Using market based programming to reach WASH outcomes in emergencies

Final Report / Training/ Workshop / 14th – 17th Mar. 2024, 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 <u>IFRC WASH competencies related to Tier A (demonstrate technical knowledge) for WASH and Cash and WASH Market Assessment.</u>

Who, when and where?

The workshop took place from 14th – 17th March 2024, face-to-face in Austrian Red Cross training centre in Litzlberg, Upper Austria. 23 staff and volunteers with WASH background (14f / 9m) participated from 7 Red Cross/Red Crescent societies (Austria, Lebanon, Netherlands, Sweden, Syria, Türkiye, UK). The facilitation team consisted of 4 trainers (1f, 3m) from Austria, Nepal and Netherlands.

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?"), introduce the scenarios that the training would use throughout the training and clarify last logistical questions on March 4th. Participants were supposed to produce a summary of their pre-readings, using a method of their choice. 7 participants did so, sharing their posters, poems, raps, cross-word-puzzles and videos with the other participants.

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.

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

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.

Apart from theoretical presentations/ discussions the training made use of scenarios, which were used to practically apply learnt knowledge in concrete settings. The 4 scenarios were:

1. Lagaba (hypothethical scenario focussing on water supply in urban areas)
2. Siruma (hypothetical scenario focussing on hygiene items in rural area)
3. Kulkul (hypothetical scenario focussing on sanitation in an IDP camp)
4. Nepal EQ (hypothetical intervention based on data from the 2023 Karnali earthquake)

People had the chance to self-select the scenario, in order to cater for individual interests but stayed in their groups for the whole duration of the training. See Annex B for the reading packs that were used to inform the scenario group work. On the last day, each group presented the outputs of their work, consisting of:

1. An introduction into their scenario, incl. setting an needs to be addressed
2. A market systems map for a market relevant to their scenario

3. A list of possible response options with pros& cons for each

4. A list of open question that would need to be answered for more informed decisions
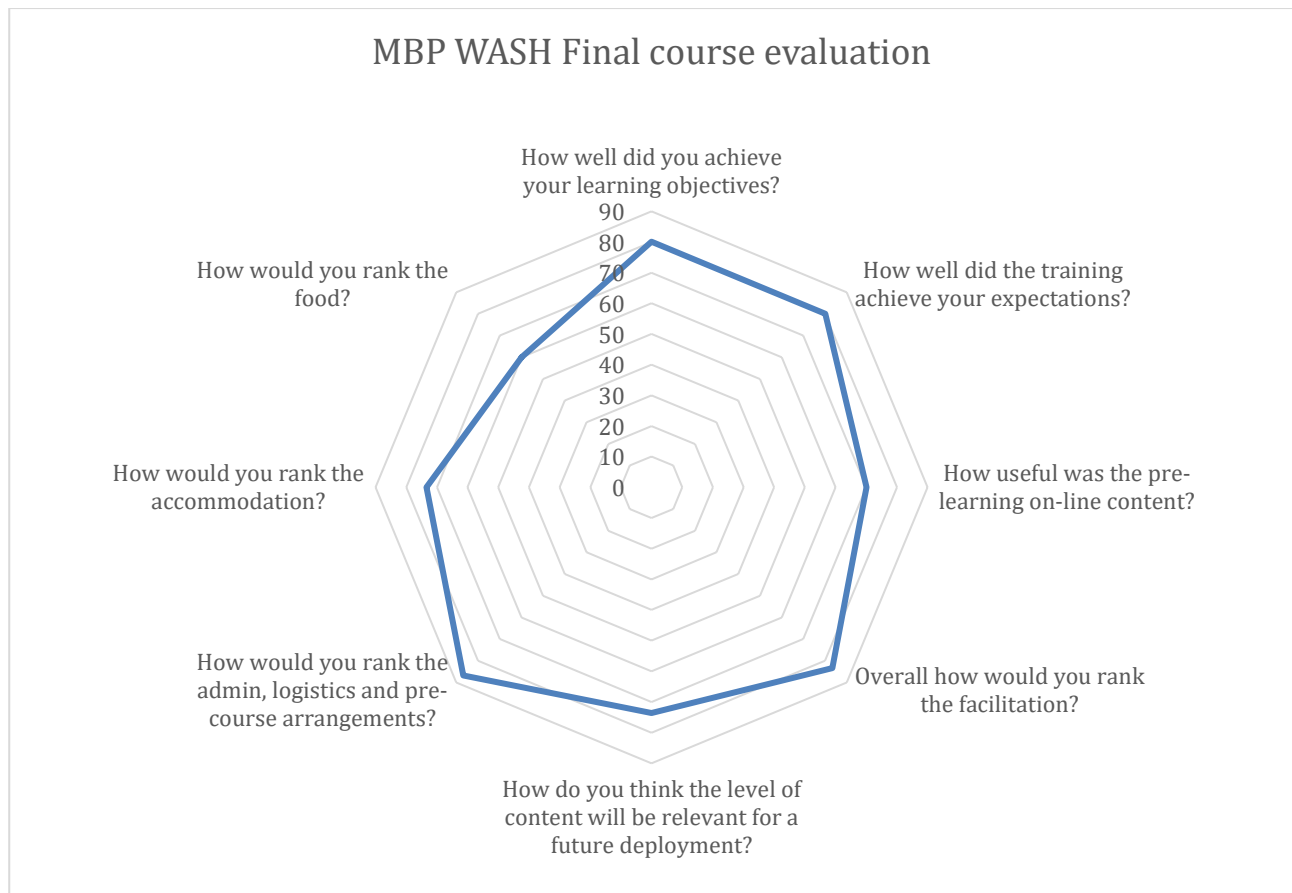
Disconnected from the scenarios, the groups also got the chance to practice market actor interviews with real-life WASH market actors. They developed semi-structured interview guides based on the WASH cluster MBP for WASH guidelines and RAM tool 9 (trader interview) and subsequently used online meetings to interview the following actors:

1. A manufacturer of disposable menstrual pads in Nepal (interview focus on menstrual pads)

2. A whole-sellers/ large traders of WASH equipment in Uganda (interview focus on pumps)

3. A whole-sellers/ large traders of WASH equipment in Uganda (interview focus on latrine slabs)

4. One small general purpose shop in Nepal (interview focus on soap)

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Outcome

MBP WASH Final course evaluation

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). All people reported that both the pace and the duration of the training were just right. The quality of some of the powerpoints was the mostly criticised aspect, while the practical market interview exercise received explicit praise.

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 – Scenario reading packs

Scenario Lagaba – Urban water supply

1. [Market based programming in WASH Guidance](#)
2. Freedonia country info
3. Lagaba multi-sectoral needs assessment & WASH technical assessment reports
4. Water market assessment report
5. [Practices in MBP in the water subsector (WASH cluster)](#)

Scenario Siruma – hygiene items in rural areas

1. [Market based programming in WASH Guidance](#)
2. Freedonia country info
3. Siruma multi-sectoral needs assessment & WASH technical assessment reports
4. Hygiene items market assessment report
5. [Practices in MBP in the Hygiene subsector (WASH cluster)](#)

Scenario Kulkul – Sanitation in IDP camp setting

1. [Market based programming in WASH Guidance](#)
2. Freedonia country info
3. Kulkul multi-sectoral needs assessment & WASH technical assessment reports
4. Sanitation material market assessment report
5. [UNHCR cash for latrines](#)

Scenario Nepal – Post EQ latrine reconstruction

1. [CVA for latrines construction during earthquake recovery programme - Nepal](#)
2. IFRC Appeal Karnali EQ Operation 2023
3. Rapid assessment of markets report Karnali EQ operation 2023
4. [Practices in MBP in the sanitation subsector (WASH cluster)](#)

ANNEX C - Training Agenda "as run"

	Day 1	Day 2	Day 3	Day 4
9:00-10:30		Recap & Session 2a - Market Assessment general intro & Session 2b - Market actors interview	Recap & Session 3a - CVA introduction	Session 4a - Presentation of group work (incl. Collective reflections)
10:30-11:00		**Coffee break**		
11:00 -12:30		Session 2b - Market actors interview (incl. Group work and interviews) -Adritex Uganda 11am (Lagaba group) -G.Utthan. Abhiyan Nepal 11 am (Siruma group) -Makkha Kirana Store, Nepal 11 am (Nepal group) -Reliefline Uganda 12pmam (Kulkul group)	Session 3a cont.- CVA introduction	Session 4a - Presentation of group work (incl. Collective reflections) & Wrap-up/Evaluation/Closure
12:30- 13:30		**Lunchbreak**		
13:30- 15:00		Session 2b - Market actors interview cont. (incl. Group work and interviews) & Session 2a - Market Assessment general intro (cont)	Session 3b -Market based WASH response options (incl. Response options analysis and group work on scenarios)	
15:00-15:30		**Coffee break**		
15:30 - 17:30	17:00 Session 1a - Welcome, Introduction into Market Based Programming (17:00-18:30) Intro into scenarios	Session 2c - Market systems mapping (incl. Group work on scenarios)	Session 3b cont -Market based WASH response options (incl. Response options analysis and group work on scenarios)	
18:00		**Dinner**		
19:00 - 20:00	Session 1b Study of scenario documents		Session 3c - finalisation of group work products	