Today's Co-Hosts:

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PRO-WASH Practices, Research and Operations in Water, Sanitation and Hygiene

CaLP The Cash Learning Partnership

WASH Cluster Water Sanitation Hygiene

Today's Presenters:

Jean Christophe Barbiche, Global WASH Cluster
Dana Truhlarova Cristescu, CashCap, Global Education, Nutrition and WASH Clusters

Elizabeth Barnhart & Roelof Wentzel, UNHCR Jordan
Parvin Ngala, Oxfam

Moderators:

Lynn Yoshikawa, CaLP Americas
Nicole Weber, PRO-WASH

Welcome to the Introduction to Market Based Programming in Emergency WASH webinar

With case studies from Zimbabwe and Jordan

April 29th, 2020

Today's Agenda:

- Introduction to Market Based Programming in Emergency WASH (Jean Christophe & Dana)
- Water and Sanitation as part of the basic needs package in Jordan (Elizabeth & Roelof)
- Market analysis in Zimbabwe (Parvin)
- Questions, Discussion & Closing (all)

Before we begin….

The webinar will last approximately 75 minutes

Use the **Q&A** box throughout the webinar to ask questions to the speakers. Use the **Chat** box to share your experiences.

Please mute your mics

A recording of today's webinar will be shared with participants

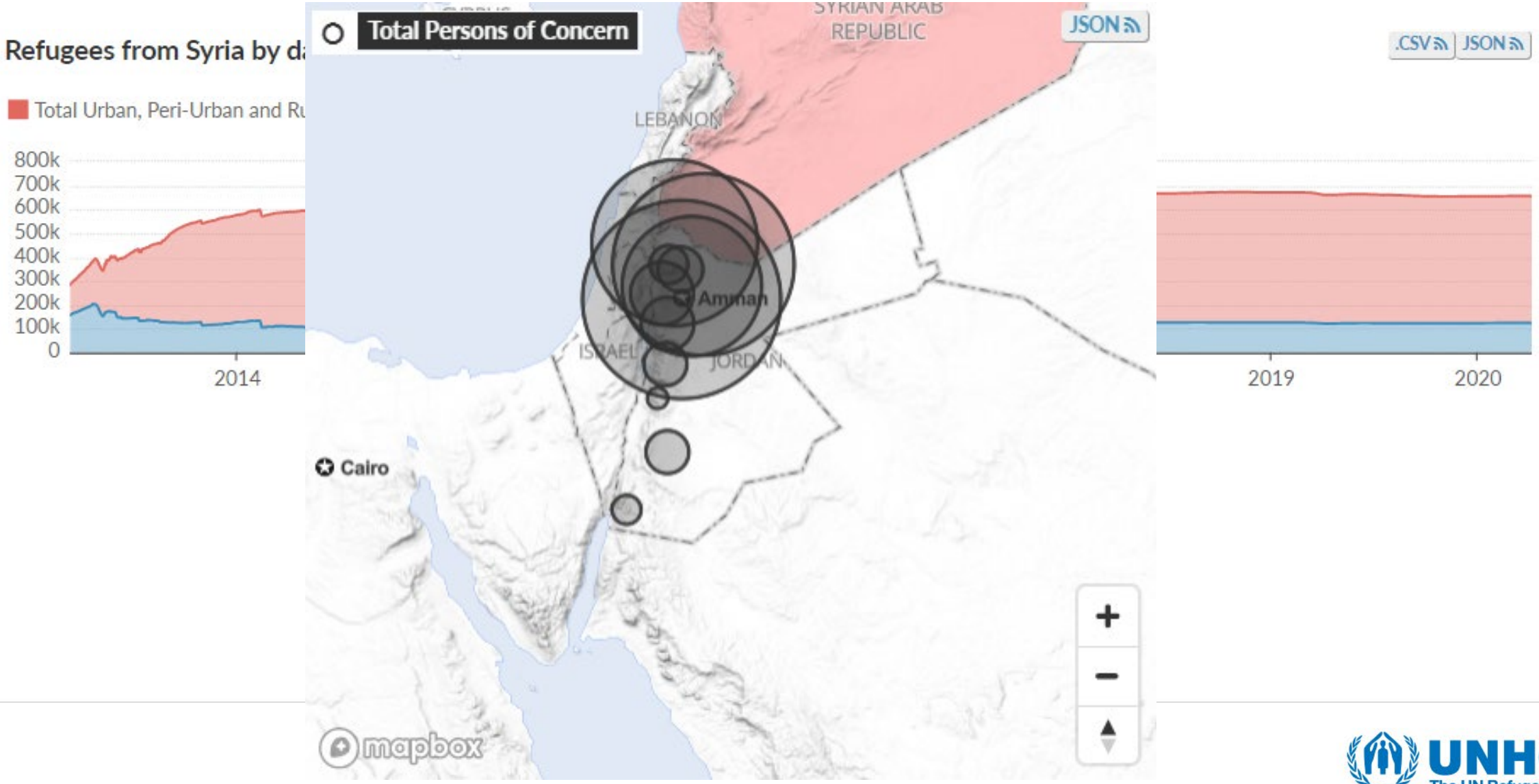
Water and Sanitation as a basic needs package

Roelof Wentzel and Elizabeth Barnhart

UNHCR Jordan 2020

UNHCR
The UN Refugee Agency

Jordan and Syria Crisis (pictures)



Jordan and Syria Crisis

Jordan

- Population of 10.3 million (GoJ: 1.3 million Syrians)
- Upper middle-income country
- High debt (> 90% GDP)
- Limited natural resources (3rd water scarce country in the world!)
- Functioning general service delivery system, for WASH:
  - ~ 94% of population has access to safely managed drinking water mostly from municipal network, water trucking expensive and normally only for additional supply or non-connected users
  - ~ 81% of population has access to safely managed sanitation

Jordan and Syria Crisis

- Syria crisis started in 2011 and refugees arriving in Jordan since then
- Establishment of two big refugee camps: Za'atari (2012, ~80,000) and Azraq (2014, ~40,000)
- Most registered Syrian refugees live outside camps (532,000 of 656,000), number of Syrians in Jordan according to government > 1,000,000

Syria Crisis Response and WASH

WASH services in camps

- UNHCR manages both camps together with Government of Jordan (Syrian Refugee Affairs Department)
- WASH services in camps for free (!!), provided by UNHCR partners (UNICEF)
- Drinking water: bore holes and piped water network with either household connection and storage or shared taps
- Private latrines and connection to sewage network (Za) or shared latrines and dislodging (Az), all WW is treated in WWTP
- Hygiene promotion projects when needed; community mobilization to support managing WASH infrastructure
- In-kind distribution recently stopped, fully monetized support for Non Food Items (including personal hygiene and cleaning)

WASH services out-of-camp (urban environment)

- Like all Jordanians – refugees rely on municipal services
- Out camps: budget mainly for infrastructure but investing in water conservation and climate resilient activities

No WASH actors at the moment implementing 'Cash for WASH'

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Jordan and Syria Crisis in pictures

Za'atari Camp Market

Azraq Camp

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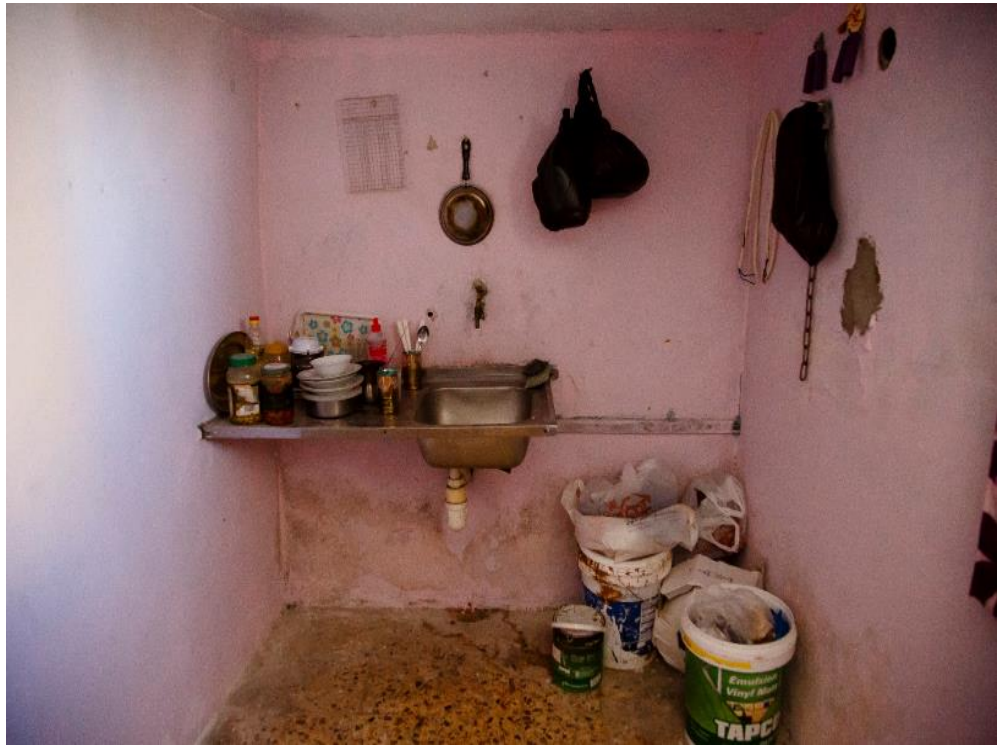
The UN Refugee Agency

Extended Displacement – and a basic needs approach



Long term displacement

- Asset depletion
- Increased long-term debt
- Changing family dynamics: aging, newborns, loss of education

Protection mandate for cash assistance

1) Know the population and environment – do no harm
2) Support the most fragile in the population
3) Be mindful of the creation of dependencies

Sixty five indicators provide a broad picture of vulnerability

	Top-line	Composite	Atomic	Total
SECTORS				
Basic needs	1	1	2	**4**
Education	1	3	6	**10**
Food security	1		5	**8**
Health	1	4	7	**12**
Shelter	1	2	6	**9**
WASH	1	4	7	**12**
UNIVERSAL INICATORS				
Predicted welfare	1	-	-	**1**
Documentation status	1	2	4	**7**
Coping strategies	1	-	-	**1**
Dependency ratio	1	-	-	**1**
Total	**10**	**18**	**37**	**65**

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Targeting – who is eligible

VAF – Vulnerability Assessments

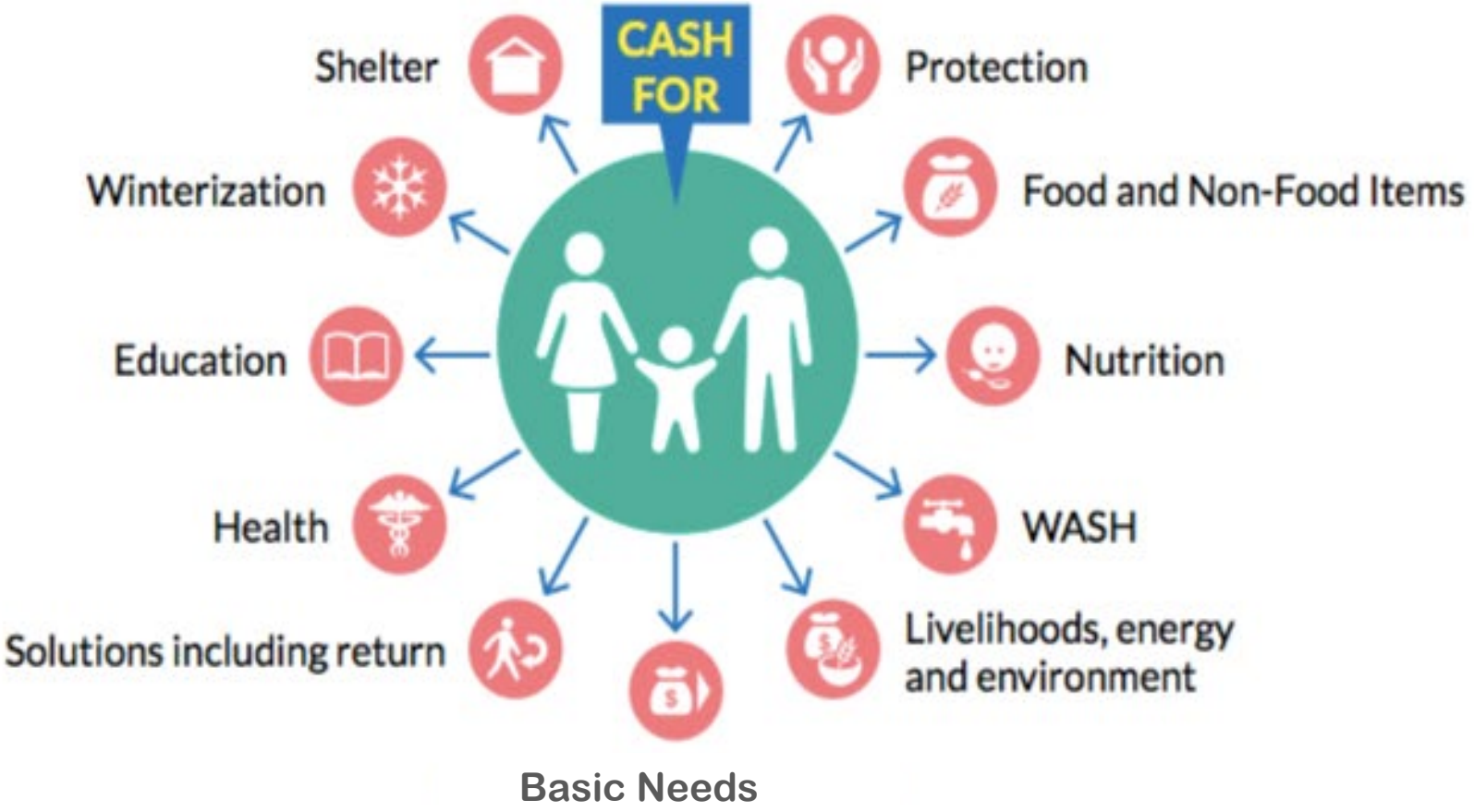
Basic Needs	Low	Mod	High	Severe
Needs_rating	0%	6%	40%	55%
Debt_per_capita	27%	11%	23%	39%
ExpenditureVSMEB	0%	0%	24%	76%

Coping strategies	Low	Mod	High	Severe
Coping_strategies_rating	17%	7%	31%	46%

Dependency ratio	Low	Mod	High	Severe
Dependency_ratio_rating	13%	21%	16%	49%

VAF - WASH INDICATORS	LOW	MOD	HIGH	SEV
WASH_rating	17%	72%	9%	2%
Accessibility_to_latrine	51%	43%	4%	1%
Physical_accessibility	96%	0%	4%	0%
Perception_of_security	92%	0%	0%	8%
Sharing_latrine	56%	0%	28%	16%
Reliabile sanitation_system	73%	24%	0%	3%
Type_of_disposal	73%	24%	0%	3%
Reliablesolid_waste_mngmt	18%	0%	30%	52%
Vector_evidence	18%	0%	30%	52%
Access_to_water	36%	0%	0%	64%
Source_of_water	89%	0%	0%	11%
WASH_expenditure	42%	0%	0%	58%

Multi-sectoral uses of cash assistance



Along with in-kind support and services, **UNHCR uses cash to protect and assist people** in all phases of displacement to meet their basic and other needs.

Cash is the means and not the objective. Saving lives and protecting people comes first. The choice of modality to respond to the needs of people is context-specific.

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Sector	Items	Family Size						
		1	2	3	4	5	6	7
Shelter / BN	**Rent**	108	127	133	143	145	148	169
	Utilities	7	9.8	15.2	16.7	19.7	20.4	22.1
	Basic HH items	3.4	4.3	6.8	7.9	8.6	8.9	10
FOOD	**Rice, Bulgur, Pasta, lentils, oil sugar, salt, poultry, eggs, cheese, leaves**							
		20	40	60	80	100	120	140
Education	Access (Transport)		13	26	39	52	65	78
	Uniforms		7	14	21	28	35	42
	school supplies		4	8	12	16	20	24
	Daily allowance		6	12	18	24	30	36
Health	Primary/secondary	2.5	5.04	7.56	10.1	12.6	15.1	17.6
	Hospitalisations	0.4	0.8	1.2	1.6	2	2.4	2.8
	Catastrophic	1.3	2.5	3.75	5	6.25	7.5	8.75
	Delivery	0.4	0.78	1.17	1.56	1.95	2.34	2.73
	Baby Kit	0.1	0.1	0.15	0.2	0.25	0.3	
WASH	**Water (network, tanker)**	3.2	4.7	7.2	7	8.9	9.7	10.5
	Hygiene items	3.4	4.3	6.8	7.9	8.6	8.9	10
Protection	Transportation	6.4	6.5	10.1	10.2	9.6	13.4	11.9
	Communication	3.5	3.5	5	5	5	5	5
Total		**160**	**240**	**319**	**388**	**451**	**515**	**594**
Per Capita		160	120	106	97	90	86	85

ANNUAL MINIMUM EXPENDITURE BASKET

JORDAN 2019

UNHCR The UN Refugee Agency

Effects/Impacts of BN Cash on refugees

- More stable accommodation – fewer moves due to eviction, lack of rent
- Stronger food consumption scores: healthier food options and fewer skipped meals;
- Less likely to borrow large amounts or resort to child labour, and other coping mechanisms;
- Increases education opportunities;
- Reduced LCSI
- No impact on health, savings.

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Freedom of choice
Dignity to PoCs

Income Multiplier - Impacts on local economy and social inclusion

Transparency and accountability, easier reconciliation

Cheaper, faster more efficient:– supply chain and delivery costs

More effective in fraud control - issues of leakages, deduplication

Inclusion into financial ecosystem with digitization of cash delivery

Cash vs in-kind assistance

UNHCR
The UN Refugee Agency

First Quarter Cash and Voucher Assistance for Refugees and Asylum Seekers by Sector

UNHCR The UN Refugee Agency

Cash and Voucher Assistance by Sector Monitor 2019

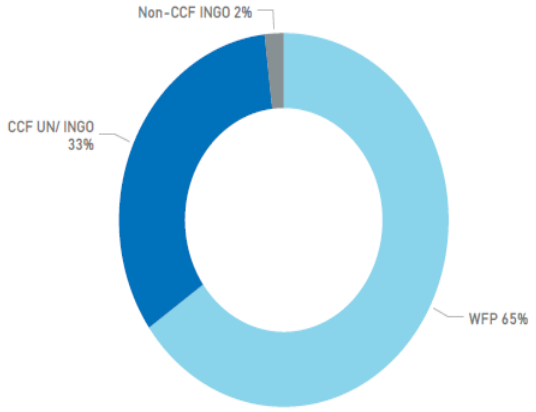
Data Source RAIS. Last update 22/01/2020

Assistance Type: All

Cumulative amount disbursed: **$240,021,495**

Who disbursed Cash Assistance?

Percent of transfered amount

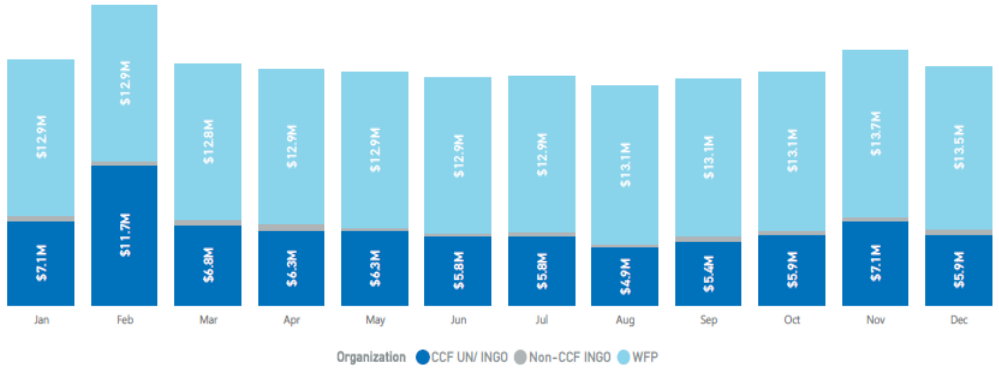


* CCF: Common Cash Facility

Organization summary

Org	Cases	Transactions	USD	AVG (USD)*
Care	3,389	4,095	$671,742	$164
Caritas	4,038	16,076	$1,167,981	$73
DRC	186	200	$78,931	$395
ICMC	568	980	$190,367	$194
ICRC	961	5,244	$922,114	$176
IMC	1,895	1,933	$1,083	$1
IOM	1,085	3,153	$625,219	$198
IRD	4	4	$0	$0
IRW	26	152	$22,735	$150
JHAS	1,129	1,404	$542,224	$386
JHCO	239	239	$33,747	$141
JPS	1,703	2,217	$697,449	$315
JRS	27	27	$10,308	$382
LWF	16	64	$11,748	$184
Medair	4,947	7,582	$2,285,059	$301
NRC	21,534	157,299	$845,927	$5
PU-AMI	860	941	$223,333	$237
UNHCR	41,579	517,364	$73,277,666	$142
UNICEF	4,358	18,769	$1,810,732	$96
VDT	7	7	$0	$0
WFP	112,847	1,285,653	$156,603,130	$122
Total	**119,488**	**2,023,403**	**$240,021,495**	**$119**

When was it provided?

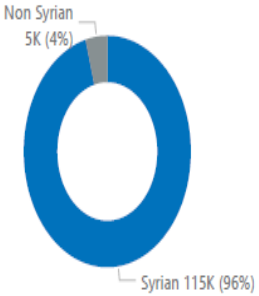


What was cash provided for?

Basic Needs	Food Security	Education	Protection	Livelihoods	Wash	Shelter	Health
63,103 Cases	112,847 Cases	5,545 Cases	4,963 Cases	9,098 Cases	2,805 Cases	532 Cases	12,604 Cases
273,460 Individuals	483,056 Individuals	33,688 Individuals	21,857 Individuals	45,386 Individuals	16,111 Individuals	2,520 Individuals	61,108 Individuals
637,036 Transactions	1,285,653 Transactions	20,564 Transactions	5,251 Transactions	44,624 Transactions	2,935 Transactions	1,771 Transactions	25,569 Transactions
74,747,283 USD	156,603,130 USD	3,164,409 USD	1,179,620 USD	33,080 USD	4,144 USD	334,136 USD	3,955,693 USD
117 AVG (USD)	122 AVG (USD)	154 AVG (USD)	225 AVG (USD)	1 AVG (USD)	1 AVG (USD)	189 AVG (USD)	155 AVG (USD)
31.14% *	65.25% *	1.32% *	0.49% *	0.01% *	0.00% *	0.14% *	1.65% *

Values show the percentage of total cumulative amount disbursed per sector

Who received it?



Country of Origin summary

Country of Origin	Cases	Individuals	Transactions	USD	AVG (USD)*
Syria	114,501	485,649	1,978,238	$230,132,532	$116
Iraq	3,225	10,874	30,121	$6,723,118	$223
Sudan	823	2,613	7,363	$1,650,921	$224
Yemen	666	1,936	4,251	$893,662	$210
Other	273	713	3,430	$621,263	$181
Total	**119,488**	**501,785**	**2,023,403**	**$240,021,495**	**$119**

Location in Jordan summary

Governorate	Cases	Individuals	Transactions	USD	AVG (USD)*
Al Mafraq	31,963	142,094	607,909	$67,678,284	$111
Amman	35,964	141,405	543,247	$67,521,866	$124
Irbid	23,876	96,077	413,390	$48,707,173	$118
Zarqa	15,516	69,795	264,911	$31,514,898	$119
Al Balqa	3,251	13,725	52,468	$6,660,876	$127
Madaba	2,408	10,662	38,435	$4,945,861	$129
Jarash	1,578	6,614	26,144	$3,230,949	$124
Al Karak	1,504	6,408	24,362	$2,970,751	$122
Ma'an	1,463	6,622	22,484	$2,912,558	$130
Ajloun	1,057	4,513	16,687	$2,080,185	$125
Al Aqaba	646	2,663	9,421	$1,248,304	$133
Al Tafilah	257	1,195	3,891	$545,444	$140
-	5	12	54	$4,348	$81
Total	**119,488**	**501,785**	**2,023,403**	**$240,021,495**	**$119**

Thank you

Info on Jordan and agreements on the use of cash assistance

1. UNHCR data portal for Syria Crisis – Jordan
2. Cash Assistance Dashboard (January 2020)
3. Vulnerability Assessment Framework (2019)
4. Minimum Expenditure Basket Jordan 2019
5. Basic Needs Approach in the Refugee Response: https://www.unhcr.org/590aefc77
6. Common Cash Statement of the Principals of UNHCR, WFP, UNICEF and OCHA: https://www.unhcr.org/cash-based-interventions.html
7. The Grand Bargain: https://interagencystandingcommittee.org/grand-bargain

For more information, contact: joram@unhcr.org

MARKETS FOR WASH
From Preparedness to Response against Typhoid and Cholera Outbreaks in Zimbabwe

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Introduction

- **Project Objective**: to understand how Pre-Crisis Market Analysis could be better applied to and utilised by the WASH sector
- **Locations**: Bangladesh, Indonesia and Zimbabwe
- **Pre-Crisis Marked Analysis** conducted during non-crisis periods to help agencies improve preparedness and planning efforts and design disaster risk reduction programmes
- Utilisation on **Market Based programming** for WASH in line with Grand Bargain commitments for strengthening ability of local markets to meet the multi-sectoral needs of crisis affected populations

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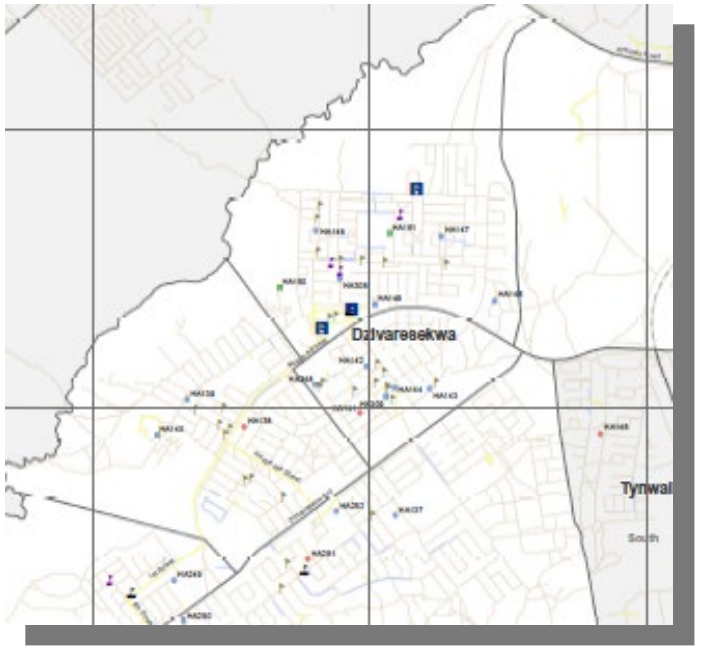
Pre Crisis Market Assessment In Zimbabwe

- **Timing of PCMA aimed to provide sufficient readiness period for response in next crisis**
- **Reflection Workshop –** looked at some the gaps and opportunities that existed in the current responses to disease outbreaks in Harare
- **Integrated WASH/KAP/Markets household surveys** - focusing on six suburbs with different socio-economic profiles, WASH systems and levels of risk to disease
- **GIS mapping of critical markets** - mapping of critical WASH infrastructure and suppliers using KoboCollect
- **Targeted enumeration training & ICT data collection tools –** improving depth of data collected, quality of data, and ability to conduct rapid analysis using SurveyCTO
- **Broad investigation of market opportunities for recurrent waterborne disease crisis** - team was keen to not only learn how to understand markets in order to understand triggers and opportunities for preparedness and response but also prevention and resilience
- **Contingency Planning-** having looked at the context (WASH infrastructure and emerging issues), looked at working at a city level on development of contingency plans that look at working with various market actors

Location: **Harare**
Reference crisis: **Typhoid/cholera**
Target areas: **Six (500,000 popn)**



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SITUATIONAL ANALYSIS OF 'LESS STRESSED' WATER & SANITATION

Above: construction of unlined pit latrine in non-sewered areas of Stoneridge (Welthungerhilfe, 2016)

Below: queuing for borehole water in Mabvuku-Tafara (Oxfam, 2017)

- A centralised municipal water supply exists but coverage is limited due to inadequate resources for maintenance and expansion
- Few decentralised service providers exist. Boreholes and shallow wells are the primary source of drinking water for atleast 60% of the sampled population
- Willingness to pay for water is low due to access to 'free' boreholes and inadequacy of municipal services. Groundwater perceived as safe.
- Areas without sewer systems often construct sub-standard storage 'pit' facilities and in close proximity to water sources. Pit latrines are illegal. Most filled pits are not emptied but filled and new ones built due to emptying cost
- Areas with access to sewers find they burst during rainy season which poses contamination risk to ground water sources.

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SITUATIONAL ANALYSIS OF 'LESS STRESSED' HYGIENE MARKET

- Good level of knowledge relating to hygiene although may not be in practice
- Only 39% of respondents knew there had been a typhoid outbreak in 2016
- Local shops sell most hygiene NFIs but not household water treatment
- Hygiene product sales were generally consistent throughout with lack of variance between the level of supply or demand during outbreak periods
- NFIs distributed freely during outbreaks although no surge in demand or large change in household purchasing power seasonally. There does not appear to be an affordability constraint, rather a behaviour constraint

Suburb	Bar soap		Tablet soap		Liquid soap		Jik		Water guard		Bucket	
	lowest price ($)	highest price ($)	lowest price ($)	Highest price ($)	lowest price($)	Highest price($)	lowest price($)	Highest price($)	lowest t price ($)	Highest price ($)	lowest price ($)	Highest t price ($)
MTC	1.00	1.50	0.50	1.00	1.40	2.70	1.50	2.20	0.50	0.72	2.50	3.29
Hopely	1.00	1.20	0.50	1.00	0.50	1.00	1.30	1.30	0.50	0.50	1.50	2.50
DZ	1.00	1.50	0.40	1.00	1.42	2.50	1.50	1.50	0.50	0.80	1.00	3.00
Kuwadzana	1.00	1.50	0.50	1.00	1.00	2.77	1.20	1.20	1.00	1.00	1.39	2.69

Joint programme with MSF-B to conducted a comprehensive GIS mapping of traders stock and prices across Harare in July-Sept 2016 (Oxfam, 2016)

SITUATIONAL ANALYSIS DURING CRISIS (DISEASE OUTBREAK)

CRISIS (DRY SEASON)

- Reduced water availability from groundwater
- Use of other, less safe, water sources
- Rationing and conflict at water points
- Queuing means less time for income-generating activities
- Reduction of water for flushing toilets increasing Open Defecation
- No change in Non- Food Items(NFI) purchases

CRISIS (RAINY SEASON)

- Water availability increases but quality decreases
- Burst sewers and water pipes from high pressures and poorly disposed waste
- Overflowing pit latrines and septic tanks
- No desludging before rains
- Poor solid waste management before rains
- Minimal increase in NFI purchases
- Less household income in some areas
- Increase in water treatment due to In kind distributions

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ACTION CONSIDERATIONS

Category	Standard	Stoneridge	Hopely	Caledonia	Dzivarasekwa	Mabvuku-Tafara	Kuwadzana
Water Supply	Access and Water quantity	30	0	0	40	0	0
	Water quality	60	36	60	7	43	1
	Water facilities	97	98	82	93	76	96
Excreta disposal	Environment free from human faeces	65	61	31	56	50	40
	Appropriate and adequate toilet facilities	100	59	100	24	13	0
Hygiene promotion	Hygiene promotion implementation	22	29	21		22	
	Identification and use of hygiene items	42	43	47	42	31	41
Solid Waste Management	Collection and disposal	100	88	100	50	26	50
Drainage	Drainage works	100	59	30	24	13	0
WASH Market	Availability of PoU WT options	100	94	90	93	93	93
	Availability of hygiene products (soap)	16	16	4	8	23	8

Type	Rationale	Proposed Intervention	Proposed Locations
Water Quality	Promulgation of latrine pits and unlined septic tanks in the localities leads to high risk of contamination of water points	• Identification of contaminated boreholes and shallow wells for remedial action including possible closure and dosing of boreholes	Hopely, Caledonia, Stoneridge
Water Quality	Frequent sewer bursting due to blockages especially during the rainy compromises the water quality in the locabons considering high reliance on groundwater options.	• Clearing of drains and blockages in the location. Embark on campaign involving community groups and private sector actors especially in view of upcoming rainy season	Mabvuku-Tafara, Dzivarasekwa, Kuwadzana
Hygiene Practices	Low demand for water treatment in the area which considering the high risk of faecal contamination in the area warrants action.	• Educational and incentive programme to stimulate water treatment and better hygiene practices. Includes mobilizing demand to support supply strengthening in the area for Waterguard, filters	Stoneridge, Hopely, Mabvuku-Tafara, Caledonia, Dzivarasekwa, Kuwadzana
Hygiene Practices	A lot of public food vending the location many of which are observed to be of poor hygiene standard	• Hygiene Promotion Campaign targeting food handlers • Engagements of institutions such as the churches, UDCORP in hygiene promotion initiatives in the location	Hopely
Water Availability	Setting up of water storage tanks to be used both as storage for water during Emergency Water trucking and for rainwater harvesting during rainy season. In MT, need to operationalise a previous investment by USAID to construct rainwater harvesting tanks in the location especially in view of the upcoming rainy season and the opportunity for access to safe water	• Engage with Harare Water about EWT and suitable financing model for it. • Establish more clearly what the challenge has been with regards to the usage of MT tanks • Facilitate a cleaning of tanks campaign so as to allow more households to have increased access to water	Mabvuku-Tafara (MT), Stoneridge

Household Water Treatment

Community level SWM

Hygiene Promotion

Internal Contingency Planning

Borehole Maintenance

Desludging

Water Quality Monitoring

City Contingency Planning

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SETTING THE SCENE – HOUSEHOLD WATER TREATMENT

Demand

•The majority of households could potentially afford to purchase locally available household water treatment based on household purchasing power but did not choose to do so.

•Demand for household water treatment within local communities vulnerable to disease outbreak is low due to:

- **dislike of the taste and/or smell of the product**
- **access to free products from health clinics or aid distributions when outbreak risk was high**
- **belief that primary water sources were safe or safe enough**
- **Price perception. Some respondents stated price was too high but could not state correct price or quoting a price far above RRP**

Supply

•Local traders had little or no stock of HWT and registered little change in demand during an outbreak/high risk periods;

•Waterguard is manufactured locally and can provide enough supply to meet demand at a reduced wholesale price

•Aquatabs are imported and stockpiled by aid agencies. Jik was not investigated further as Waterguard and Aquatabs were the primary Cl-based HWT adopted for use in outbreaks

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TYPHOID OUTBREAK RESPONSE

AIM: To integrate existing market systems into the supply of household water treatment (HWT) for responses AND encourage preventative behaviour through continued use of HWT within households

- **An outbreak occurred whilst PCMA recommendations were being discussed for adoption**
- **x2 CTP programmes rolled out for provision of Waterguard through local markets**

1. Short-term (3m) response programme
- Transition from in-kind response
- Area not in PCMA but similar profile
- 100% subsidies for vouchers

2. Long-term (6m) risk reduction programme
- Two areas in PCMA
- Buy 1 get 1 free promotion
- Attempt to stimulate uptake

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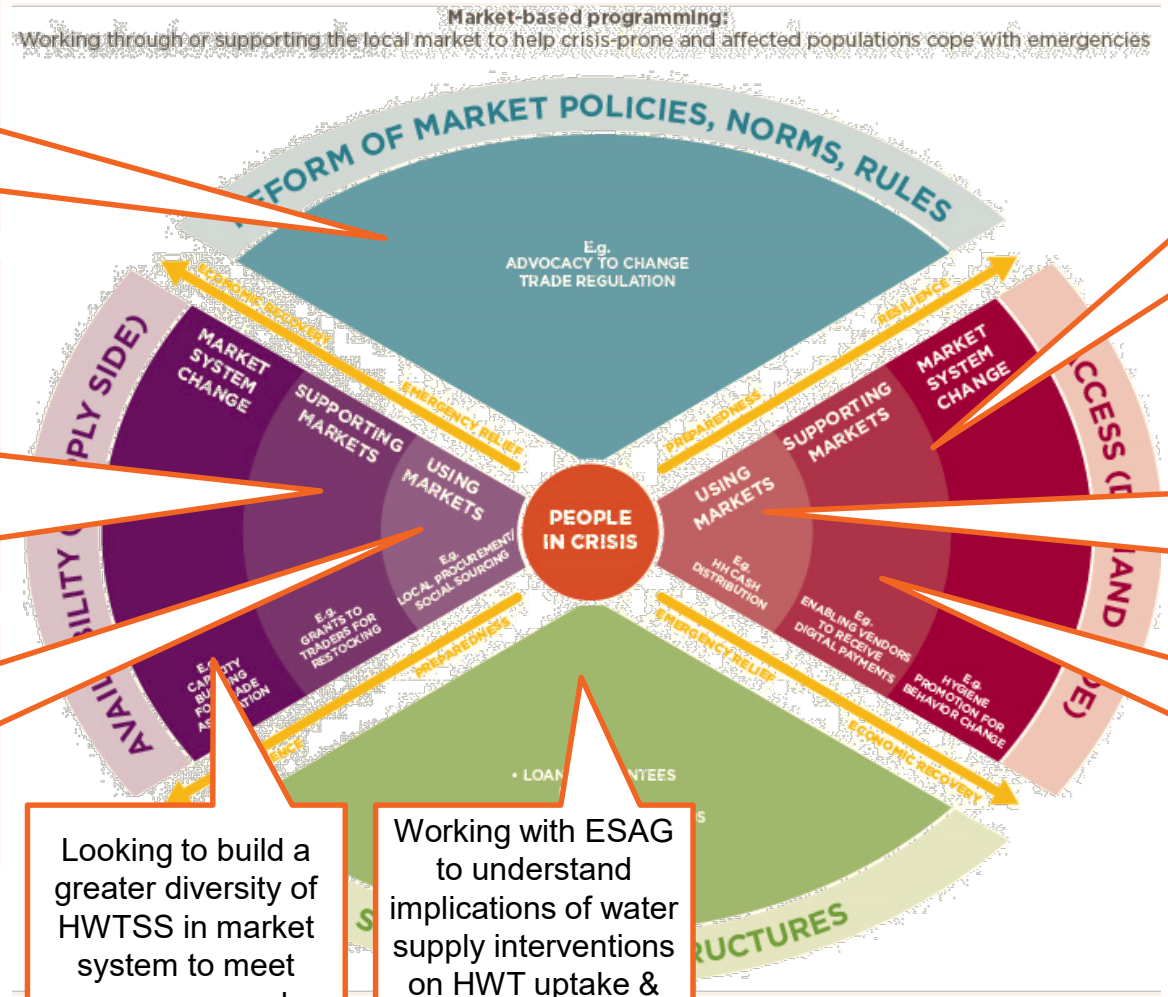
MULTI-FACETED PROGRAMME SPANNING THE MBP FRAMEWORK

Working with government to support changes to contingency plans and advocate for WQM

Facilitating partnerships between manufacturers, wholesalers & traders to agree distribution costs and timing

Transition to distribution of HWT through local traders rather than in-kind



Looking to build a greater diversity of HWTSS in market system to meet consumer needs

Working with ESAG to understand implications of water supply interventions on HWT uptake & use

Working to both temporarily and permanently support behaviour change with respect to HWT

Provision of registered voucher system to target households

Provision of subsidy from responsible entity for e-voucher reimbursement to local traders

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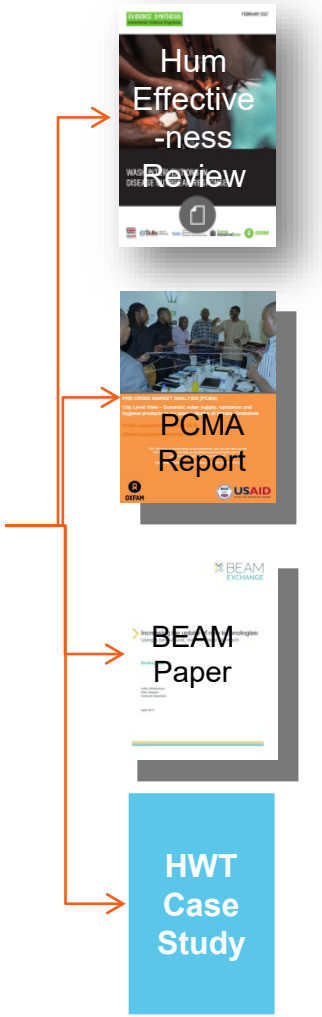
APPLYING LEARNING TO COVID-19

- **Need for increased emphasis on market assessments to inform WASH preparedness and interventions**
- **Re-evaluate our interventions looking at impact on community resilience**
- **Monitoring and evaluation to determine longer-term impact not just amount distributed**
- **Continuity of investment in resilience and DRR programmes**
- **Need to build the capacity of WASH practitioners to effectively consider options and utilise MBP approaches in interventions**



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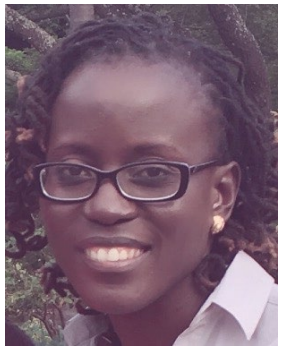

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Discussion

Questions & Answers

Webinar Series

7 May	in Spanish
14 May	in French
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Thank you for attending today's webinar!