



Opportunities of Market-Based Programming to Address Humanitarian WASH Needs

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

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

All types of programming work within market systems

Parallel water trucking systems

Free access to water treatment during outbreaks may discourage prevention before outbreaks

Affordability may not always be the issue

All programming should be informed by market system and needs analysis

What do we need to do to make MA happen more systematically?

- 1 Find the right resource model and appropriate MA depth for each context
- 2 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 development, 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 truly 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-recovery-development*

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*

The Value of Development Experience for Humanitarian Efforts

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

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 für 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*

