



INTRODUCTION TO CASH AND VOUCHER ASSISTANCE (CVA) AND MARKET BASED PROGRAMMING (MBP) FOR WASH

Emergency WASH training

Learning objectives



- What is Cash and Voucher Assistance (CVA) and Market Based Programming (MBP) for WASH
- Why do we do CVA and MBP for WASH
- How do we do CVA and MBP for WASH

CVA ??? and MBP???



Cash and Voucher Assistance (CVA) is the provision of cash and/or vouchers to individuals, households or communities, to enable them to access the goods and services that they need. It does not include financial assistance given to local authorities or other providers of public or private WASH services.

Market-based programming or **market-based interventions** are projects that work through or support local markets

Agree or Disagree? Part 1



1. Definition of **Market**: “a place where people can sell and buy goods”
2. CVA is one of the element of market-based programming
3. Cash is the best option where the program seeks to give the maximum amount of flexibility and dignity to people affected by crisis.
4. Market Based Programing are appropriate in acute emergencies.
5. Local Inflation is one of the risk of CVA intervention.

Agree or Disagree? Part 2



1. CVA intervention is not recommended through country's social protection system/social safety nets since it will take long time to process.
2. CVA/MBP most probably will give burden to local economy
3. CVA will reduces requirements to manage logistics, warehousing.
4. CVA will make easier to monitor the quality of materials and services sourced by the recipients.
5. CVA/MBP cannot be a standalone activity

Why CVA?

- ☑ CVA is recognized as an important lever in creating transformational change in the humanitarian aid system, in helping and enabling people to overcome crisis with **dignity, exercise choice and sustain well-being**.
- ☑ CVA has the potential to provide a more **timely, efficient, effective, flexible, and appropriate** form of response, **when the conditions are right**, including in conflict situations. Hence, in most context, aid recipients indicate a preference for cash to other forms of assistance.



CVA Modalities



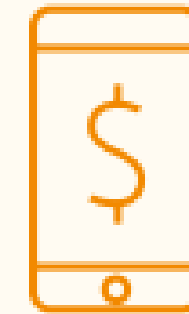
**Physical
cash**



**Bank
transfers**



**ATM
cards**



**Mobile
money**



**Paper
vouchers**



**Agent/Over
the counter**



E-vouchers

Advantages	Disadvantages
<ul style="list-style-type: none"> • Saves the time spent on the procurement of big quantities of supplies. • Reduces requirements to manage logistics, warehousing and coordination with suppliers. • Enables shifts of focus from the sourcing and distribution of materials to the technical support, good programming and execution. • Boosts the local economy: Use of CVA and other elements of MBP, if undertaken appropriately, can support and strengthen the local market and support economic recovery. 	<ul style="list-style-type: none"> • The prices of the materials and services might be higher in the retail market compared to the prices offered by the suppliers when purchased in bulk. • Needs extra efforts to monitor the quality of materials and services sourced by the recipients. • For WASH practitioners unfamiliar with cash, CVA specialist support will be needed ahead of being able to implement.



Cash in Emergencies Toolkit Overview

M1 Preparedness

- M1_1 Prepare and analyze
- M1_2 Develop and implement
- M1_3 Review, learn and improve

M2 Assessment

- M2_1 Plan & prepare
- M2_2 Community
- M2_3 Rapid market assessment
- M2_4 Service providers, organizational capacity and risk analysis

M3 Response Analysis

- M3_1 Feasibility, modality and mechanism
- M3_2 Transfer value
- M3_3 Targeting

M4 Implementation

- M4_1 Setup
- M4_2 Beneficiary communication and accountability
- M4_3 Service provider
- M4_4 Registration
- M4_5 Distribution

M5 Monitoring & Evaluation

- M5_1 M&E planning
- M5_2 Programme monitoring
- M5_3 Market monitoring
- M5_4 CTP evaluation

Why should WASH programs consider MBP?

- ☑ Markets are central to people's life and livelihoods
- ☑ Pre-crisis market analysis is key to preparedness and building market resilience
- ☑ There are no market neutral interventions
- ☑ Market assessments post-shock allow for better quality emergency responses
- ☑ MBP can lead to a multiplier effect



How should WASH MBP be carried out?

TYPES OF WASH MBP | MBP covers all types of engagement with market systems, as classified by four different approaches:



AWARENESS OF MARKETS

Programmes that are market-aware are cognizant of the effects that practices in the delivery of humanitarian assistance have on markets. Market-aware programmes take steps to minimise or mitigate negative impacts on local markets.



EXAMPLE: Conducting a market assessment of the water trucking market prior to contracting water supply services with vendors.



SUPPORTING MARKETS

Market support interventions aim to improve the situation of the crisis-affected population by providing support to critical market systems that supply WASH goods and services. These interventions target specific market actors, services, policies, and infrastructure.⁴



EXAMPLE: Grants to traders of hygiene items or grants to water truckers so they can restart businesses after a crisis.



USING MARKETS

Use of markets involves working with existing markets to assist people affected by crisis.



EXAMPLE: In-kind distribution of locally procured hygiene goods and CVA* for hygiene items are both examples of using markets.



STRENGTHENING MARKET SYSTEMS

Also referred to as market system changes, these are longer term interventions 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.⁵



EXAMPLE: Assisting WASH enterprises to produce chlorine products and create business plans for the sale of chlorine for household water treatment (HHWT).

KEY STEPS FOR IMPLEMENTING WASH MBP

Carrying out MBP follows the humanitarian programme management cycle:

ASSESSMENT

[Chapter 2](#) presents the assessments required for situational analysis to inform MBP, with an emphasis on WASH market assessments.

RESPONSE ANALYSIS

In [Chapter 3](#), the process of determining response options (based on their feasibility) is described step-by-step.

DESIGN AND IMPLEMENTATION

[Chapter 4](#) provides information for the design and implementation of WASH programmes according to the four levels of engagement in MBP: being aware of, using, supporting, and strengthening markets.

MONITORING

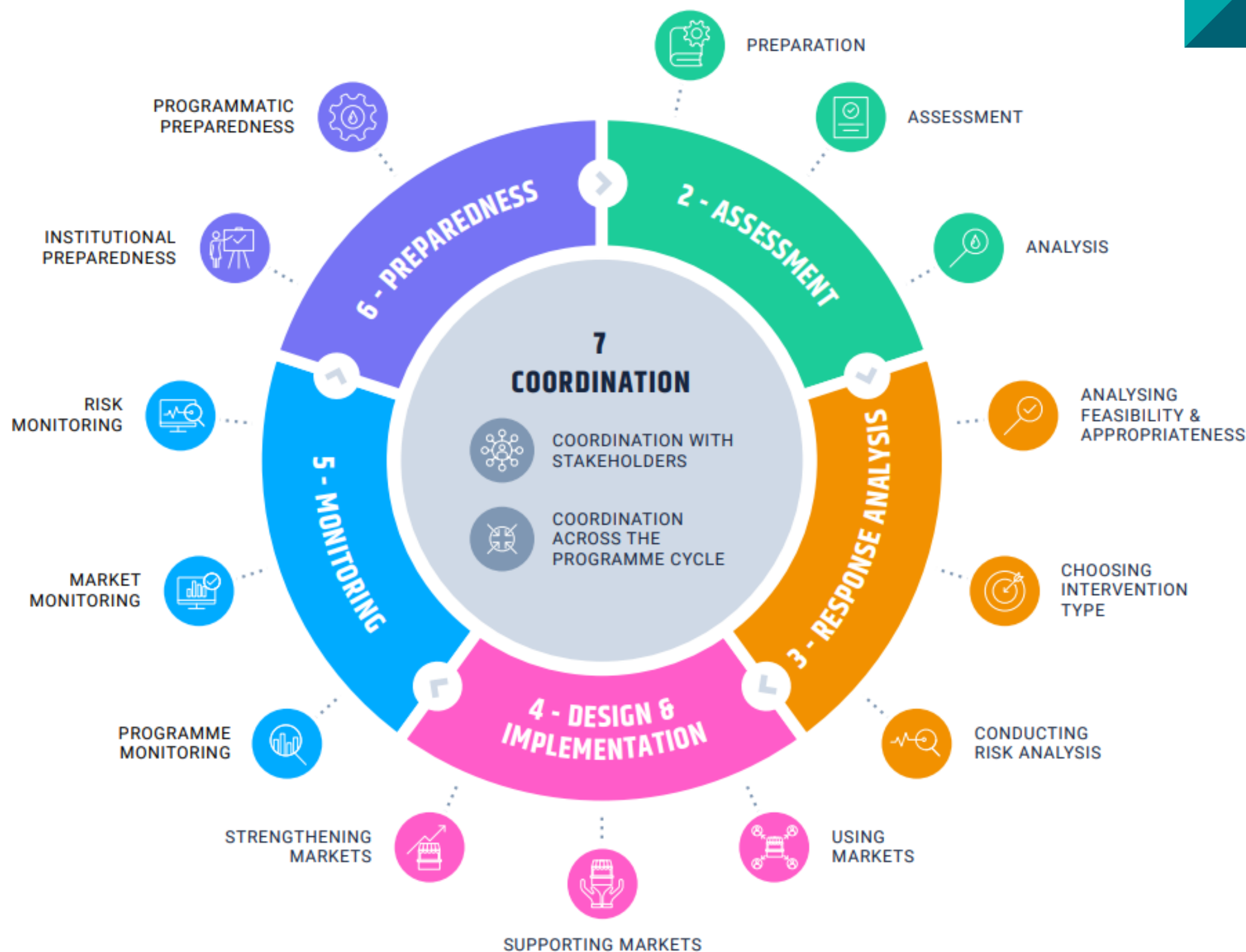
[Chapter 5](#) summarises the monitoring activities, outputs, outcomes and results, as well as market monitoring, in WASH MBP.

PREPAREDNESS

[Chapter 6](#) discusses the role of preparedness, both through pre-crisis actions and in terms of building resilience through WASH markets.

COORDINATION

[Chapter 7](#) discusses the coordination requirements for WASH MBP in humanitarian contexts.



MARKET-BASED PROGRAMMING IN WASH

Technical Guidance for Humanitarian Practitioners

Second Edition - September 2021
Authors: John Allen & James Brown (Oxfam)
Editing & Design: Dan Hesse Ltd



Risk and Challenges in CVA/Market Based Programming?



Environment



Economic



Market



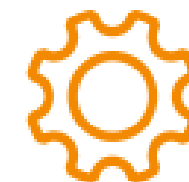
Regulations



Compliance



Fraud



Operational



Protection



Processes

Outcomes of MBP for WASH



Awareness

People know how to access and use WASH goods and services based on standards.



Access

People are able to access WASH goods and services without undue difficulty.



Use

People have adequate WASH related attitudes and practices, based on standards.



Availability

WASH goods and services are sold or distributed near the target population.



Quality

WASH goods and services delivered meet quality standards.

Key messages



- **CVA is not a 'silver bullet' and cannot address all issues** – It depends on the feasibility and appropriateness
- **CVA is one of the element of market-based programming** – MBP involves working across supply and demand as well as to improve the market environment or market secondary services
- **MBP covers all types of engagement with market systems** - as classified by four different approaches of awareness of markets, supporting markets, using markets, strengthening market system.
- **Markets are part of sustainable development** - WASH practitioners should recognize and seek to identify ways in which the local market can contribute to meeting the needs of the community during the crisis and throughout the response as the market recovers.



Resources and links

Websites

[Cash Hub](#) Excellent website resources for all aspects of CVA. Covid 19 specific advice available. Cash Helpdesk staffed by experts available for questions and answers.

[Cash in Emergency Toolkit](#) The Cash in Emergencies Toolkit has been devised by the International Red Cross and Red Crescent Movement to make tools, practical guidance and minimum standards easily accessible to staff and volunteers.

[How is Cash and Voucher Assistance used in the WASH sector?](#) Wash specific Cash and voucher assistance and advice. CaLP website has many resources for implementing Cash programmes.

[Global WASH Cluster \(Cash Technical Working Group\)](#)

Training

WASH Cluster training: [Market Based Programming \(MBP\) for WASH in Emergency](#)

CaLP online training on [CVA basics](#)

IFRC online training - [Introduction to Cash Transfer Programming](#): (can only be accessed if registered, but signing up is easy!)

Reading Material



[Guidance on Market Based Programming for WASH Humanitarian practitioners](#)

Step by step document guidance on how to implement market-based programming for the WASH sector. Essential reading if planning WASH MBP.



[Cash for Latrines Key learning and checklist](#)

This document provides guidance on how to use cash for latrines in camp setting. It captures both cash specific recommendations and general guidance on latrine construction. It also technically supports WASH officers on how to best accompany multi-purpose grants should they cover household latrines.



[Cash based Interventions for WASH Programmes in Refugee settings \(UNHCR\)](#)

Step by step document guidance on how to implement market-based programming for the WASH in refugee settings. Good overview of the types of programs carried out before. Essential reading if planning WASH MBP in refugee setting.



[Evidence for Cash and Markets in Wash Emergencies, Summary of Findings](#)

- [Evidence for Water Sub-sector](#)
- [Evidence for the Sanitation Sub-sector](#)
- [Evidence for Hygiene Sub-sector](#)
- [Evidence for use of Multipurpose Cash for WASH Outcomes](#)
- [Evidence Building for WASH Evidence Mapping](#)

Thank you! Questions?