

Briefing Note 5: **Monitoring and Evaluating Market-Based Programmes**

Monitoring and evaluation (M&E) of market-based programmes is essential to assess the impact of humanitarian interventions on the lives of people affected by disaster or crises, to track progress, discover unplanned effects of programmes and adjust accordingly. This briefing proposes a framework of indicators to monitor and evaluate programme delivery, taking into account criteria related to access to and quality of WASH commodities, efficiency of delivery, and benefits for market actors.

KEY POINTS

- 1. The wide-scale uptake of market-based approaches is currently constrained by a lack of evidence to demonstrate the proposed benefits.**
- 2. In order to assess the effectiveness and efficiency of market-based programmes, there is a need for a framework of indicators to facilitate the collection of data in a consistent manner.**
- 3. The M&E framework has been developed to be equally applicable to conventional (non-market-based) approaches and to market-based programmes to facilitate comparison between the two.**

NEED FOR A MONITORING AND EVALUATION FRAMEWORK

Market-based programming is alleged to provide a more effective and efficient means to meet the needs of crisis-affected populations. The proposed benefits relate to the timeliness of response, beneficiary preferences, efficiency, as well as longer term economic benefits (see [briefing note 1](#)). However, evidence is needed to test these assumptions and assess the effectiveness of market-based programmes in comparison with conventional responses.

The WASH Cluster Technical Working Group on Cash and Markets in the WASH Sector identified the need for a consistent approach to monitoring and evaluation, and the 2018 version of the Sphere guidelines (see Key Common Action D) identified a need for practical measurable indicators to monitor the effect of the supply chain or cash-based interventions on local markets. An M&E framework is therefore required to establish how the investments in preparedness and resilience subsequently pay off in terms of improved effectiveness and efficiency of both the responses and economic recovery.

OBJECTIVE AND LOGIC MODEL

With the above objective in mind, Oxfam commissioned, with funding from OFDA, the development of a generic M&E framework and complementary ICT tools to facilitate data collection and analysis. The overall aim is to help agencies improve their monitoring and evaluation in different local contexts, and subsequently build the evidence base for market-based approaches.



Figure 1 illustrates the logic model for WASH market-based programming on which the indicator framework is based. The main focus is:

1. The *effectiveness of the humanitarian response* in terms of outcomes related to access to critical goods and services by affected communities, taking into consideration imbalances for women and poor/vulnerable groups;
2. The *resilience of market systems* and benefits of market-based programming in terms of market rehabilitation and efficiency of delivery compared with traditional responses.



Figure 1: Logic-flow model for WASH market-based programming

INDICATORS IN THE MONITORING AND EVALUATION FRAMEWORK

As shown in Figure 2 and described below, the indicators within the framework fall into four categories related to i) access to WASH commodities ii) quality of WASH commodities iii) efficiency of delivery and iv) benefits in terms of market rehabilitation. It is important to note that although the recommended indicators (sixteen in total) are proposed as the minimum set of indicators, it may not be necessary to use the full set if the indicator is considered not to be relevant or if there is no data available.

i) Access to WASH commodities

Indicators focus on the proportion of the targeted population with access to a) water supply b) sanitation facilities c) menstrual hygiene materials and d) handwashing facilities with soap and water, in accordance with Sphere standards. These indicators are monitored via household questionnaires and observational surveys (e.g. spot checks and transect walks).

ii) Quality of delivery (response and commodities)

The framework includes the proportion of targeted population satisfied with the quality of response (in terms of choice, flexibility, dignity, equity and safety) and the availability, affordability and quality of WASH commodities provided by the response. These indicators are monitored via household surveys and focus group discussions. Other indicators included in the framework in the category include i) the average duration of unavailability of WASH commodities and ii) price fluctuations which are monitored by supplier surveys and monitoring of commodity prices in the market.

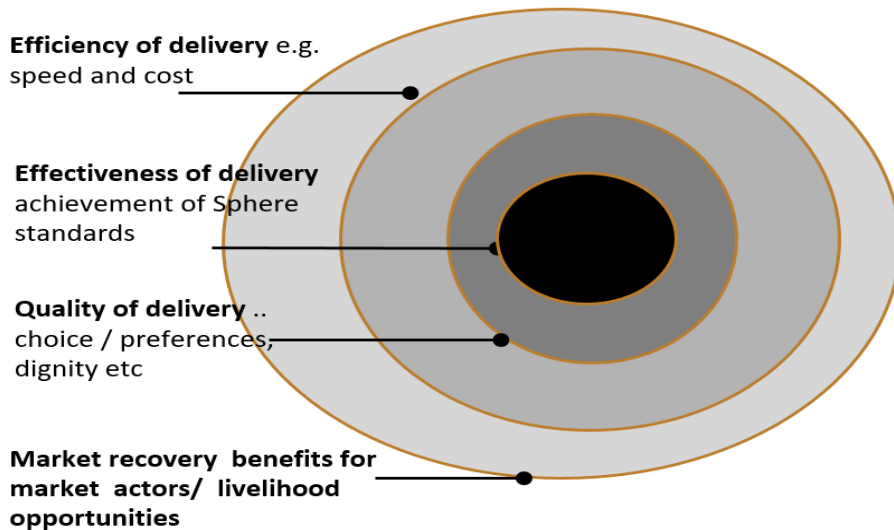


Figure 2: Categories of indicators in the generical monitoring and evaluation framework

iii) Efficiency of delivery

Efficiency of delivery is assessed in terms of i) *cost per beneficiary* and ii) *delivery cost ratio*. These indicators are calculated based on a review of secondary data and discussions with staff from the humanitarian agency responsible for the emergency response.

iv) Benefits for market actors

The proportion of supported traders and service providers who report i) benefiting from market support activities; ii) that they have access to funding and iii) that their trade has recovered after the shock from the crisis or disaster. These indicators are calculated from reviews of secondary data, registration information, and supplier surveys. Whereas some of the indicators, such as the cost data, are determined directly, other indicators are composite indicators and based on a qualitative assessment. The latter are based on a set of pre-defined questions that determine the level of beneficiary satisfaction with the quality of the response to meet their needs, and the perceived benefits reported by market traders.

IT TOOLS TO FACILITATE DATA COLLECTION AND ANALYSIS

The M&E framework and indicators use two information technology tools for data collection/analysis and presentation of the results. These are Survey CTO and PowerBI respectively. These are available for download from the [EMMA toolkit website](#) to facilitate easy access and application.

- The purpose of Survey CTO is to improve the speed and quality of field-level data collection by eliminating the need to compile paper questionnaires, decipher handwriting and transcribe a questionnaire into a spreadsheet database prior to analysis of the data.
- The Power BI tool is a versatile tool which is free from Microsoft and which is used for data analysis to disaggregate according to i) different programmes; ii) gender and socio-economic status of beneficiaries and suppliers; iii) modality of delivery (e.g. type of cash transfer or in kind distribution); iv) type and time of support provided to beneficiaries and suppliers; and v) type of support offered to beneficiaries and market actors.

CAPACITY BUILDING REQUIREMENTS

Field/project staff responsible for data collection need the capacity and skills to collect quantitative and qualitative data of sufficient quality in accordance with the indicators provided in this framework, as well as an overall understanding of the purpose of the exercise. Capacity building/training for data collection and analysis is therefore needed for field staff and local partners as part of the market programming activity (See Stage 2 in [briefing note 3](#)). In addition, funding is essential for the development and implementation of post-programme monitoring as a longer term evaluation is paramount. This will help to build evidence around market-based approaches and help to select appropriate response modalities as part of humanitarian programming.

REFERENCES AND SOURCES OF FURTHER INFORMATION

- The **Guidance and ICT tools for the Monitoring and Evaluation of WASH Market Systems** are available for download from www.emma-toolkit.org
- WASH TWIG (2017). **WASH Cluster Technical Working Group on Cash and Markets in the WASH Sector**. Available from www.cashlearning.org
- **Updated (second version) of the Sphere guidelines**. Available from <http://www.sphereproject.org/handbook/>

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