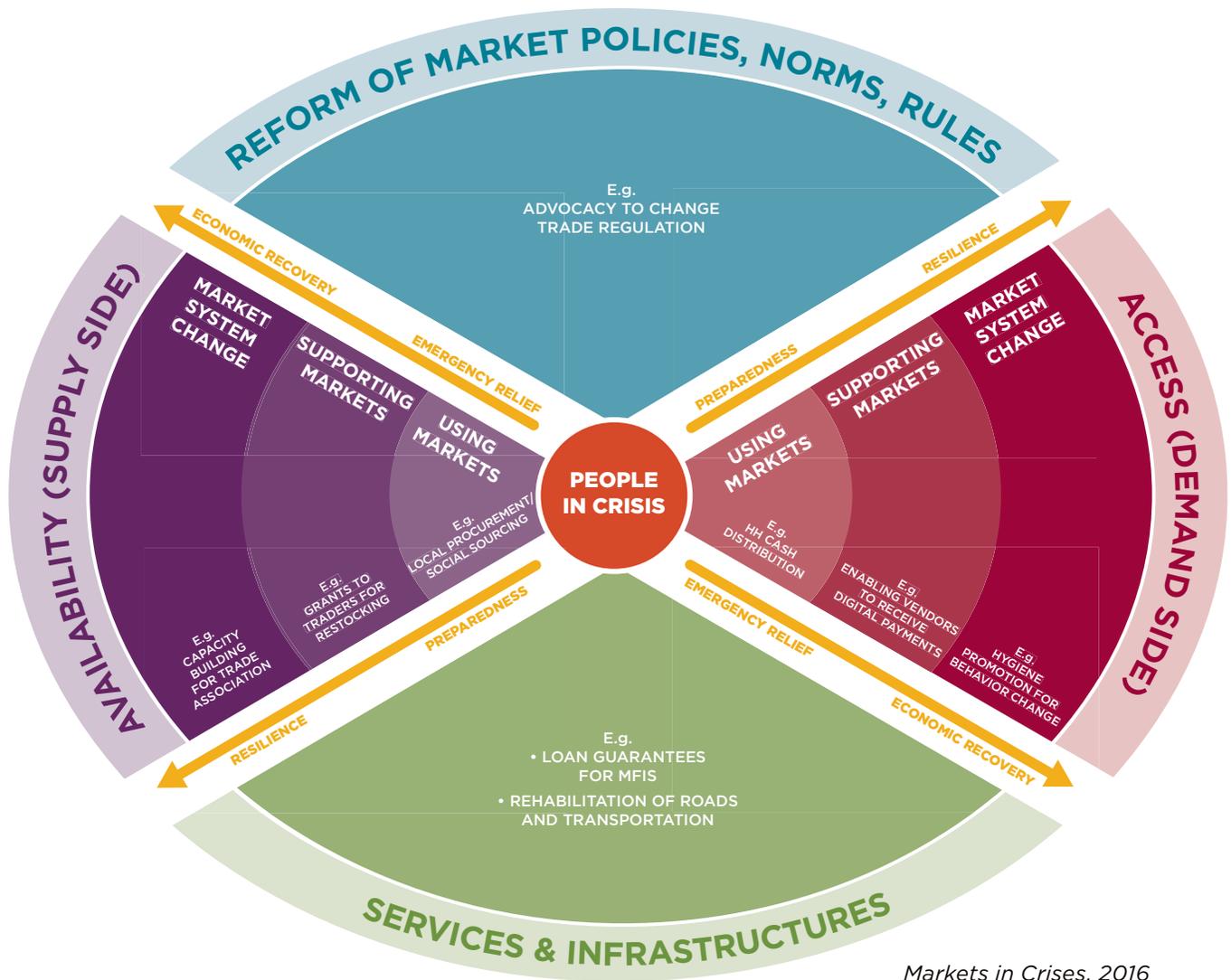


UPDATED MARKET-BASED PROGRAMMING FRAMEWORK

The framework illustrated in the diagram below was revised and updated by members of the “Markets in Crisis” group in 2016. In the illustration, market-based programming or market-based interventions are understood to be projects that work through or support local markets. The terms cover all types of engagement with market systems, ranging from actions that deliver immediate relief to those that proactively strengthen and catalyze local market systems or market hubs. Some degree of market analysis is a critical part of all situation and response analyses. At a minimum, all humanitarian programming should be “market aware”. The better humanitarian and development actors understand markets, the deeper they can engage with markets.



HOW THIS FRAMEWORK DIFFERS FROM THE ORIGINAL

The original framework for market-based programming is quite useful as an overview of market-based programming. This revised framework aims to elaborate in more detail on the types of market-based programs implemented by humanitarian and development actors.

HOW TO READ THE FRAMEWORK:

- The yellow arrows show the progressive depth of humanitarian program engagement with the market, from activities that are limited to using markets to those that aim for market system change. Programs that use markets often are part of emergency relief efforts, while programs aiming for market system change are more relevant for economic recovery. An example of each type of program is provided.
- The framework mimics an Emergency Market Mapping and Analysis (EMMA) map, in that the market actors are across the middle, with policies and supporting environment across the top, and infrastructure and services along the bottom. All elements make up a market system.
- People should be the focus of all market-based programming, so they are central to the framework.
- Humanitarian and development actors should consider activities that promote “preparedness”, and those that lead to greater “resilience”. For illustrative purposes – so that we don’t forget them – these terms are included along the yellow arrows, but it is recognized that these do not necessarily fall along a spectrum as such.

TYPES OF MARKET-BASED PROGRAMS

SUPPLY/AVAILABILITY

Outcome sought: Using or supporting the local market to ensure sufficient supply and availability of critical goods and services for people affected by crisis.

USING MARKETS: Providing temporary direct support to market actors, or other entities that make up a market system, so that users have access to a sufficient supply of goods, services, or income to meet needs in a crisis.

Sample activities: Grants to traders for restocking; Transportation subsidies; Debt relief for vendors.

SUPPORTING MARKETS: Providing direct support to market actors, or other entities that make up a market system, to restore or build sufficient supply of goods and services.

Sample activities: Grants to traders for restocking; Transportation subsidies; Debt relief for vendors.

Market system change: Longer term projects aimed at enabling sustainable changes in market access and demand for goods and services, supporting the development of viability and resilience within existing and new market systems.

Sample activities: Hygiene promotion campaign to promote behavior change and create demand for hygiene products and services.

DEMAND/ACCESS

Outcome sought: Using or supporting the local market to ensure access to the market by people affected by crisis.

USING MARKETS: Working through local markets to provide access to locally-available goods and services for people in need.

Sample activities: Cash transfers to affected households; Cash or vouchers for shelter materials

SUPPORTING MARKETS: Providing temporary support to market actors, or other entities in a market system, so that users can adequately access goods, services or incomes needed to meet needs in a crisis.

Sample activities: Sales of small seed packs to promote innovation and create demand; Enabling vendors to receive digital payments; “Societal marketing”.

Market system change: Working through the whole market system to create sustainable access to and demand for goods and services.

Sample activities: Hygiene promotion campaign to promote behavior change and create demand for hygiene products and services.

REFORM OF MARKET POLICIES, NORMS AND RULES

Outcome sought: The market environment is a driver for a well-functioning market system.

Sample activities: Advocacy for trade regulations reform; community approaches to ensuring more equitable gender roles in marketing and decision-making.

SERVICES AND INFRASTRUCTURE

Outcome sought: Market services and infrastructures are restored, strengthened or developed to allow functioning of critical market systems and market places.

Sample activities: Loan guarantees for microfinance institutions (MFIs); Rehabilitation of roads, transportation, or cell phone networks; Provision or restoration of digital cash delivery technologies; Support to improved market information.