



INTRODUCTION TO MARKET BASED PROGRAMMING IN EMERGENCY WASH

In May-June 2020, PRO-WASH, the Global WASH Cluster and CaLP co-organized a webinar series on *Introduction to Market Based Programming (MBP) in Emergency WASH*. Recordings and powerpoint presentations from this series are available on the [FSN Network](#) in [English](#), [Spanish](#), [French](#), and [Arabic](#). The objective of this introductory webinar series was to provide an overview of core concepts and examples of how MBP can support WASH outcomes particularly in humanitarian settings. This includes using market analyses to improve the effectiveness of WASH interventions, adjusting the amount included for WASH in multipurpose cash due to increased needs for hygiene practices during COVID-19, and ensuring monitoring of both markets and the key WASH indicators when using market-based approaches.

Presenters offered case studies from Jordan, Zimbabwe, Colombia, Peru, DRC, Haiti, Lebanon, Yemen, and Syria with diverse WASH examples; ranging from multipurpose cash, including for WASH, vouchers specifically for hygiene items to market support and development. Following each of the webinars, participants completed a follow-up survey, which was aimed at both identifying barriers to implementation of market-based programming, as well as, helping to narrow priorities for future support and learning in this area. A few of the key takeaways from this series, as well as, additional technical resources and responses to frequently asked questions from participants can be found below.

KEY MESSAGES FROM PRESENTATIONS

- “Market Based Programming (MBP) covers all types of engagement and interventions within market systems, ranging from actions that deliver immediate relief to those that work towards proactively strengthening and catalyzing local market systems or market hubs”¹. Within WASH programming, MBP can range widely such as:
 - Cash and Voucher Assistance for hygiene items such as soap, menstrual hygiene products, chlorine for household water treatment, and water transport and storage containers, and/or for water and sanitation services;
 - Supporting markets through providing technical support or training, small grants/loans to WASH service providers and generating demand for the products/services among consumers;
 - Improving secondary WASH market services, such as through improving access to financial services, adequate storage and transport of WASH products, or road rehabilitation to improve market access.
- All WASH activities interact with markets regardless of manner in which aid is provided to households and communities. A recommended starting point for all WASH interventions is a [market analysis](#) alongside traditional WASH assessments in order to inform the intervention to reduce harmful effects on local economies and to boost local economic recovery. WASH market planning and implementation should at minimum integrate a “do no harm” approach, which ensures that demand is not undermined and local businesses supplying WASH products and services are not negatively affected by the aid modalities.
- Adaptations during COVID-19 to reduce the risk of disease transmission are key. Resources are available to help guide you, such as this video on how to [adapt CVA delivery mechanisms](#), this one [on remote market assessment and monitoring](#), and WFP’s practical guidance for the [context of COVID-19 for operational continuity and field support plan](#). For OFDA or USAID Food for Peace grantees, interim guidance on engaging in COVID-19 humanitarian response activities is available [here](#).

¹ CaLP (Cash Learning Partnership) / Markets in Crisis (MiC)

- For programs supporting populations with a low baseline of hygiene behaviors, complementary programming to generate demand and use for the WASH products and services through community engagement or hygiene promotion campaigns, along with MBP approaches, are critical for motivating the practice of the targeted hygiene behaviors and use of the improved water and sanitation services.
- Tools such as [WASH'EM](#), which is a process for rapidly collecting formative research on handwashing behavior change, is one of the ways programs can maximize the effectiveness of complementary programming in addition to their WASH-related MBP work.

FREQUENTLY ASKED QUESTIONS AND ANSWERS

What are key resources for MBP and WASH?

- [Guide on Market Based Programming & Emergency WASH](#), GWC

General CVA resources that contain some examples and references for WASH

- [CVA resource library and e-learning courses](#), CaLP
- [RCRC Cash in Emergencies Toolkit \(web & app\)](#), Red Cross Red Crescent Movement

What are resources specifically for MBP during COVID-19?

- [CVA and COVID-19: resources, guidance, events and questions](#), CaLP
- [COVID-19-related Markets Resources](#), EMMA
- [Markets in Crises \(MiC\) Statement on COVID-19](#), MiC

Where can I find market assessment tools ?

- [EMMA toolkit](#) (Emergency Market Mapping and Analysis Toolkit)
- [RAM toolkit \(Rapid Assessment for Market\)](#)
- [MiSMA](#) (Minimum standard for market analysis)
- [UNHCR Multi-sector Market Assessment: Companion Guide and Toolkit \(MSMA\)](#)
- [Minimum Economic Recovery Standards](#) (including on [MERS & COVID-19](#))

More tools and examples are available in the [Global WASH Cluster's Market Based Programming Guide](#), the [CaLP resource library](#) and the [Markets in Crisis library on the SEEP Network's website](#).

What recommendations do you have for remote assessments and monitoring during COVID-19?

Tips specific to COVID-19

- [Remote market assessment and monitoring \(video\)](#), CaLP
- [Tips on how to adapt market monitoring and market assessments for the COVID-19 context](#), REACH
- [Tipsheet on remote monitoring during COVID-19](#), Save the Children
- [Monitoring, Evaluation and Learning during the COVID-19 Pandemic](#), USAID

Remote approaches for COVID-19 related behaviors & perceptions

- [Guidance on remote quantitative and qualitative approaches for understanding COVID-19 related behaviors and perceptions](#), Hygiene Hub

There are a number of resources on remote work that have been developed by partners over the past few years (not specific to COVID-19). These include:

- [Remote cash programming guidance](#), NRC
- [Markit 2.0 \(section on remote data collection for market monitoring\)](#), CRS
- [Online self-study course on managing cash and voucher assistance remotely](#), CaLP

What are the recommendations for monitoring WASH outcomes during multipurpose cash (MPC) interventions?

Guidance from The Global WASH Cluster encourages inclusion of WASH outcomes as part of program monitoring only after certain criteria are first met²:

- 1) A program's market analysis, conducted prior to the design of interventions, showed that critical WASH market systems can respond adequately to an increased demand of WASH services and commodities;
- 2) WASH-related costs have been included in the total value of MPC interventions;
- 3) Complementary programming, such as hygiene promotion, is planned alongside the MPC to meet the WASH sector outcomes;
- 4) There are available WASH technical staff who are able to effectively and sustainably provide support to the management and coordination of all phases of the project.

There is additional information available on MPC and core [WASH indicators](#) and the Grand Bargain Cash Workstream [multi-sectoral indicators](#) that may be helpful.

How can I learn more about MBP & Gender, inclusion and social protection?

- [Gender & social inclusion resource page, CaLP](#)
- [Attend one of the upcoming events or review past webinars/resources on Socialprotection.org](#)
- [Tipsheet on CVA & Social Protection, Mercy Corps](#)
- [Review the summary of the CaLP discussion on Linking CVA, Social Protection, and Data management](#)

What trainings are available on MBP?

- CaLP's e-learning courses are hosted on the [Cash Learning Hub](#), an online platform hosting a range of learning resources on cash, from CaLP and other agencies. As well as e-learning courses, the Cash Learning Hub contains video resources and training materials, which are available for download. (*Note: you must create a free account to access these courses*).
- The GWC is developing a one-month distance-learning course on MBP & Emergency WASH, which will be implemented by Save the Children and the GWC in five countries in 2020 and 2021, including in Cameroun and Somalia. Training will be announced through the GWC email list. If you are interested to fund and organize a distant training, please contact jbarbiche@unicef.org and dtcristescu@unicef.org.
- The GWC has developed a *Market-based programming for WASH in Emergencies*-5 days residential training to strengthen the skills of WASH practitioners on Market and Cash related tools used for WASH programming. Roll out of this course is on hold due to COVID-19 travel restrictions and should restart in 2021. If you are interested to fund/organize a face to face training, please contact jbarbiche@unicef.org and dtcristescu@unicef.org
- If you receive funding from the [USAID Office of Food for Peace](#) and are interested in training on MBP and Emergency WASH, contact prowash@savechildren.org.

How can I participate and learn more ?

- Join [Markets in Crisis \(MiC\) Community of Practice](#) & participate in the [discussion on MBP during COVID-19](#)
- [Join CaLP dgroups \(in English, French and Spanish\)](#) for discussion and information sharing with a community working in CVA around the world.
- Join the online community '[Social protection responses to COVID-19 \[Task force\]](#)'.

² Core indicators Required for all interventions using MPC Available at: <https://washcluster.net/sites/default/files/inline-files/190417%20Multipurpose%20Cash%20Outcome%20Indicators%20-%20FINAL%20%28002%29.pdf>

PARTICIPANTS' PRIORITIES & NEXT STEPS

Registrants were surveyed during and after each of the webinars (English, French, Spanish, Arabic) to identify their interest and priorities for future learning opportunities and barriers to implementation

Almost all respondents expressed interest in attending more knowledge sharing and learning events on MBP & Emergency WASH. Interest converged around several topics. Topics that were most of interest included:

- MBP for WASH during the different phases of the Humanitarian Project cycle
- Monitoring WASH outcomes when using CVA and Social and Gender considerations in MBP for WASH
- Supporting emergency sanitation markets
- Supporting emergency hygiene markets
- Monitoring WASH market support interventions
- Evidence of positive effect of MBP on WASH outcomes
- Strengthening market assessment capacity

During the post webinar survey, participants reported barriers to implementing MBP & Emergency WASH included access (insecurity and COVID-19 related movement restrictions), funding/donor constraints disrupted markets or the unavailability of WASH supplies on the local market. In addition, the norms or habit of doing direct assistance such as distributing WASH non-food items or direct water or sanitation infrastructure improvements, limited staff capacity using CVA for WASH, and combining this approach with complementary programming, necessary to support behavior change, were all identified as barriers.

As a next step, PRO-WASH, CaLP and GWC will prioritize three topics for an online learning series this fall. This series will build on the GWC ongoing evidence review on MBP in WASH in emergencies and ongoing complementary learning streams by CaLP, MiC, and others. This participatory and practitioner focused series will focus on:

- **Evidence base for MBP & Emergency WASH**
- **MBP for Emergency WASH during the Humanitarian Project Cycle**
- **Monitoring WASH outcomes of MBP**

STAY UPDATED ON NEXT STEPS

To learn more about this learning series, subscribe to receive event updates and news from [PRO-WASH](#), the [Global WASH Cluster](#), and [CaLP](#).

CONTACT INFORMATION

PRO-WASH, prowash@savechildren.org, <https://www.fsnnetwork.org/pro-wash>

Global WASH Cluster, jbarbiche@unicef.org & dtcristescu@unicef.org, <https://washcluster.net/>

Cash Learning Partnership, Abdoulaye.Hamidou@calpnetwork.org, <https://www.calpnetwork.org/>