

What is PCMMA?

Markets are essential for providing people access to basic goods and services, for people's livelihoods and for economic development. This is the case for the majority of people, most of the time. Disrupting or ignoring markets before, during or after an emergency will potentially weaken people's access to basic goods, services and income generating opportunities and can destroy or delay the ability of people to return to their livelihoods.

To date, humanitarian market analysis has predominantly been used *after* rapid onset emergencies. With Pre-Crisis Market Mapping and Analysis (PCMMA), market analysis takes place *before* emergencies occur, when markets are functioning "normally." This can help to inform not only potential emergency responses but also to improve preparedness, contingency planning, mitigation, disaster risk reduction and early recovery.

What is the Pre-Crisis Market Mapping and Analysis (PCMMA) Guidance?

The PCMMA is a practical, step-by-step resource to guide market analysis practitioners and team leaders to conduct market assessments **before** emergencies happen in contexts that are prone to recurring crises, whether natural or man-made, slow or rapid onset. This early analysis helps practitioners and decision makers to anticipate how certain selected 'critical' markets will behave or function if and when a shock occurs.

As mentioned, emergency market assessment tools and approaches, such as the MIFIRA, RAM/MAG and EMMA, have thus far been designed to be conducted **after** shocks occur. The PCMMA **isn't** intended to replace the market assessment tools that already exist, but rather has quite distinct objectives. It is an approach to market analysis in pre-emergency contexts that can be applied to these existing tools. While these tools could potentially be used for any type of humanitarian emergency, PCMMA is particularly suited to contexts where emergencies are reasonably predictable.

Of all of the market assessment tools listed above, PCMMA resembles EMMA most closely, using a very similar stepped approach and market maps. **EMMA** looks to analyse the impact of a crisis on critical markets by using the post-crisis market system as the reference point, and then using market, trader and household information to model how the market operated before the crisis. The **PCMMA** works in the opposite direction. The PCMMA maps how a market system functions in a 'normal' reference time, and then, using data and information from a previous 'reference crisis,' projects how a market system will function in a similar crisis in the future. The difference in timing has implications for the breadth of the resulting programming options, the resulting outcomes and monitoring.

Breadth of programming options

Like MIFIRA, RAM/MAG and EMMA, PCMMA provides information that can help agencies to develop options for disaster response; however, PCMMA can lead to a broader range of programming options than these other approaches allow for.

Because pre-crisis market analysis maps non-crisis or 'less stressed' contexts, they can help to identify the parts of the market system that don't work well for the target group in the immediate (non-emergency) context. As a result, PCMMA can generate response interventions that range from **immediate relief-oriented** activities to those that look at the **underlying structural issues of the market**. By addressing these underlying issues, we can begin to help build the **resilience** of vulnerable populations to immediate or evolving shocks in the short term and to address some aspects of the chronic nature of vulnerability and poverty in the longer term.

Outcomes

By proposing options for market-aware programming in pre-crisis contexts, agencies can be better equipped

- To improve timeliness and effectiveness of emergency responses
- To intervene earlier to strengthen markets
- To reduce the impact of market shocks on target populations
- To identify early warning signs of a crisis

Case in point - Mukuru, Kenya

Oxfam's PCMMA pilot in the urban slums of Mukuru highlighted how analysis can identify key issues in how markets function 'normally.' Across the different critical markets teams, the same message was echoed: even in the **non-emergency** context in Mukuru, people are living far below the SPHERE standards that determine minimum needs in an emergency. Is it sufficient to wait until there is a crisis to design responses that could address these needs?

Case in point - Niger

The PCMMA identified that during a typical lean season, there would be an increase in the demand for purchased corn to cover production gaps between April and September. In a 'bad' (or atypical) lean season, this increase in demand would be noticeable as early as January. This type of indicator can help agencies to recognize impending crises early and give them extra time to prepare ameliorative responses.

Monitoring

Markets are dynamic in nature, so regular and ongoing monitoring is vital. The PCMMA requires regular updates on how markets are operating in order to be able to detect stresses and to identify potential implications of market changes for local populations and relevant response options. Organizations will need to dedicate sufficient resources for market monitoring after the PCMMA assessment is finished.

What is the added value of PCMMA?

In those contexts that experience recurring, predictable crises, PCMMA can have a range of objectives, including:

- Supporting contingency planning exercises.
- Improving agency preparedness to respond to a forecasted crisis by understanding the impact it will have on critical market systems.
- Informing programmes seeking to build resilience or mitigate the impact of predictable crises.
- Developing key monitoring indicators.
- Providing a baseline picture of how critical markets function when they are not under stress (during a non-crisis time or reference period).
- Building staff's capacity in market analysis and changing approaches and attitudes towards market-based programming.
- Development of innovative programming and links to longer-term programmes.

The PCMMA is available for download via the EMMA Website (<http://emma-toolkit.org/practice/pre-crisis-market-mapping-and-analysis/>) and the Markets in Crises dgroup (<https://dgroups.org/dfid/mic>)

In order to improve the PCMMA guidance, we want to hear about your experience using it. The guidance document will be revised in late 2015 based on feedback from practitioners who have piloted it, so please do share your thoughts and experiences with PCMMA. We have established an online feedback form, available at <http://emma-toolkit.org/practice/pre-crisis-market-mapping-and-analysis/> and look to hold follow-up conference calls with PCMMA users to solicit additional input for revising the guidance.

