places). Figure 1 shows a production and market flow map established by FEWS NET for the flows of maize into Burkina Faso.²⁸

Figure 1: FEWS NET production and market flow map



When conducting a mapping exercise, RAM users can add anything they judge to be important to the map. They should, however, make sure that all aspects are

²⁷ For detailed information on how to map a Production and Market Flow Map see FEWS NET, 2009b.
²⁸ The example should eventually be replaced by an example from a RC/RC context.

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documented sufficiently so that they can remember the meaning of all they noted when they are back in the office and have to discuss the findings.

Once the maps have been discussed and finalized by the RAM team to illustrate the aspects of importance with respect to the recent shock and the functioning of markets, the RAM team should devise a refined and focused map. They should only depict the most important aspects on the final map. Crowded maps are often confusing and counterproductive.

The table below gives some examples of aspects that can be of importance when it comes to a production and market flow map to illustrate the consequences of a recent shock.

Table 1: Aspects that can be indicated on a production and market flow map

Role of the market: e.g. retail marketplace; wholesale marketplace; assembly marketplace.

Main type of actors: e.g. retailers; wholesalers; assemblers; producers.

Type of marketplace in terms of geography: e.g. local marketplace; regional marketplace; national marketplace; cross-national marketplace.

Market size (trade volume): e.g. small; medium; large (possibly with estimation of trade volumes).

Trade obstacles: Potential trade obstacles can be indicated by symbols that are explained in a legend (e.g. road blocks, toll stations, etc.).

Functionality after the shock: Non-functioning; partially functioning; functioning.

Distances and access times: You can note the distances and times to travel between marketplaces.

Transport means available: You can indicate the transport means that are available.

Production and market flow maps can reveal how well stocked the marketplaces of interest are with the key commodities the shock-affected population need. They can also be used to indicate shock-related interruptions of these flows. RAM users should establish such a map for each of the commodities they assess as they are useful means to focus the discussions around marketplaces and commodity flows. They should refine the maps during the different steps of the RAM. Market mapping is an iterative process!

B. Market System Maps

Market systems can be graphically represented by three linear components: the market chain; the supporting infrastructure and services; and the external environment.

Market system mapping is done in two steps: The first step consists of mapping the market system as it functions during ‘normal times’ – i.e. in the case of a shock, one would start by mapping the system as it functioned before the shock. These maps are called baseline maps.

The market chain is the central feature of any Market System Map. It is a 'chain' of market actors who exchange, buy, and sell commodities, thus 'moving' them from the producer all the way to the consumer. A market chain illustrates the actors of a market system and the trade relations between them. RAM users can identify a market chain for a commodity by answering the following questions:

- Who are the market actors who deal with the commodity and what do they do?
- How many actors of each type are there?
- How does the commodity move in the market chain?
- How large are the volumes traded between the different types of market actors?
- How does the selling price change throughout the value chain?

The supporting infrastructure and services are the second feature of a Market System Map. Mapping the crucial infrastructure and services and linking them to the actors using them reveals the former's role in making the market system efficient and accessible.

The external environment is the third feature of the Market System Map. Mapping the norms, rules, regulations, issues and trends that have significant influence on the market environment in which the market actors operate reveals the framework of the market.

The second step of market system mapping is to account for the effects of the shock on the market system – i.e. how has the shock affected the different market actors and the exchange between them; how has it affected the infrastructure and services the market actors depend on; and how has it affected the framework of the market system. Signs and symbols can be used to indicate market actors, components, and connections that have been partially or completely damaged. The extent to which this damage affects the functioning of the market system can be illustrated by noting changes in the number of actors. It is important that the symbols used are well explained and used consistently. This map can be called a shock map.

Figure 2 presents a generic baseline map for a fictitious market system and Figure 3 a fictitious generic shock map. The two maps together allow RAM users to illustrate the consequences of the shock on the market systems by comparing the situation before the shock with the situation after the shock.

RAM users should develop preliminary Market System Maps in Step 1 of the RAM. This will help them to decide which market actors and key informants they should meet. The maps will help them during their interviews. The RAM users should update their maps throughout the RAM process as new market information becomes available. Again, mapping is an iterative process.

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Figure 2: Market system in ‘normal times’ (baseline map)

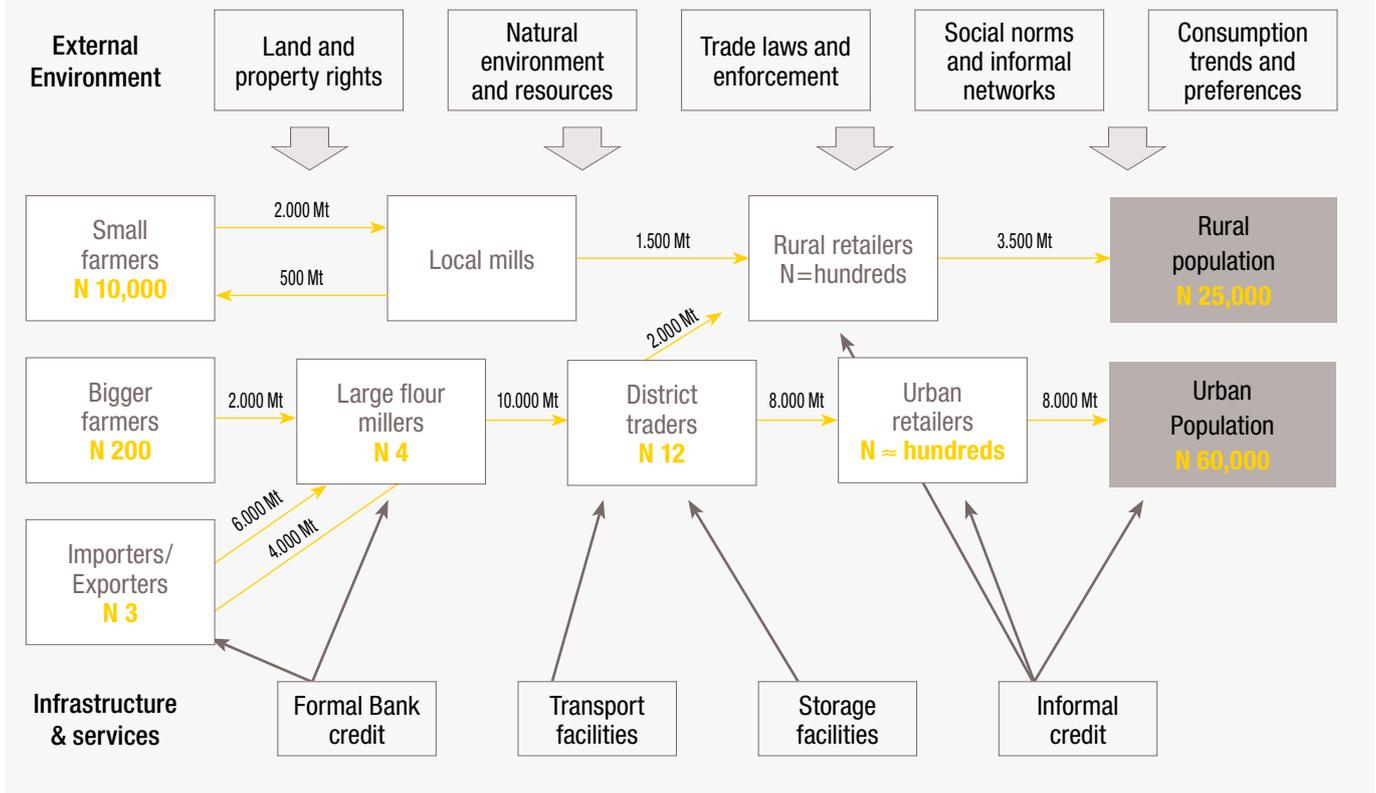
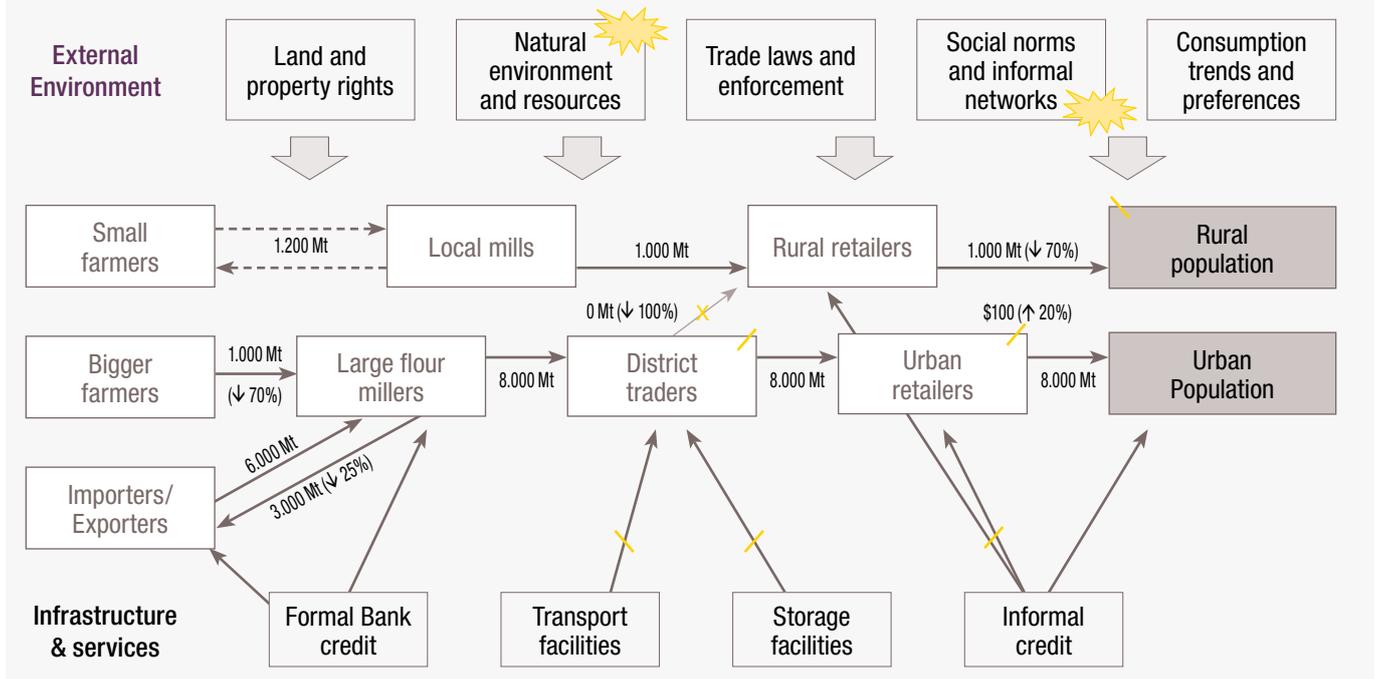
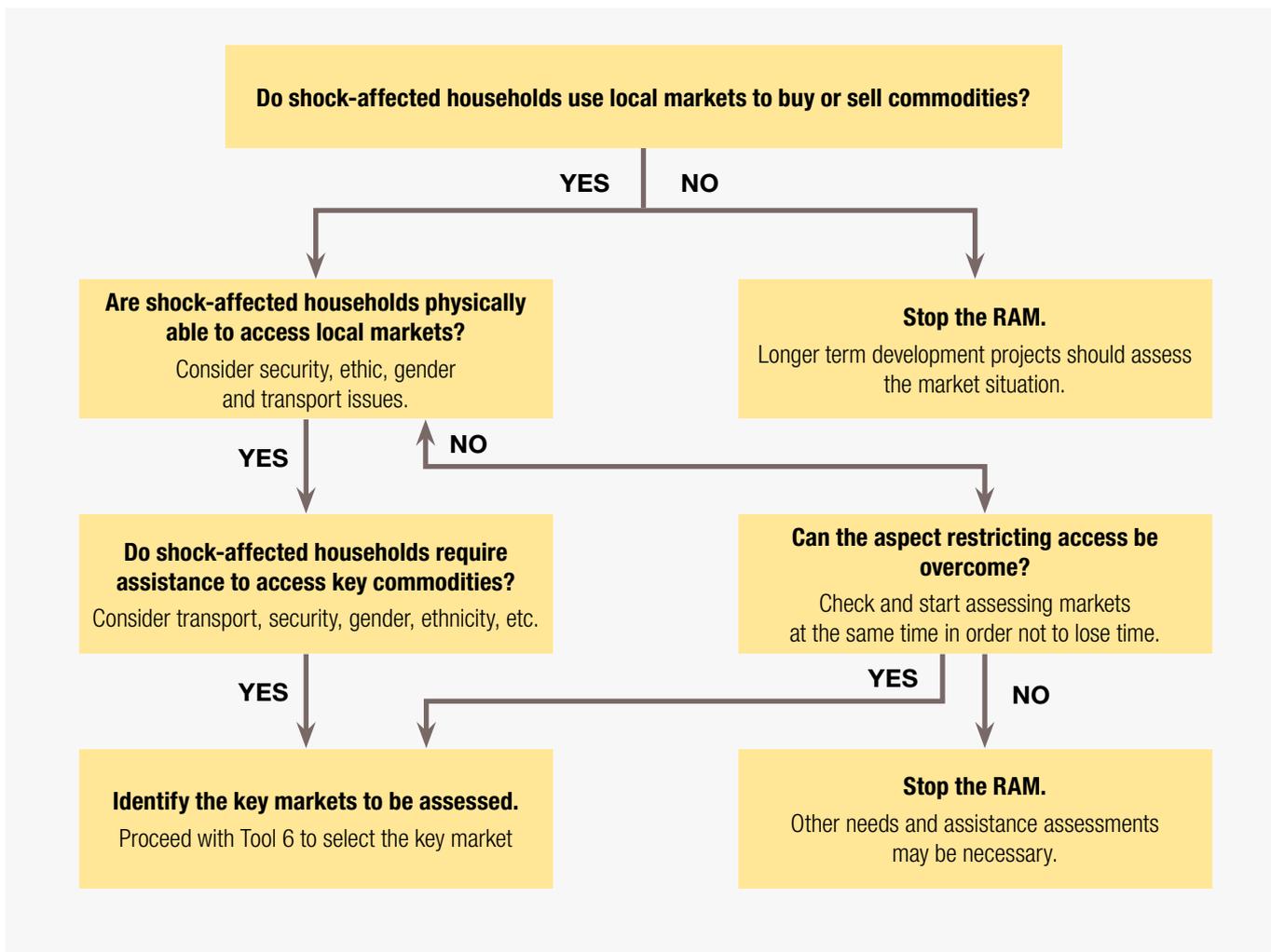


Figure 3: Market system after the shock (shock map)



Tool 5: Continuing the RAM or not

The following decision tree helps the RAM team to discuss and decide whether, based on the information at hand, it is appropriate to continue the RAM or not.



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Tool 6: Key marketplaces the assessment should focus on

<p>1. Decide on the number of markets that can feasibly be assessed <i>(Take into consideration logistics, time available, distances, RAM team numbers)</i></p>					
<p>2. List all the marketplaces that are of importance for the shock-affected population. <i>(Use information from Tool 2 and Tool 4.)</i></p>					
<p>3. Select a number of representative marketplaces from the list above. <i>(Account for factors such as size, ease of access, operating frequency, shock affectedness, etc. and explain each choice)</i></p>					
<p>4. List all marketplaces that are important suppliers of the marketplaces listed above. <i>(Conduct a brainstorming)</i></p>					
<p>5. Select a number of representative marketplaces from the list above. <i>(Account for factors such as size, ease of access, operating frequency, shock affectedness, etc. and explain each choice)</i></p>					
<p>6. List the selected marketplaces and the reason for their selection. <i>(Have a final discussion and make sure everybody agrees on the importance of the selected marketplaces)</i></p> <table border="1"> <thead> <tr> <th>Marketplace</th> <th>Reason for selection</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> </tbody> </table>		Marketplace	Reason for selection		
Marketplace	Reason for selection				
<p>7. If the team has the capacity to assess additional marketplaces, it can look at some reference marketplaces. That is, marketplaces that are similar to the marketplaces used by the shock-affected households or to those that supply the latter but that have not been affected by the shock. <i>(Note potential reference markets below and explain which marketplaces they can be a reference for)</i></p>					

Tool 7: Recommendations for conducting interviews

Users without previous experience in conducting interviews may want to consult the following table to improve their chances of obtaining good quality information.²⁹

Table 1: General recommendations for conducting interviews

Prepare for your interviews

Make sure you are familiar with the interview form and understand its purpose. You should understand all the questions and know where and how to fill in the answers.

Introduce yourself and the purpose of the interview

Introduce yourself, who you work for, what you would like to talk about and why. This will allow the informant(s) to prepare themselves for what is coming. State clearly that you are here to learn about the impact of the recent shock on specific commodity markets to see whether or not the local population is able to buy these key commodities in sufficient quantity.

Address your interviewees in an appropriate manner

Adapt your interview style to your interviewee (e.g. someone you know or a stranger). Be polite and friendly. Be prepared to explain questions in more detail if your interviewee does not understand them right away and use local language and examples to explain.

Adapt your questions and interview style to your interviewee

Try to get an idea of who your interview partner is and what type of information you can expect from him. If you want to interview a trader and see that he is very busy, it may be better to ask him for an interview at a time that is convenient for him, otherwise you may have to limit your interview to a few precise questions.

Make sure you ask for descriptions and explanations

If the interview form asks you to ask for descriptions, explanations, or justifications, do so. Simple Yes- and No-answers are often only of limited use during the analysis that follows. The explanations of your interviewee(s) allow you to understand the context and give you the possibility to cross-check and verify consistency.

Cross-check your information

If you want reliable information you must interview several people on the same subjects. This gives you the possibility to compare their answers and increases the chances that you get a good picture of the 'real' situation.

You must also verify information during an interview. If you ask complex questions you should reformulate the answer of your informant and ask him whether you understood him correctly (e.g. So you say that... "...").

Be aware of the interview environment

Make sure you interview people in an environment in which they feel at ease to talk. Traders may not want to talk in front of their customers and you may want to ask them if they prefer a more private environment than, for example, their shop.

Be alert, flexible, and spontaneous

Do not be too constrained by the interview form. If you hear something of interest that is not asked for in the interview form, note it and make sure to discuss it during the later RAM team discussions.

However, as you do have to collect the information requested by the interview form you should nonetheless make sure that the discussion stays on track – it can be difficult to find the balance. If the discussion drifts away, be alert and try to bring your informant back to the topic you are interested in. If you do not obtain the information by directly asking for it, ask from another angle. Always make sure your informant(s) understood the question.

Observe

Questions are not the only way to obtain information. Observation can bring you a long way and it can be a very good way to verify oral information.

RAM users planning to use PRA techniques should consult the tables below before going to the field.

²⁹ For more information see for example: ICRC & IFRC, 2008, p. 45; IFRC, 2007b, p. 30; and Albu, p. 111.

Table 2: Basic PRA techniques³⁰ for consideration in the RAM**Semi-structured interviews**

Semi-structured interviewing is a guided interviewing technique in which the interviewer knows exactly what questions ultimately need to be answered. This information is not obtained through a pre-defined list of questions but by using flexible, open-ended ones. Interviewers commonly use checklists as aids to ensure all topics are covered in the interview. The interviews appear to be informal discussions but are actually carefully controlled and structured.

General tips for semi-structured interviews

- Finish enquiring into one topic before moving on to the next. Follow the conversation's flow, keeping track of aspects that can be followed up later.
- Ask follow-up questions. Questions should be linked to the answer of the previous question. Listening to answers is important.
- Only ask questions to which the informant can be expected to know the answer to or have a valid opinion about.
- Keep track of the story you are being told. Is it consistent? Clarify inconsistencies.
- Cross-check as much as possible, by asking the same question in different ways and/or comparing different people's responses.
- Evaluate the interview afterwards. How well did it go? Do results seem reliable? How could tools and techniques used be improved?
- As you do more interviews, identify knowledge gaps before each interview, to become alert to seeking answers to those questions.

Ranking

When used in a participatory manner, ranking is used to gauge people's perception of the importance of a topic by evaluating it against a set of pre-determined criteria. Commonly a score is allocated to the item being valued against the criteria. The criteria used would be established either externally or by the group undertaking the ranking exercise.

Ranking can be useful because it:

- can be used in assessments to understand the relative importance of sources of food, income, coping strategies and so on, and humanitarian responses and development priorities
- enables cross-checking and the challenging of other information and opinions.

Proportional piling

Proportional piling allows participants to score or weight the value of an item, service, activity, or resource against a pre-determined aspect. It uses percentages, and although it does not provide accurate quantification, it can illustrate the relative importance of more than one variable (e.g. the relative importance of growing tomatoes and onions as cash crops in terms of household income).

Mobility mapping

Mobility maps depict the main places people go to and the significance of those places. A mobility mapping exercise analyses where people need to go to attain certain services. It includes an analysis of which social groups attend which places and why these places are important. This information should be depicted in the map. Mobility maps can also include information about movement-related factors such as distances, travel time, travel cost, and means of transport. These can be depicted using symbols or numbers.

³⁰ Adapted from Oxfam GB Rough Guide 1.5: Assessment Methodologies: PRA.

Table 3: General recommendations when using PRA techniques and PRA principles

Sampling

Prior to going to the field you must select the marketplaces you want to visit. The sampling of the marketplaces is an important process that needs to be conducted with care. You should discuss within your organization and with key informants about appropriate candidates. Consider aspects like access and infrastructure; village characteristics; and type of people using the marketplaces. You should then make a purposive selection of marketplaces that comes as close as possible to covering the different aspects (maximum variance).

Techniques

Within the RAM, the techniques suggested are mapping and focus group discussion (FGD). Mapping is a good technique to start work with a group of people as it involves several participants and stimulates discussion and enthusiasm. It allows you to clarify your intentions. Once the people are aware of your intentions you can then switch to FGDs for more detailed information. Make sure you have your interview forms or checklist form ready.

Rapport-building

The very first step when meeting people in the field is to establish a rapport (i.e. relationship) with them. You should prepare yourself as much as possible: consult the secondary information you collected and learn about the population and area you are going to visit (e.g. cultural, ethnic, and historical background).

On meeting the people, greet them in their own language. Find a neutral place to meet and ask for a convenient time to meet. Once the meeting starts, ask the meeting participants to introduce themselves and then introduce yourself and explain the purpose of your visit. When people are ready, explain your first question in a clear and concise way and let them discuss the answer. Continue, always making sure all participants get a chance to express themselves.

At the end of the meeting, thank the participant for their time and inform them about possible follow-up activities.

Material required

Make sure you bring your interview forms and any market maps for verification, comparison, and refinement.

Mapping can often be done on the ground and using objects to hand for illustration. The advantage is that your drawing surface is less restricted. If you choose this option, you should make sure to bring a camera so you can take a picture of the final product to take away.

Mapping can also be done on paper. If you choose this option bring along flipchart paper so you have enough drawing space, and coloured markers so you have enough options to depict different issues.

The choice of the material depends on the context. Choose accordingly.

Documenting the process

It is important to document the process of each exercise (i.e. FGD or mapping). Note the marketplace where you conducted the exercise; who participated in the exercise; make sure you have a proper legend for your market maps (so you understand their meaning once back in the office); and the context of the exercise (this will allow you to put things in perspective once you compare the information collected from different marketplaces).

There are five basic principles underlying all PRA activities, regardless of their intended outcomes.

- 1. Participation:** PRA relies heavily on stakeholders' participation, so tools and techniques need to be designed to involve participants as both information sources and partners in data collection and analysis. Providing feedback to the community is key to fulfilling this principle.
- 2. Flexibility:** Techniques used should be appropriate to the context of analysis (e.g. literacy levels). The context and key aspects being investigated should also determine team composition in terms of technical area and applied tools.
- 3. Teamwork:** The team needs to be made up of people who reflect the topics investigated and can work together. While one member is leading a discussion, another teammate can note responses while another observes behaviour.
- 4. Optimal ignorance:** This is key to reducing bias and determining a complete understanding of the situation. Assumptions and bias will contribute to findings and conclusions that do not truthfully reflect participants' opinions.
- 5. Systematic:** PRA data tends to have low statistical relevance (given its largely qualitative nature and relatively small sample size). However, there are ways to improve the data's validity and reliability. These include systematic sampling based on community stratification (e.g. by geographic location or relative wealth), and cross-checking data using a number of collection techniques (e.g. using a final community meeting).

Annexes

Tool 8: Discussion with market representatives or key informants

A. Assessment details			
Name of interviewer			
Date of interview			
Name of market			
GPS coordinates of the marketplace			
Type of marketplace <i>(e.g. local/district/regional/urban centre)</i>			
Frequency of market days <i>(e.g. daily/weekly/monthly)</i>			
Key commodities of interest in the assessment <i>(Note the key commodities to be assessed)</i>		Quantities of the commodity needed in the area <i>(Note the respective quantities you determined in Step 1)</i>	
1.			
2.			
3.			
4.			
Observations from travel to the marketplace <i>(Time needed, obstructions, trade flows observed, etc.)</i>			
B. Physical impact of the shock on the market			
Q1: How significantly has the market infrastructure been affected? <i>(Infrastructure includes buildings (stands or stalls, shops, store rooms, etc), and roads or pathways (to, from or through the marketplace) (Tick the respective box)</i>			
Completely damaged	Severely damaged	Slightly damaged	Not damaged <i>(go to Q3)</i>

Guidelines for an initial emergency market assessment

Q2: Can you describe the type of damage and the effect this is having on the marketplace?

(Note the answers and explanations)

Q3: Are the traders able to continue their business as usual?

(Note the answer and if it is 'no' ask why traders are not able to operate as usual)

C. Market demand

Q4: Where do the people who come to the marketplace come from?

(i.e. from which communities, villages, towns, etc.)

Before the shock

Since the shock

Q5: How has the number of people coming to the marketplace changed since the shock?

(If number has changed, try to estimate the percentage change)

Decreased by

No change

Increased by

Q6: Can you explain why more / fewer people are accessing the market place since the shock?

(Note the explanation. Possible prompts: physical access, other markets destroyed, security, etc.)

Q7: Has the demand for the key commodities changed since the shock?

(Note the answer for each of the key commodities selected in section (A), and – if applicable – ask why demand has changed)

Commodity name

Change in demand?
(yes/no)

Explanation

Annexes

D. Market Supply

Q8: How has the number of wholesalers supplying the key commodities in the marketplace changed since the shock?

(Note how the number has changed for each of the key commodities selected in section (A))

Commodity name	Number before shock	Number after shock

Q9: Has the number of retailers supplying the key commodities in the marketplace changed since the shock?

(Note how the number has changed for each of the key commodities selected in section (A))

Commodity name	Number before shock	Number after shock

Q10: Is the market supplying the same amount, more, or less of the key commodities since before the shock?

(Note the commodity names and determine the change for each of the commodities assessed and tick the respective box)

Commodity name	Current supply compared to pre-shock supply				
	Same as pre-shock supply	More than half of pre-shock supply	Half the pre-shock supply	Less than half of pre-shock supply	No more supply

Q11: Where did the key commodities come from before the shock, and where do they come from since the shock?

(Note where each of the key commodities selected in section (A) came from before the shock, and after if it has changed)

Commodity name	Source(s) before shock	Source(s) after shock

Q12: How has the shock affected the traders in the marketplace?

(Note the answers. Possibilities include: reduced demand, no supplies, damaged infrastructure, price increases, transport problems, security problems. Ask for an explanation of the answer.)

--

Guidelines for an initial emergency market assessment

E. Market constraints and market response capacity

Q13: If households were given money, could traders supply them with the key commodities?

(State yes, mostly, hardly, no, or don't know for each commodity according to answer given, and ask why. Note the explanation for each commodity.)

Commodity name	Can traders supply? (Mostly, hardly, no, don't know)	Explanation

Q14: What are the 3 main factors which make it difficult for wholesalers to continue their business as normal at the moment?

(Note the answers in order of importance. Distinguish between the size of wholesalers if necessary.)

1.

2.

3.

Q15: What are the 3 main factors which make it difficult for traders to continue their business as normal at the moment?

(Note the answers in order of importance. Distinguish between the size of retailers if necessary.)

1.

2.

3.

Q16: How could the supply of key commodities be supported to improve the current situation?

(Note what would be needed and for how long)

Q17: Have there been similar shocks in the past, and if so, how has the marketplace been affected by them?

(Note the event, when it took place, how it compares to the current shock, and how long it took markets to recover)

Annexes

F. Mapping commodity flows and supply chains (Do only if you have a good informant and sufficient time)

Q18: Can you help us to draw a map which shows where the commodities in your marketplace have come from?

(Use the copy of the geographic map to indicate the respective commodity flows)

Q19: Can you help us to verify and complete market system maps for each of the key commodities?

(Use Tool 4, and separate pieces of paper per commodity. Try to get estimates for number of traders, trade volumes and prices.)

G. Price information

Q20: How does the price for each key commodity normally change during the year (as the seasons change)?

(Note for each commodity and month whether prices are typically high (H), normal (N) or low (L))

Commodity name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Q21: What has happened to the prices of the key commodities since the shock?

(Note the answer for each commodity. If your informant can indicate the actual price change, note it.)

Commodity name	Price went up	Price	Price went down	Do not know

Q22: Are there key commodities that experienced particularly large price changes? Why do you think this is?

(Note the commodities, ask how much the price changed, and ask why. Note that this may be for a commodity not selected in section A.)

H. Contact, comments, and observations

Q23: Can you think of any people that can help us to get a better understanding of the market?

(Ask for names, contact details, and help to arrange meetings.)

Retailers:

Wholesalers *(do not have to be present in the marketplace itself):*

Authorities, associations, etc.:

Others:

Q24: Any additional comments and observations

Tool 9: Discussions with traders (wholesalers/retailers)

A. Assessment details					
Name of interviewer					
Date of interview					
Name of market					
Type of marketplace (e.g. local/district/regional/urban centre)					
Frequency of market days (e.g. daily/weekly/monthly)					
Key commodities of interest <i>(Note the key commodities to be assessed)</i>		Quantity and frequency of commodity needed <i>(Note the respective quantities you determined in Step 1)</i>			
1.					
2.					
3.					
4.					
Observations from travel to the marketplace <i>(Time needed, obstructions, trade flows observed, etc.)</i>					
Name and position of interviewee <i>(Note role in the business if this is not clear from position)</i>	Name of business	Type of trader <i>(wholesaler/retailer)</i>	Type of commodity or commodities traded	Telephone	Registered (YES or NO)
Where and how do traders register?					

Annexes

B. Stocks (refer to market system maps, update/renew if necessary)

Q1: Where do you normally buy the key commodities?

(For each key commodity selected in Section A note the location, suppliers, and contact details. Note that the trader may not supply all of the key commodities being assessed.)

Commodity name	Location of supplier(s)	Supplier name(s)	Contact details

Q2: Where do you typically store your stock?

(Note the type(s) and location(s) of the storage)

--

Q3: Has your storage been affected by the recent shock, and if so, how?

(Note the answer, ask how it has been affected and note the explanation)

--

Q4: What quantities of the key commodities do you presently have in stock and how does this compare to the quantity you would normally stock at this time of the year?

(Note the answer for each key commodity; make sure you note the units, and note the reason for different stocks. Note that trader may not stock all 4 key commodities.)

Commodity name	Quantity in stock now	Quantity in stock normally	Reason for difference (if any)

Q5: Are you still able to get the key commodities from your usual sources after the recent shock?

(Note Yes or No for each of the commodities and if the answer is NO, ask WHY not and note the explanation)

Commodity name	YES/NO	Explanation (if no)

Guidelines for an initial emergency market assessment

Q6: How often did you re-stock the key commodities before the shock, and has this now changed? What quantities of the key commodities did you buy each time before the shock, and has this now changed?

(Note the answers for every key commodity for the situation before and after the shock. For frequency note whether it is/was daily, weekly, monthly, etc. For quantity note unit – e.g. kg, sacks, crates, etc.)

Commodity name	Frequency of restocking		Quantity restocked each time	
	Before Shock	Now	Before shock	Now

Q7: Are there other reliable suppliers you can buy the key commodities from?

(Note for each key commodity YES or NO, if the answer is YES, ask WHO and WHERE they are and note the answer)

Commodity name	Yes/No	If yes, who <i>(note contact if available)</i>	Where <i>(location)</i>

Q8: How many traders of your 'size' are supplying this marketplace?

(Note the number of traders. If the trader seems knowledgeable ask him about the number of smaller/bigger traders.)

--

C. Expandability of Stock (refer to market system maps, update/renew if necessary)

Q9: If demand for the key commodities were to increase, how long would it take you to get additional stocks to meet this demand?

(Note the number of days, weeks, or months. Make sure you note the unit of measurement.)

Commodity names	Time taken to respond	
	If demand increases by 50%	If demand increases by 100%

Annexes

Q10: Could you use your existing suppliers to get the additional supplies of key commodities?

(For each key commodity note the answer and if answer is no, ask why not)

Commodity names	Yes/No	Explanation

Q11: Could you use other suppliers to get the additional supplies of key commodities?

(For each key commodity note the answer)

Commodity names	Yes/No	Details of alternative supplier <i>(if known)</i>

Q12: What are the 3 main factors that may make it difficult for you to increase your supply of key commodities?

(Note the 3 factors for each of the key commodities in order of importance)

Commodity name	Factors making it difficult to increase supply

Q13: How could these factors (mentioned in question 12, above) be addressed?

(Note the answers for each factor which makes it difficult to increase supply)

Commodity name	Factors making it difficult to increase supply

Q14: How do you think the price you have to pay would change if you were to increase the quantity of the key commodities you order from your suppliers, and why?

(For each of the key commodities note the answer (INCREASE, DECREASE, NO CHANGE) if possible specifying how big the change would be, and note the explanation)

Commodity name	Increase	Decrease	No change	Explanation

Guidelines for an initial emergency market assessment

D. Access to and provision of credit (refer to market system maps, update/renew if necessary)**Q15: Before the shock, did you give your customers credit? How many and with what conditions?***(Note the percentage of customers who received credit, how long credit was given for, and the criteria they had to fulfil)*

% of customers receiving credit	How long before credit must be repaid	Criteria for customers to obtain credit

Q16: Do you still give your customers credit now, after the shock? How many and with what conditions?*(Note the percentage of customers receiving credit, how long credit is given for, and the criteria they have to fulfil)*

% of customers receiving credit	How long before credit must be repaid	Criteria for customers to obtain credit

Q17: How much money do you estimate customers owe you today?*(Note the answer and specify the currency)***Q18: Did your suppliers give you credit before the shock, and how much?***(Note the amount and currency, for how long the credit was usually given, and what the criteria were to obtain credit)*

Number or percentage of suppliers giving credit	How long before credit must be repaid	Criteria for traders to obtain credit

Q19: Do your suppliers still give you credit now, after the shock?*(Note the amount and currency, for how long the credit is usually given, and what the criteria are to obtain credit)*

Number or percentage of suppliers giving credit	How long before credit must be repaid	Criteria for traders to obtain credit

Q20: How much money do you owe your suppliers today?*(Note the answer and specify the currency)*

Annexes

E. Customer behaviour

Q21: Are customers buying more or less of the key commodities since the shock? How much more or less?

(For each key commodity, note how much more or less of the commodity is being purchased – include the unit, e.g. cups, kg, etc.)

Commodity name	Same	More	Less

Q22: Why do think the demand of your customers has changed as described above?

(For each key commodity, note the explanation)

--

Q23: Have your customers asked for other commodities since the shock? What are they?

(Note the answer and if it is YES, ask for what commodities demand has increased)

--

Q24: Why are they now asking for these commodities? *(For each new commodity demanded, note the explanation)*

--

Q25: Has demand for credit changed since the shock?

(Find out whether more customers want credit now, and whether the value of the credit demanded by customers has changed; if possible, quantify the change as a number or percentage; cross-check with the answers in the credit section)

Demand for credit	Increased / decreased / stayed the same <i>(if applicable, specify by how much it has changed)</i>	Why?
Has the number of customers asking for credit changed?		
Has the amount of credit that customers demand changed?		

Guidelines for an initial emergency market assessment

F. Price changes

Q26: How have the prices you pay to purchase the key commodities from your suppliers changed since the shock?

(For each commodity note the current buying price, the price before the shock, and the price this time last year)

Commodity name	Unit	Current price	Price before shock	Price last year

Q27: If the prices you pay to purchase the key commodities from your suppliers have changed since the shock (Q26), why is this?

(Note explanation for each key commodity that changed in price)

Commodity name	Explanation for purchase price change

Q28: Have you changed the prices you charge for the key commodities since the shock?

(For each commodity note the current selling price, the price before the shock, and the price this time last year)

Commodity name	Unit	Current price	Price before shock	Price last year

Q29: If you changed the prices you charge for the key commodities since the shock (Q28), why is this?

(Note explanation for each key commodity that changed in price)

--	--	--	--	--	--	--	--	--	--	--	--	--

Q30: How does the selling price for each key commodity develop during a year (seasonality)?

(Note for each commodity and month whether prices are typically high, normal or low)

Commodity name	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

G. Was this a good informant/focus group? (Note any observations after the interview)

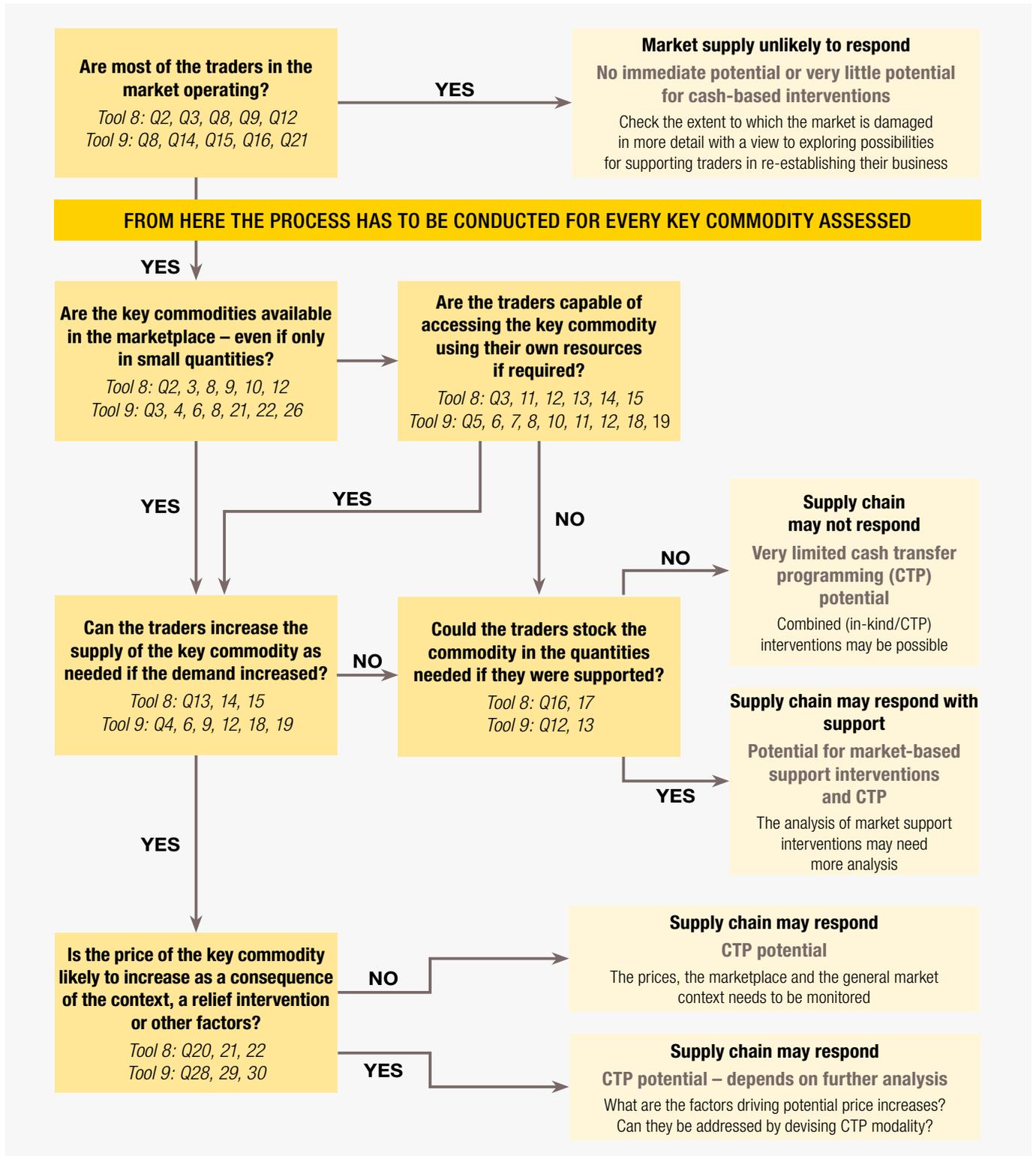
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Annexes

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

Name of the marketplace
<p>Are the traders in this marketplace able to supply the key commodities in sufficient quantities within the time frames required? <i>(Discuss the question in the RAM team and note the conclusion and justification)</i></p>
<p>What specific assumptions did you make about this marketplace to get to your conclusion? <i>(Note any assumptions you were required to make to come to the above conclusion)</i></p>
<p>What aspects require immediate additional analysis? <i>(Note questions that still need answering in order to finalize the assessment)</i></p>
<p>What information should be gathered in addition to get a deeper understanding of the markets? <i>(Note questions that may be interesting for further investigation at some later stage)</i></p>
<p>What market aspects should be monitored to follow the evolution of the marketplace? <i>(Note all aspects and how they can be monitored)</i></p>
<p>Which informants are worth contacting for additional information? <i>(Note subject, informant's name, and contact information)</i></p>
<p>Comments about the quality of the information:</p>

Tool 11: Conclusion tree to assess market response capacity



Tool 12: Reporting format

RAPID ASSESSMENT FOR MARKET REPORT

(INSERT DISTRICT, COUNTRY, SHOCK TYPE AND YEAR)

Report author:

Position / Job title:

RAM team members and positions:

.....

.....

Report date:

Section 1: Shock and needs analysis summary

Type(s) of shock:	
Date(s) of shock(s):	
Date of RAM assessment:	
Affected areas assessed:	
Total population in affected area: <i>(Number of households and people)</i>	
Affected population within affected area: <i>(Number of households and people)</i>	
Average household size: <i>(Source of information)</i>	
Location of affected population: <i>(IDP/ stationary in homes, etc.)</i>	
Markets assessed:	
Number of traders (wholesalers and retailers) and market representatives included in assessment:	
Commodity type(s), volume(s) and duration requested by shock-affected population <i>(quantity, frequency and duration and any quality specifications if necessary)</i>	

Section 2: Market mapping

2.1 Market maps, geographical location of markets in relation to shock-affected population

The diagram below illustrates the location of local and influential markets within, and close to the affected area, and their geographical proximity to the shock-affected population.

Insert a basic map that illustrates the GEOGRAPHICAL location of the markets. See Tool 4 for guidance on mapping.

Highlight the locations of the shock-affected population and markets visited and include a key so that the user can easily identify the key markets, roads, location of the affected populations etc. Make sure you include information on the impact of the shock on the markets using the symbols suggested in Tool 4.

2.2 Commodity market maps

The commodity market maps below illustrate the movements of key commodities to the markets near the affected populations – from wholesaler to trader and finally to consumer.

Insert the maps that illustrate the market chain. Advice on how to do this is available in the Tool 4. If you have one map that represents all the commodities, make sure this is clearly stated.

If you can illustrate data on prices, volumes and number of traders, please illustrate this on the market maps or in a table.

Include a key so that the user can easily identify the types of traders/actors in the supply chain. Make sure you include information on the impact of the shock on the markets using the symbols suggested in Tool 4.

Section 3: Market maps and trader analysis

After reviewing the maps (above) and information collected using the RAM tools, the following conclusions can be made:

1. The impact of the shock on physical access of the affected population to their markets.
(Outline the impact of the shock on market access – what has changed in consumer and trader behaviour? Are such changes long term?)
2. Affected households' purchasing power/demand and changes in consumer behaviour.
(Does the shock-affected population have the financial means to purchase the food and non-food commodities they need? If so, what percentage/ proportion of their needs can they meet themselves? Relate to information collected in Step 1 of the RAM.)
3. The impact of the shock on the supply chain of food and non-food commodities required by the affected population.
(Using data from Steps 1 and 2 of the RAM, outline in what way the supply chain has been affected by the shock. Outline any changes in consumer or trader behaviour as a consequence.)

Annexes

4. The capacity of retailers and wholesalers to increase their supply in order to meet increased demand for food and non-food commodities and related price implications (if any).
(Reflecting on Step 2 of the RAM and the key commodities requested by the shock-affected population, reflect on whether or not traders in markets will be in a position to respond to demand. If there are any implications for price changes, please outline what they are and what the consequences would be of such changes. Be mindful of wholesaler capacity, transport, warehousing and credit issues that may need addressing to enable this.)
5. Changes in the types (quality) and quantities of commodities demanded by traders and households (if any).
(If the shock has affected household and trader preference for certain commodities – in terms of quality, volume and frequency, outline this here.)
6. The impact of the shock on prices of food and non-food commodities.
(Reviewing price data (secondary and primary), outline the impact of the shock on prices and the consequences of such changes.)
7. Opportunities for market-based interventions to support market rehabilitation.
(Reflecting on the market mapping exercises and interviews with traders, what interventions could support trader capacity to increase supply, when would they be required and for how long?)
8. Market-related considerations that urgently require attention or further analysis (using the MAG or the RAM Monitoring Tool 13, 14 and 15) should any programming / advocacy take place.
(This can include concerns regarding issues of trader or beneficiary security, diversion, government policy, high levels of beneficiary or trader debt, wholesaler monopoly, etc.)
9. Assumptions, difficulties and challenges faced in the assessment that users of the RAM report must be aware of.
(This can include assumptions made in the data collection and analysis and reflections on data reliability.)
10. Implementation experience in the area and related lessons learned, and activities planned or being implemented by other agencies.
(Applying lessons learned from past emergency programmes can benefit future interventions and influence decisions. If any information is available from secondary data reviews etc., then this should be included here. Knowing what other agencies are planning on doing can also influence decision-makers, especially when cash programmes or market-support interventions are planned.)

Section 4: Conclusions

Table 1 (below) summarizes the markets analysed and the potential response options for consideration during response analysis.

Table 1: Summarizes all the markets analysed (by the RAM team and wider community of practice) and provides comments for use during response analysis.

- *Additional markets can be added if more than four were assessed. In such cases, transferring this table to Excel may be useful if a large number of markets were assessed.*
- *Additional information can be added to the table, such as implementation time-frames, lag times, seasonal considerations, etc. In such case, transferring the table to Excel may be more appropriate to facilitate use.*
- *Where possible, data from other agencies undertaking market analysis should be included. This will reduce duplication of data collection and support coordination efforts.*
- *Reviewing the results of the application of Tool 11 (the Conclusion Tree), state what potential response options are recommended.*

Commodity required by the shock-affected population	Markets with potential for an increase in supply for each commodity including where additional trader support is required				Market capacity to respond to increased demand	Potential response options for further discussion and analysis
	Insert market name	Insert market name	Insert market name	Insert market name		
					<ul style="list-style-type: none"> • Market supply unlikely to respond • Supply chain may not respond • Supply chain may respond with support • Supply chain may respond 	<ul style="list-style-type: none"> • No or very limited immediate potential for cash-based responses • Very limited cash transfer programming (CTP) potential • Potential for market-based support • interventions and CTP • CTP potential + monitor • CTP potential BUT with more analysis

Annexes

Tool 13: Retail price collection form

Market name:

Location:

Date/time of collection:

Currency used:

		Retailer 1		Retailer 2		Retailer 3		Retailer 4		Retailer 5	
Name											
Telephone number											
Commodity	Specification	Unit	Price								
1)											
2)											
3)											
4)											

		Retailer 6		Retailer 7		Retailer 8		Retailer 9		Retailer 10	
Name											
Telephone number											
Commodity	Specification	Unit	Price	Unit	Price	Unit	Price	Unit	Price	Unit	Price
1)											
2)											
3)											
4)											

Comments and observations:

Tool 14: Wholesale price collection form

Market name:

Location:

Date/time of collection:

Currency prices listed in:

		Wholesaler 1		Wholesaler 2		Wholesaler 3		Wholesaler 4		Wholesaler 5	
Name											
Telephone number											
Commodity	Specification	Unit	Price								
1)											
2)											
3)											
4)											

		Wholesaler 6		Wholesaler 7		Wholesaler 8		Wholesaler 9		Wholesaler 10	
Name											
Telephone number											
Commodity	Specification	Unit	Price	Unit	Price	Unit	Price	Unit	Price	Unit	Price
1)											
2)											
3)											
4)											

Comments and observations:

The Fundamental Principles of the International Red Cross and Red Crescent Movement

Humanity

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality

In order to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence

The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary service

It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity

There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality

The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.



ICRC

The International Committee of the Red Cross (ICRC) is an impartial, neutral and independent organization whose exclusively humanitarian mission is to protect the lives and dignity of victims of war and internal violence and to provide them with assistance. It directs and coordinates the international relief activities conducted by the Movement in situations of conflict. It also endeavours to prevent suffering by promoting and strengthening humanitarian law and universal humanitarian principles. Established in 1863, the ICRC is at the origin of the International Red Cross and Red Crescent Movement.

www.icrc.org



The International Federation of Red Cross and Red Crescent Societies promotes the humanitarian activities of National Societies among vulnerable people.

By coordinating international disaster relief and encouraging development support it seeks to prevent and alleviate human suffering.

The International Federation, the National Societies and the International Committee of the Red Cross together constitute the International Red Cross and Red Crescent Movement.

www.ifrc.org