# Using market based programming to reach WASH outcomes in emergencies

**Final Report /** <span style="color:red">**Training/ Workshop**</span> **/ 30th Nov. – 3rd Dec. 2023, Litzlberg, Austria**



*Credit: Nepal Red Cross Society.*

## Background: why this training?

Cash and Voucher Assistance (CVA) and Market Based Programming (MBP) are becoming the new paradigm for humanitarian aid. While other sectors are already further advanced in this respect, the WASH sector is only now increasingly embracing this trend.

MBP in humanitarian settings, such as cash distributions, can provide support that is more tailored to individual needs. It shifts the focus from in-kind assistance to technical support, community engagement and the support of local economies to recover, rather than disrupting local markets with imports.

This is a foundation course for WASH Market Assessment and using Cash and Vouchers for WASH objectives. It is intended that this course will be useful for all RCRC Movement including National Societies, ICRC and IFRC staff and volunteers. It will specifically satisfy the IFRC WASH competencies related to Tier A (demonstrate technical knowledge) for WASH and Cash and WASH Market Assessment.

## Who, when and where?

The workshop took place from 30th November – 3rd December 2023, face-to-face in Austrian Red Cross training centre in Litzlberg, Upper Austria. 25 staff and volunteers with WASH background (11f / 14m) participated from 7 Red Cross/Red Crescent societies (Austria, UK, Sweden, Germany, Lebanon, Norway). The facilitation team consisted of 5 trainers (1f, 4m) from Austria and Nepal.

## Overall goals and learning objectives

This training is designed to make WASH ERU delegates understand the basic principles of Market based programming (MBP) and CVA (Cash& Voucher Assistance) and reflect on possible applications within their sphere of influence.

By the end of the course the participants were expected:

- To be able to demonstrate technical knowledge and to communicate demand side (e.g. cash and voucher assistance) or supply side (eg. local procurement) interventions for market sensitive WASH-programming.
- To be able to demonstrate knowledge of key concepts of market assessment and mapping for WASH activities, this will include engagement with the private sector.
- To have basic familiarisation with the key concepts in the 2021 Global Wash Cluster Market Based Programming in WASH: Technical Guidance for Practitioner.

## Description of the training

After completing some mandatory and optional pre-reading (see Annex A for the list of pre-reading) an online webinar was held to introduce basic definitions ("What is market based programming?"; "What is a market?"; "What is CVA?") and clarify last logistical questions on Nov. 23rd. Participants were supposed to produce a summary of their pre-readings, using a method of their choice. 8 participants did so, sharing their posters, poems, AI-generated pictures and a song with the other participants.

The major focus in the face-to-face training was on market assessments and mapping, market based/ markets sensitive response options and their analysis and specifically on CVA response options.
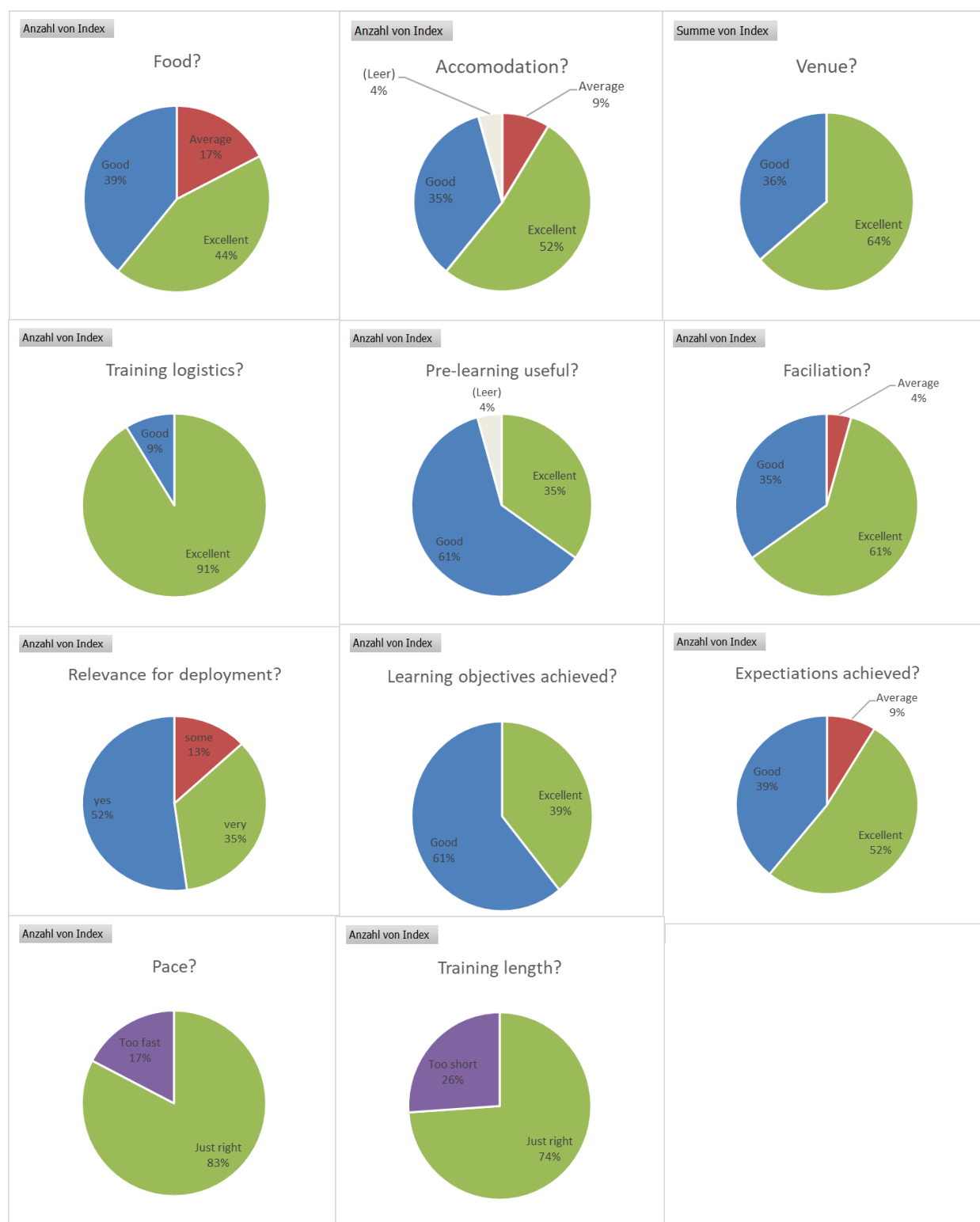
Half of the group also got the chance to visit a local hygiene items store and speak to the management and a dedicated crisis manager of the respective chain (BIPA/ Rewe). Unfortunately, due to heavy snowfall, a similar opportunity for the other half of the group to speak to a local construction company had to be cancelled.

An agenda of the training "as run" can be found in Annex B.

The training was based on material that had been developed by the global WASH cluster for a 5 days training on the same topic, elements of which have been also used in an online training that had been already run by the Red Cross movement. As in those trainings, key ressources that were used in the training were the market based programming for WASH guideline and evidence papers for market based programming for water, sanitation and hygiene subsectors. The introduction session to CVA was customised for this training by Austrian RC based on Movement CVA material.

However, in contrast to those previous trainings, the current training replaced the hypothetical scenario with actual case studies to capitalise on the work by the RC/RC TWG on Cash&WASH: one completed case study (Nepal HH latrine reconstruction), one currently in draft stage (Lebanon hygiene NFI vouchers), one water trucking market study from Lebanon (done by other WASH actors), one based on material available from the ongoing Morocco EQ operation, and a real example of a pre-crisis-WASH-market assessment done by NepalRC. Apart from effectively utilizing work done by the TWG, this also allowed for opportunistically making use of the presence of participants from Lebanon, a facilitator from Nepal and participants that have just returned from a deployment in Morocco. See Annex C for the reading packs that were used to inform the scenario group work.

## Outcome

**Food?**
- Average 17%
- Good 39%
- Excellent 44%

**Accomodation?**
- (Leer) 4%
- Average 9%
- Good 35%
- Excellent 52%

**Venue?**
- Good 36%
- Excellent 64%

**Training logistics?**
- Good 9%
- Excellent 91%

**Pre-learning useful?**
- (Leer) 4%
- Excellent 35%
- Good 61%

**Faciliation?**
- Average 4%
- Good 35%
- Excellent 61%

**Relevance for deployment?**
- some 13%
- yes 52%
- very 35%

**Learning objectives achieved?**
- Excellent 39%
- Good 61%

**Expectitions achieved?**
- Average 9%
- Good 39%
- Excellent 52%

**Pace?**
- Too fast 17%
- Just right 83%

**Training length?**
- Too short 26%
- Just right 74%

In general, the training received mostly good or excellent ratings across basically all dimensions in the final evaluation. The greatest potentials for improvements that could be read from those data are food (which will be difficult to change in this training venue). One key idea for improvement was related to the practical market assessment exercise: While the physical shop visit was found interesting, the possible crisis-scenarios in Austria and the whole market environment was seen as not very representative for the work of global RC WASH teams. As an alternative, participants

suggested to organize online interviews with market actors from countries of typical RC emergency deployments, such as Ugandan construction companies or Lebanese hygiene items wholesalers or vendors. We plan to pick up this idea for future trainings.

Want to know more? Contact

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## ANNEX A – Pre-reading list

| Mandatory | Link |
|---|---|
| CVA Fundamentals | https://www.calpnetwork.org/course/cash-and-voucher-assistance-cva-the-fundamentals/ |
| Market assessment | via IFRC learning platform |
| Sphere: Delivering assistance through markets | https://handbook.spherestandards.org/en/sphere/#ch002_003 |
| Market based programming in WASH Guidance | https://www.washcluster.net/node/30391 |
| **Optional** | **Link** |
| Minimum standards for market assessments | https://handbook.spherestandards.org/en/misma/#ch001 |
| Practices in MBP in the Water subsector | https://www.washcluster.net/sites/gwc.com/files/2022-01/Practices%20in%20MBP%20in%20the%20Water%20subsector.pdf |
| Practices in MBP in the Water subsector | https://www.washcluster.net/sites/gwc.com/files/2022-01/Practices%20in%20MBP%20in%20the%20Sanitation%20subsector_0.pdf |
| Practices in MBP in the Water subsector | https://www.washcluster.net/sites/gwc.com/files/2022-01/Practices%20in%20MBP%20in%20the%20Hygiene%20subsector.pdf |
| Evidence building for cash and markets for WASH in emergencies | https://www.washcluster.net/sites/gwc.com/files/2022-01/Summary%20of%20Findings_EN.pdf |
| Cash based Interventions for WASH Programmes in Refugee settings | https://www.unhcr.org/fr-fr/en/media/cash-based-interventions-wash-programmes-refugee-settings |
| Cash for Latrines | https://www.unhcr.org/media/cash-latrines |

## ANNEX B - Training Agenda "as run"

| Time Approx as run | Led by | Topic | Content |
|---|---|---|---|
| **Day 1 – Nov. 30th** | | | |
| 17.00 – 18.30 | Florian | Welcome | Combined personal introduction and market actors-web-ice-breaker (using a string to visualize connectedness) |
| | | | Flipchart presenting key definitions (that were puzzled together during preparation webinar) |
| | | | Training agenda & time-table |
| | | | Introduction of field exercise and RAM guide as a basis for developing market assessment questionnaire |
| | | | Group division – 4 scenarios (Lebanon hygiene NFI; Nepal HH latrine reconstruction; Lebanon water trucking; Morocco communal emergency latrines) |
| 19:30 – 20:30 | Groups flexibly supported | Market assessment questionnaire | Developing questionnaire for practical market assessment field exercise |
| **Day 2 – Dec. 1st** | | | |
| 9.00 – 9.30 | Alex | Review of pre-reading summaries | Review of participants pre-reading summaries<br><br>Final logistics for field trip |
| 9.30– 11:30 | Alex & Wolfgang | Market assessment hygiene store | Practicing interviews with hygiene items chain managers and company crisis managers |
| 9.30– 11:30 In parallel | Suvechhya & Florian | Scenario reading time | Time to read scenario reading pack for group that did not do practical market assessment |
| 11.30 – 12.30 | Alex & Wolfgang | Debriefing Market assessment | Plenary reflection about process of developing questionnaires and doing actual interviews& summarizing key information from the actual assessment |
| 13.30 – 16.30 | Suvechhya | Market assessment & Mapping | Using the example of a WASH pre-crisis-market assessment done in Nepal, explaining concept, tools and methods, lessons learnt |
| 16:30 – 17:30 | Groups flexibly supported | Market mapping | Developing market systems maps for the 4 scenarios based on the reading material provided |
| **Day 3 – Dec. 2nd** | | | |
| 9:00-10:30 | Florian | Response options | Introduction of market based response options & response options analysis concept |

| 11:00 – 12:30 | Groups flexibly supported | Group work response options | Brainstorming market based response options for scenarios |
|---|---|---|---|
| 13:30 – 17:30 | Wolfgang | CVA introduction | Ppt & plenary discussions about Cash & Voucher assistance; Minimum Expenditure basket; WASH and multipurpose Cash |
| 19:00 – 20:00 | Groups flexibly supported | | Finalisation of scenario group work deliverables per group: 1 market systems map 2-3 market based response options List of open questions that would need to be answered to properly analyse the suitability of the different options |
| **Day 4 – Dec. 3rd** | | | |
| 9.00 – 11.30 | Suvechhya | Group work presentation | Presentation of scenario deliverables, incl. feedback and plenary discussions (using one of the non-presenting groups as the main target audience – simulating a sort of information hand-over) |
| 11:30-12:00 | Florian | Wrap up | Plenary discussion of open questions |
| 12.00 - 12:30 | Florian | Evaluation & goodbye | Final evaluation via Kobo & plenary discussion about potential improvements |

## ANNEX C – Scenario reading packs

### Scenario Lebanon – Hygiene items

1. WFP Lebanon price monitoring dashboard
2. Lebanon MEB 2022
3. Development of a Framework for Multipurpose Cash Assistance to Improve Aid Effectiveness in Lebanon: Support to the Market Assessment and Monitoring (2014)
4. Promoting Hygiene through Cash and Voucher Assistance (CVA)-Lessons from Saida-In Lebanon (publication pending)
5. After Action Review –WASH E-voucher Pilot Saida, Lebanon (available upon request)
6. Practices in MBP in the Hygiene subsector (WASH cluster)

### Scenario Nepal – household latrine reconstruction

1. UNHCR cash for latrines
2. Practices in MBP in the sanitation subsector (WASH cluster)
3. CVA for latrines construction during earthquake recovery programme - Nepal
4. Nepal WASH PCMA

### Scenario Lebanon – Water trucking

1. Practices in MBP in the water subsector (WASH cluster)
2. Water trucking and desludging markets study in Lebanon

### Scenario Morocco – Communal emergency latrine construction

1. Group CASH Transfers Guidance and Tools
2. Practices in MBP in the sanitation subsector (WASH cluster)
3. IFRC appeal Morocco EQ operation 2023
4. Draft consultancy report – "Incorporating CVA and localized approaches into MSM ERU" – available upon request
5. Morocco rapid construction market assessment notes