

Opportunities of Market-Based Programming to Address Humanitarian WASH Needs

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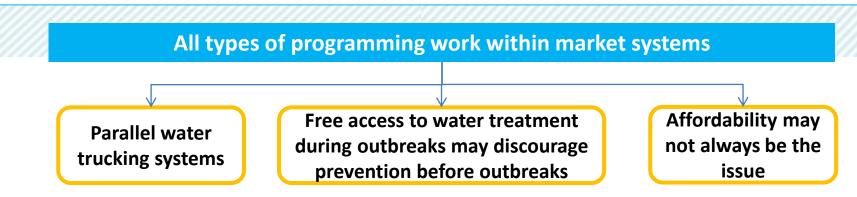




sustainable sanitation alliance

Promoting market-based responses to emergencies through WASH market mapping and analysis

Katie Whitehouse (Global Advisor: Urban WASH & Markets / OXFAM



All programming should be informed by market system and needs analysis



- Find the right resource model and appropriate MA depth for each context
- Prove benefits by working out how to attribute programme success to analysis
- 3 Articulate the strategic potential to decision-makers in both hum & dev
- 4 Shift funding to proactive use of analysis whilst not encouraging analysis fatigue

Effectiveness and appropriateness of cash-based approach to deliver sanitation solutions in the Philippines post Yolanda

Rolando Wallusche Saul - Catholic Relief Service (CRS)

Our study showed that the cash based approach worked in this specific context

Gaps & Challenges

- CT approach requires thorough assessments of local markets and money transfer agencies
- Pilots are required before expanding
- *Requires time planning and resources.*

Proposed Actions

- Offer the choice between direct build or cash grants and compare benefits
- More evidence studies are required in different regions of the world to measure cost efficiency/effectiveness
- Work simultaneously with local authorities in FSM

Markets, Agents and Toilets: Use of economic incentives in a large scale humanitarian WASH response: Philippines post Yolanda

Simone Klawitter (on behalf of UNICEF WASH Philippines)

Current Gaps & Challenges

- Markets and agents can fail: Market based approaches at scale within live saving needs phase are unrealistic due to potential failure of markets and agents
- Limited and fluctuating market knowledge in recurrent emergencies, limited capacities for market assessment
- Market development takes time and needs funding: Training of entrepreneurs, business registration, Microfinance, Monitoring

Opportunities / actions

- Holistic phased programming: Early shift towards holistic systemic early recovery/development programming
- Conditionalised and embedded approach: Incentives, rewards, subsidies (Cash/in kind) must be embedded in targeted community mobilisation, comprehensive capacity development approaches
- **Targeted long term support** for market develeopment, monitoring

The WASH Cluster Perspective

Dominique Porteaud, Global WASH Cluster Coordinator, UNICEF

Risks

- Cash for WASH lacks sufficient evidence of best practice and lessons learned – risks poor programme quality
- Risks of cash modalities promoted even when they are inappropriate for context
- WASH representation in cash coordination needs to improve before Multipurpose-Cash-Transfers are truely multipurpose

Opportunities / actions

- Mainstream market awareness in all WASH response analysis
- Promote appropriate use of cash for WASH outcomes
- Strengthen monitoring framework
- Develop institutional knowledge of Market-Based & Cash-Transfer Programming
- Capacity building
- Strengthen links cross-sector and with humanitarian-recoverydevelopment

All Cash? Implications for humanitarian WASH response

Daniel Clauss - European Commission, Civil Protection & Humanitarian Aid (ECHO)

Current Gaps & Challenges

- General push for cash transfers → Can all WASH be cashed?
- Multipurpose cash is breaking down sector boundaries →
 Where is the WASH expertise?
- "Freedom of choice = dignity"
 → What about quality and
 safety of WASH?

Proposed Actions

- Increase, document, evaluate experience on Cash for WASH
- Insist on WASH expertise in multipurpose cash programs (& guidance)
- Insist on public health dimension of WASH

Dr. Ulrike Pokorski, Sector Programme International Water Policy, GIZ

The Value of Development Experience for Humanitarian Efforts

Current Gaps & Challenges

- Increase in protracted crises and prolonged emergencies – humanitarian actors stretched thin
- More "grey" contexts between humanitarian response and development perspectives (i.e. flight) than ever
- Lack of exchange between humanitarian and development actors
- Streamlined budgeting f
 ür a smooth transition often missing

Proposed Actions

- Make use of development sector tools skills and experience by means of systematic exchange during conceptualization and implementation
- Identify settings for common action/possible synergies and use experience for assessments of markets, actors and stakeholders in the emergency
- Encourage and support humanitarian actors in the development of governance programmes for more sustainability



SWWW 2015 Event: Understanding Humanitarian and Development WASH Approaches to Improve Service Delivery