Consultancy: Support to market-based WASH programming through development of MEAL framework and ICT applications for market mapping and monitoring

Background

Engagement with market actors is increasingly being recognised to be a key part of humanitarian programming as these actors are well positioned to provide services and distribute commodities to affected communities. At the same time, cash transfers are becoming more widely utilised to enable these same communities to access markets of goods and services that they urgently need during and after an emergency.

In this context, OFDA/USAID is funding an 18-month program implemented by Oxfam’s Global Humanitarian Team under the title: ‘Promoting market-based responses to emergencies through WASH market mapping and analysis’. The aim of the programme is to increase disaster resilience and effectiveness of WASH related emergency responses through strengthened governance and market-based solutions. These market based interventions should meet the needs of all members of affected communities, and considering the specific needs of women, children, marginalised and vulnerable groups.

The project is being piloted in Bangladesh, Haiti, Indonesia, South Sudan and Zimbabwe where OXFAM is using tools for pre-crisis market mapping and analysis (PCMA). In addition, Oxfam has already undertaken one emergency market mapping and analysis (EMMA) in Vietnam and is planning to undertake another EMMA in another country yet to be defined.

Problem Statement:
The humanitarian sphere is advancing in cash transfer and market based programming in conjunction with the in-kind levels of assistance to crises across the world. During this advancement one recognises that the WaSH sector needs to progress and make a step change in how they measure the indirect and direct consequences of our market based programming in WaSH. Until recently, there has been little evidence communicated, not forgetting that other sectors are challenged with this as well too. Often our M&E data tell us that the cash has been used for food and shelter, often in natural disaster context, but it does not extend to examining the short and long term effects on the market related to functionality, the access, economic rehabilitation etc.

Monitoring, evaluation, accountability and learning (MEAL) is central to the activities in the OFDA project, and is equally identified as a gap by the Global WaSH Cluster’s technical working group in WaSH markets. The main objectives of the assignment are therefore:

1. To monitor efficiently and effectively of market actors to deliver critical services and commodities to affected communities. Indicators to consider include SPHERE standards, speed of delivery, access/availability, and value for money.
2. To evaluate indirect impacts associated with market rehabilitation, livelihood opportunities:
3. To assess gender imbalances and access to markets for poor and vulnerable groups in market;
4. To analyse cost-benefits and overall performance (in terms of quality, expandability) of market responses compared with traditional responses.

Monitoring, evaluation, accountability, and learning (MEAL) 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 make adjustments. A well-structured MEAL system supports accountability through information sharing and a complaints/feedback mechanism to guide programme implementation.
Purpose
Oxfam is aiming to develop and support the application of a robust framework for Monitoring, Evaluation, Accountability and Learning (MEAL) and associated ICT applications to support market-based programming and build the evidence-base for market-based approaches.

Deliverables
1. Develop detailed workplan including summary of expectations from different stakeholders.
2. Document most relevant MEAL frameworks (used by Oxfam and other agencies), ICT tools and summarize experiences of their application.
3. Define monitoring priorities, MEAL indicators and framework and approach for application in each of the OFDA countries.
4. Define ICT requirements to support MEAL, either modify existing tool or develop new ICT application, and support piloting in one country.
5. Prepare generic MEAL guidance for market-based WASH programming with modules for application for different market systems.
6. Recommendations for capacity building to promote uptake of MEAL framework and ICT user guidelines.

Qualifications, experience and competencies
Expressions of interest/ proposals are invited from suitably qualified and experienced consultants with capacity to undertake the above activity. Oxfam is looking for small team of 2-3 consultants either a company or with a lead consultant who will sub-contract to other consultant(s). The lead consultant may consider a joint submission with inputs from an additional consultant to be subcontracted by the lead consultant. For example, if the lead consultant is an expert on M&E person, there may be a need for some additional input from an economist to focus on the market questions of examining the impact on the markets in both the short and long term.

We are looking for a team of consultants who can demonstrate the following:

- Experience of WASH programming in humanitarian and development contexts.
- Understanding of market-based programming concepts and market system mapping and analysis.
- Experience with development and application of M&E frameworks in emergency / crisis situations taking into account both quantitative and qualitative indicators.
- Expertise in developing and applying ICT applications in the development / humanitarian sector to supporting monitoring.
- Strong analytical, writing and presentation skills.

Application Process
Interested and qualified teams of consultants should send their applications before or by 22th July 2016 by 17:00 BST to jparkinson1@ght.oxfam.org and indicate “MEAL and ICT Consultancy for Market-based WASH programming” in the subject line to the email. Please note that applications submitted in part will not be reviewed. All submissions later than the date or through other means other than the Oxfam application system will not be accepted. Only short listed candidates will be contacted.
The lead consultant or representative from the company is expected to submit a proposal with the following components:

1. **Capability and experience**
   - Short CVs for each consultant highlighting experience undertaking similar work.
   - Contact details for references
   - Examples of previous work on relevant project assignments

2. **Technical proposal to include:**
   - Two page word document detailing the Consultants’ understanding of the TOR including a critique of the ToR, and any key questions/queries to discuss.
   - A detailed methodology statement towards successful achievement of the work (including risks and mitigations, and suggestions to the ToR to improve delivery).
   - An overall work plan with time frame (Gantt chart) taking into account that activities specific to country will need to be updated once the consultancy has started.

3. **Financial Proposal detailing**
   - Itemized consultant fee rates for each consultant involved
   - Total financial proposal. The maximum budget is 35,000 USD (not including costs of international travel or in-country costs or piloting).
   - Validity period of quotation

**Remuneration of fees and expenses.**
The payment schedule will be linked to the timely and satisfactory submission of key outputs and will be finalised with the selected consultants prior to signing of contract.
Terms of Reference

Support to market-based WASH programming through development of MEAL framework and ICT tool for market mapping and monitoring

1. Scope of the assignment

In order to build local, national and international stakeholder interest and buy-in to the concept of market-based programming, there is a need to build the evidence-base and to achieve this there is a need to develop and test a robust evaluation and monitoring framework that has practical application. The monitoring framework is expected to support market assessments taking into consideration both demand and supply of specific WASH goods and services before, during and after a crisis. Thus, it is expected that the MEAL framework will incorporate the following:

I. Pre-crisis market mapping

Pre-crisis market mapping provides the baseline of market data (including data from families about existing access/use of WASH service providers, needs and preferences for specific commodities/services at different times, household economy and vulnerability) as well as from service providers (including data about tariffs, fluctuations in demand, financial status, market segments and areas served, competition and constraints to market access etc). There is a need to consider the level of accuracy of data and approach toward sampling to enable the detailed results from the market mapping and analysis in some areas to be used as the basis to identify opportunities for market based interventions in other areas with similar profiles / characteristics which have not undergone detailed PCMA.

II. Market monitoring

Market monitoring of early-warning triggers to assess when a WASH related emergency is expected and how markets are responding. Where possible, the monitoring system can be linked to other databases of information that show the increasing likelihood of an emergency situation. The consultants should therefore consider how the MEAL framework may be applied to monitor prices or other trigger indicators in the market which would then activate contingency plans. In doing so, the MEAL framework should consider not just what but when/how often and how monitoring should be undertaken.

III. Emergency market analysis

The application of the EMMA monitoring component of the MEAL framework will allow for real time analysis of the market systems and the households/ livelihoods that rely on them, which will inform humanitarian co-ordinators to improve project implementation and enable a better emergency response. Where there has already been a pre-crisis market assessment and market monitoring activity, the emergency analysis will benefit from the database of information. Where there has been no previous market analysis, the EMMA is the time when data used for the baseline is collected. In this situation, it is recognised that the extent and reliability of the data collected is likely to be limited compared with a PCMA baseline.

IV. Post-crisis evaluation

Post-crisis evaluation should use the data from the market analysis (either PCMA or EMMA depending on which has been undertaken) to assess the efficiency and effectiveness of market-based programming in terms of immediate relief and contribution to preparedness and resilience activities towards lowering overall crisis impact for affected communities, considering accountability to affected populations. The aim should be to compare market based programming with traditional in-kind emergency responses; considering longer-term benefits related to post-emergency market recovery (specific to WASH commodities / services), associated livelihood opportunities and economic rehabilitation as well as the more immediate benefits relating to humanitarian needs. It is recognised that the post-crisis evaluation that encompasses the full range of expected benefits will need to be taken long-enough after the response to enable these benefits to be realised.
2. **Methodological approach**

2.1 As much as possible, the approach should fit in with existing MEAL systems and be applicable to the focus of the market assessments and programming in the countries where there is activity being funded by OFDA. Where feasible the MEAL framework and related ICT tool for market monitoring will be applied during the course of the project to assess the number of people who either benefit from or are expected to benefit from the implementation of market-based interventions.

2.2 In order for this to be possible, there will be a need to collect data prior to, during and subsequently after (as part of post-emergency response evaluations) to track who is receiving services/commodities and from which market actors. The MEAL system should consider the location of those who procure commodities/services from them to support spatial mapping of the extent/geographical reach covered. Specific focus is needed to assess how effectively market actors meet the needs of the poor/vulnerable/disabled and marginalised and women, children and aged.

2.3 The consultancy should consider how the data collected can be used to compare the market based programmatic response with conventional humanitarian responses and how the MEAL approaches can be used to uphold lines accountability when using market based programming. The collection and analysis of disaggregated data as part of the MEAL system should therefore take into account specific considerations related to gender and age and link to household level socio-economic data in order to assess to what extent market-based responses meet the needs of the poorest, the vulnerable and marginalised sectors of society.

2.4 It is also expected that different market systems and responses/interventions in different contexts are likely to need to be bespoke. As such, the priority focus should be on specific MEAL recommendations to support Oxfam’s country programmes involved in the OFDA project. However, the consultancy should also focus attention on the development of standardised procedures, including recommended indicators that can be applied in different contexts to guide PCMA and EMMA mapping analysis in the WASH sector.

3. **Activities**

3.1 Review existing MEAL approaches and assess their relevance (strengths and weakness) for application in markets-based programming at different stages of the emergency cycle. These include Oxfam’s ‘Real-time Evaluation (RTE)’ and ‘Humanitarian Impact’ tools, the ‘Contribution to Change’ methodology. Document most relevant M+E guidance and ICT tools and summarize experiences of their application. Consider Oxfam experience as well as experience from experience from other agencies like NRC, ACF, Mercy Corps and development NGOs that also have experience in this subject.

3.2 Review the recommendations from a recent M&E and CTP scoping study and confer with CaLP in relation to the development of minimum requirements and standardized Monitoring, Evaluation and Accountability tools. The consultant should confer with key staff in Oxfam’s Programme Strategy & Impact Team (in particular the Gendered Enterprise and Markets programme) and the Logistics teams.

3.3 Based upon consultation with TWIG and key stakeholders (including donors), derive and agree upon criteria for monitoring and evaluation to understand expectations from monitoring and evaluation. The criteria for assessment are likely to be considered in quantitative terms (such as cost-effectiveness) as well as qualitative terms requiring participatory stakeholder evaluation.

3.4 Review existing ICT tools such as Mbenzi and Kobo Toolbox, existing experiences with CTP digital service providers (e.g. Red Rose ONE Solution, Squid, etc.), current OFDA ICT PCMA mapping exercises to assess the appropriateness of their M&E systems for monitoring outputs of markets-based WASH programming.

3.5 Discuss (remotely) MEAL requirements with country offices involved in the OFDA programme to understand the specific needs and expectations and how to support/build upon the current project activities. For instance, the consultant should discuss the CBA work done in Vietnam, Bangladesh, Indonesia and Zimbabwe to understand lessons learned in those pieces of rapid analysis and liaise with the MEAL teams during the course of the consultancy to explore opportunities to test ideas ‘live’ and trial ‘on-going’ learning.

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5th July 2016
4. **Activities, outputs and expected timeline**

The assignment will be completed by the end of December 2016. The sequence of activities is expected to be as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Output</th>
<th>Expected deadlines</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Discuss workplan and expected output to ensure feasibility and practicality of workplan and quality of deliverables. Receive and incorporate comments/input from key stakeholders.</td>
<td>Develop detailed workplan including summary of expectations from different stakeholders</td>
</tr>
<tr>
<td>2</td>
<td>Review of a) Oxfam’s MEAL frameworks/indicators b) Literature c) ICT tools relevant to market mapping and monitoring</td>
<td>Document most relevant existing M+E guidance (internal and external) and ICT tools and summarize experiences of their application.</td>
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<tr>
<td>3</td>
<td>Develop understanding of focus of activity in each country and identify specific MEAL priorities and timelines. Support country programmes and Global Advisors prepare MEAL framework for each of the OFDA countries where EMMAs and PCMAs are being/ have been undertaken.</td>
<td>Define MEAL priorities and propose indicators for monitoring in each country. Define MEAL framework and approach for application in each of the OFDA countries.</td>
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<tr>
<td>4</td>
<td>Development and piloting of ICT application to support market mapping and monitoring. This will involve working with Oxfam to identify the most appropriate use of OFDA funds prior to development of the application. The consultant will be expected to support one or more OFDA countries.</td>
<td>Define ICT requirements to support MEAL, identify existing tools which may be adapted/utilised and where new applications are required. Either modify existing tool or develop new ICT application, and support piloting in one country.</td>
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<tr>
<td>5</td>
<td>Development of generic MEAL framework for WASH programming for application in different markets (water, sanitation and hygiene) that can be applied in pre-crisis or emergency contexts.</td>
<td>MEAL Guidance for Market-Based WASH programming</td>
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<tr>
<td>6</td>
<td>Recommendations for uptake of MEAL framework and guidelines for application of ICT application.</td>
<td>Recommendations for uptake and user guidelines</td>
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2 Key informants / stakeholders include: WASH cluster TWIG, CaP, Oxfam MEAL team and Oxfam ICT leads.
5. Responsibilities and reporting

This consultancy will be managed by the WASH and markets team at Oxfam GHT.

The lead consultant will report to Jonathan Parkinson (Project Co-ordinator) who will sign off on deliverables, approve of payments to the consultant ensuring that deliverables meet expectations related to Oxfam’s contract with OFDA.

The lead consultant will:

i. Discuss the ToR with the Project Co-ordinator and their overall approach towards the assignment.
ii. Establish fortnightly contact with Project Co-ordinator against the project milestones.

The Project Co-ordinator will:

i. Provide names and contact details for a) core group and b) key informants/ stakeholders in a timely manner.
ii. With support from colleagues, review draft submissions by the consultant and respond in a timely manner.
iii. Disseminate the final outputs produced.