**Shelter Market Assessment – Preparation for the Surveyor team**   
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## DAY ONE -- TRAINING CONTENT

* Cash Based Interventions
* Case Study (small group exercise)

(Break)

* Market Systems key concepts (glossary exercise)
* Market Systems
* Market Assessment and Market Analysis

(Break)

* **Implementation of a Market Assessment**
* **Market Assessment Quality Considerations**
* Introducing the Assessment to respondents (small group exercise)

## DAY TWO – REVISION OF QUESTIONNAIRES

Review every question, purpose, possible answers

Work in small groups

(SEE ATTACHED)

## DAY THREE (Day four if needed)

Accompaniment of the team in the field joining a pair of surveyors per house to provide feedback

Debriefing of the field piloting

## DAY ONE - Outline of Training

**Cash Based Interventions (CBI) /CaLP Cash Transfer Programming**

<https://www.youtube.com/watch?v=ZNUQ36xH9II&t=3s>

**What is Cash Based Interventions (CBI)?**

“The transferring of resources to people by giving them cash or vouchers”.

“Is ***one*** form of humanitarian response, which can be used to meet basic needs and/or protect, establish or reestablish livelihoods.”

The assistance to beneficiaries in the form of cash payments, bank transfers or mobile money

If a market is *not* functioning, a Cash Based Intervention (CBI) will fail.

Remember! Cash / mobile money and vouchers are a modality for addressing needs and achieving objectives.

**CBI / Cash transfer is not a programme in itself.**

**CBI in Shelter Programming**

Conditional / Unconditional Cash for rent / Occupancy free of charge / Cash support for shelter construction / reconstruction

Lessons learned through international experience: Clearly for shelter, **cash alone is *not* enough.**

Appropriate technical support and training is needed to complement cash grants.

* The tools that are commonly used for market assessment focus on commodities.

* They do not cover the service markets, which are of interest in sectors such as shelter (rental markets, construction labour markets), WASH (water markets) and education.

10 things you should know about cash transfers

<https://www.youtube.com/watch?v=V08DZytvjXg>

**In Kind vs. Cash Assistance**

**Could it ever be “too much money”?**

* Inflates prices
* It can create dependency
* Could only afford to serve a few
* Could become a ‘pulling factor’
* Creates tensions in the market and with the host community

**Case study – team exercise** (information and questions in handouts)

“This area is safe now, but I live in a house that may fall down during the rains. It may kill me and my children.” “Since we came here, we have lived in a bad house. We have to send our children to bring water from outside, because we do not have it. They have been harassed on the way.”

*Participants in a female focus group discussion with IDPs in Herat*

Despite their poor housing conditions, the women quoted above are in a better situation than many other IDPs. They are at least among the 52 per cent who live in a house.

**Urban and peri-urban IDPs**

* 43% live in cramped and temporary conditions and are more likely to live in temporary shelters, shacks, tents or camp-like settings.
* Face vulnerabilities related to movement restraints and heightened domestic violence caused by cramped and overcrowded spaces.
* Tent to have worse tenure security with only 5% documentary evidence of ownership or a lease agreement in their current location, compared with 11 per cent before displacement.

**Rural IDPs**

* 35 % of **rural** IDPs cramped and temporary conditions;
* 17 % had *deeds (evidence of ownership)* or a *lease* for their current accommodation, compared with 10 per cent before displacement;
* Have limited or no access to clinics, schools, WASH and job opportunities.

Housing may vary by region, but 63 per cent of the sample as a whole rated their housing conditions as either poor or very poor, and 27 per cent as average. Only 10 per cent rated them as good or very good. The figures for those who consider that they live in poor or very poor conditions are similar for returnee-IDPs and IDPs, at 65 and 60 per cent respectively.

**SMALL GROUP EXERCISE**

1. ***Why*** would NRC consider intervening in this region?

2. Is there a need and an opportunity to provide Shelter and WASH assistance? *Why?*

3. Would you implement the same program in urban and rural areas? *Why?*

4. Make a list of what information do you need before you decide if NRC could implement a Cash for Shelter programming.

**Market Systems**

Most of the world’s population relies on **markets** to cover at least a portion of its basic needs.

Due to rapidly increasing urbanisation, the central role that **markets** play in people’s lives is likely to increase.

**What is a Market?**

Market: a system of exchange between two or more actors or players.

The exchange can be for goods or services, or money.

Can take place in a physical space or through virtual media such as the internet.

**What is a Market Assessment?**

In humanitarian settings, it refers to **the process** of collecting market-related **data**

**to understand the key features and characteristics** of a market system or the impact a disaster or crisis could have on the market system.

**What is a Market Analysis?**

The **use of the information** collected through the market assessment **to formulate predictions** about how prices, availability, and access will develop in future, **and to inform decisions** about whether or how to intervene.

**Why a Market Analysis?**

* **To assess the capacity** of markets to respond to increased demand caused by crisis and response (in kind & cash).
* **To reduce the risk** of humanitarian responses doing harm to existing markets.
* **To stimulate/ encourage markets** and market linked livelihoods.
* To use humanitarian resources **more efficiently.**
* **To create earlier and better informed decisions** about recovery.
* **To broaden the range of response options** to suit the market capacity, including both direct and indirect response options.

* To limit the risk of interventions causing a negative effect on local markets;
* To increase the effectiveness and efficiency of programme responses by promoting dignity and boosting the local economy; and
* To strengthen interventions by identifying new avenues to support existing market systems and structures.

* To use the local market to deliver a programme;
* To support the market so ***it*** can better serve the population; [sustainability]
* To support the market environment to improve the functionality of, and access to, the market system**.**

Because it informs (and therefore, improves) the design and implementation of appropriate interventions using and supporting local markets.

Because it helps to follow Sphere Protection Principle 1:

*‘Avoid exposing people to further harm as a result of your actions’.*

**Market Assessment Implementation**

Introduction to Market Assessments

<https://www.youtube.com/watch?v=dOrI1kxhp5U>

Start with rough approximate ideas about the market system and then, by gradually incorporating new information gathered from interviews and field work, repeatedly revise and refine the picture until a good analysis is achieved.

**Define the thematic scope**

* What we want to focus on?

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* Define the scope of the Market Assessment.
* Define to what extent, the market analysis includes an assessment of overall market functionality.

**Define geographic scope of the assessment.**

* Where we should focus on?

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* Ensure that fieldwork extends to relevant geographical locations in the market system.
* As possible broaden the geographic scope of monitoring beyond the programme response area in order to keep an eye on **source markets.**

**Set the team for data collection and analysis.**

* The different team members should:
  + have complementary skills;
  + have local knowledge;
  + have technical knowledge;
  + be gender balanced.
* Each team member has clearly defined roles and responsibilities.

**Set the timing**

This will help to understand and contextualize the primary and secondary data collected.

The best time to undertake a market analysis is when there is ***no*** immediate need for it (i.e. when there is no crisis). **Why?** ***Because*** this is when market systems can best be observed and understood without distortions linked to a crisis.

A **base-line assessment** improves understanding of what drives these changes, and what incentives and disincentives lead market actors to act in certain ways;

such understanding will help the design of interventions that influence these changes in a way that promotes resilience.

**“**This non-crisis time is also the best moment to build the team’s capacity and focus on raising its awareness of markets and market-related issues.”

*Market Assessment* ***for Shelter*** will respond to questions such as what would be the impact of importing in-kind construction materials? Or, can beneficiaries locally purchase construction materials if they receive cash?

**Market Assessment for *Shelter vs. Shelter* Market Assessment**

Market Assessment ***for Shelter*** will respond to questions such as what would be the impact of importing in-kind construction materials? Or, can beneficiaries locally purchase construction materials if they receive cash?

***Shelter*** Market Assessment focus in rental units available in the market, and will respond to the key question: Can the housing market respond to an increase in demand as a result of cash programmes.

* Immediate and longer-term **[shelter]** needs
* **Access (physical, financial and social) to [shelter]**, including potential barriers pre and post-crisis
* **Prices of [shelter]**
* **Quality of [shelter]**
* Seasonal differences (in terms of access **[to shelter]** and price)
* **[shelter]** Investment capacities
* Income and expenditure levels pre- and post-crisis.
* Coping mechanisms pre- and post-disaster
* Sources of livelihood pre- and post-crisis
* Labour wages pre- and post-crisis
* Functioning of money transfer systems
* Payment mechanisms
* Interest and capacity to partner with humanitarian organisations

**Set the assessment questions**

* Key questions or issues that could influence programme-related decisions;
* Capture not only the market chain, but also **the market environment** and **market services;**
* Include overall functionality of the market economy, policies, institutions, norms, general infrastructure and general market services;
* Look for market indicators that can be monitored (for changes in the context, for implementation and M&E).

**Collection methods and information sources**

* **Collect Primary** and **Secondary** **Data** from multiple sources, representative of different market stakeholders;
* Data collection should be sensitive (aware) to the biases of informants and interest groups;
* Do not put the security of those conducting or responding to the survey at risk;
* Coordinate data collection to avoid duplication and take advantage of existing market expertise;
* Collect data from all groups in a culturally appropriate manner.

**Analysis the data**

* Data is interpreted within its level of representation.
* Analyze trends rather than individual data points, taking into account seasonal effects.
* Keep in mind what programme design decisions are based on the findings of the market analysis.
* **Compare against standards.**

**For a quality assessment**

* Do not **bias** the scope of your market analysis **towards a specific outcome**.
* Do not take answers at face value **when they do not seem to match the actual behaviour** of a given market participant.
* It is easier to administer the questionnaire in teams of two: one asking the questions and the other taking notes.
* The data should be tagged by geographical area, date, source of information and reliability to facilitate merging it with primary data.
* The questions have been ordered to guide the conversation, pay attention on how the discussion goes and what information you have received already.
* Answer the questions **that rely on observations.**

**Shelter Market Assessment**

Analysing the rental market is considered particularly challenging by humanitarian practitioners

* because of the complexity of the rental market systems; and,
* because formal and informal housing and rental markets exist in parallel.

Shelter Market Assessment will look into the

* Household access (physical, social, financial) to shelter
* **Quality** of shelter in different types of markets (single units, shared / apartment buildings, compound, by location);
* **Price** of shelter in different types of markets (single units, shared / apartment buildings, compound, by location);
* Availability of different types of shelter;
* Availability of basic services and infrastructure.

**Talk to landlords and builders**

Sample the traders and marketplaces: Ensure that you speak to market actors that are linked to different levels of the market.

**Gender, Age and Diversity Considerations in Shelter Assessments**

* A first and critical step in shelter programming, assessments are used to gather information about the needs, vulnerabilities, and capacities of affected people.
* Identify key issues that contribute to gender inequalities

Be ready to **learn.**

Pay attention to different answers to key questions:

* Do you live in an overcrowded house now?
* Is your house a safe place to live?
* Did you have trouble finding a place to rent?

Ask if there are agencies providing services in the community.

* Speaking openly may be difficult or dangerous for some men and women;
* Where culturally appropriate, men and women should be interviewed separately;
* Make sure the discussion are confidential;
* If necessary, respectfully and tactfully ask neighbours or other people to let have the interview without them.

Be prepared to react if any participant raises GBV or protection issues.

What should we do? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Conduct separate women’s groups and men’s groups or individual consultations in a secure setting where all individuals feel safe to contribute to discussions.

Shelter projects are usually high value and often involve moving large amounts of materials or money. Pay attention and report any potential risks to vulnerable groups (e.g. threats or exploitation).

**Getting the input from participants**

* **The way you introduce yourself is key,** especially in pre-crisis settings.
* Some people can be suspicious when we ask questions about market functioning.
* To avoid any potential issues, agree to a set of talking points.

Field teams can introduce themselves by explaining that they are:

* Conducting a market assessment to better design humanitarian programmes;
* Not from the government;
* Independent humanitarian actors;
* Identifying opportunities to benefit the local economy;
* Concerned about the impact of a future crisis on livelihoods in the area.
* The purpose of the assessment may need to be explained using different methods.
* Language barriers, low literacy and low levels of education should be considered;
* Do not raise expectations – **specially when a Market Assessment will include talking to HH & informants that are not our beneficiaries.**
* Before you start asking questions, always ask for consent to conduct the interview.
* Highlight that participants do ***not*** have to answer any questions they are not comfortable with, and that the information collected can remain anonymous if they ask.
* Keep in mind that giving consent form during an assessment without understanding what is written does not constitute informed consent;
* An individual must fully and clearly understand purpose, implications and possible consequences of participating;

How will ***you*** introduce **the purpose** of this assessment ?  
(small group exercise)

Outstanding Q&A.

End of session.