

# Research Terms of Reference

Joint Market Monitoring Initiative

RCID KEN 2207

Kenya

June 2022  
V1

**REACH** Informing  
more effective  
humanitarian action

## 1. Executive Summary

<b>Country of intervention</b>	Kenya				
<b>Type of Emergency</b>	<input checked="" type="checkbox"/>	Natural disaster	<input type="checkbox"/>	Conflict	<input type="checkbox"/> Other ( <i>specify</i> )
<b>Type of Crisis</b>	<input type="checkbox"/>	Sudden onset	<input type="checkbox"/>	Slow onset	<input checked="" type="checkbox"/> Protracted
<b>Mandating Body/ Agency</b>	Kenya Cash Working Group-KCWG				
<b>IMPACT Project Code</b>	[24EUS]				
<b>Overall Research Timeframe</b> ( <i>from research design to final outputs / M&amp;E</i> )	01/06/2022 to 30/08/2022				
<b>Research Timeframe</b> <i>Add planned deadlines (for first cycle if more than 1)</i>	1. Pilot/ training: 20/06/2022		6. Preliminary presentation: 01/08/2022		
	2. Start collect data: 20/06/2022		7. Outputs sent for validation: 09/08/2022		
	3. Data collected: 30/06/2022		8. Outputs published: 23/08/2022		
	4. Data analysed: 15/07/2022		9. Final presentation: 30/08/2022		
	5. Data sent for validation: 24/07/2022				
<b>Number of assessments</b>	<input type="checkbox"/>	Single assessment (one cycle)			
	<input checked="" type="checkbox"/>	Multi assessment (more than one cycle) <i>These assessments will be conducted on a quarterly basis i.e one in three months.</i>			
<b>Humanitarian milestones</b> <i>Specify what will the assessment inform and when e.g. The shelter cluster will use this data to draft its Revised Flash Appeal;</i>	<b>Milestone</b>		<b>Deadline</b>		
	<input checked="" type="checkbox"/>	Donor plan/strategy	__/__/__		
	<input checked="" type="checkbox"/>	Inter-cluster plan/strategy			
	<input checked="" type="checkbox"/>	Cluster and working group plan/strategy	Collected market price data will inform updating of the minimum expenditure basket (MEB) cost.		
	<input checked="" type="checkbox"/>	NGO platform plan/strategy	Collected data will feed into upcoming programs by actors planning Cash and Voucher Assistance (CVA)		
	<input type="checkbox"/>	Other (Specify):	__/__/____		

<b>Audience Type &amp; Dissemination</b> Specify <i>who</i> will the assessment inform and <i>how</i> you will disseminate to inform the audience	<b>Audience type</b> <input checked="" type="checkbox"/> Strategic <input checked="" type="checkbox"/> Programmatic <input checked="" type="checkbox"/> Operational <input type="checkbox"/> [Other, Specify]		<b>Dissemination</b> <input checked="" type="checkbox"/> General Product Mailing: CVA partners in Kenya: members of the KCWG: Kenya cash consortium: Donor. <input type="checkbox"/> Cluster Mailing: <input checked="" type="checkbox"/> Presentation of findings:KCWG <input checked="" type="checkbox"/> Website Dissemination: Relief web: REACH resource centre. <input type="checkbox"/> [Other, Specify]	
<b>Detailed dissemination plan required</b>	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
<b>General Objective</b>	To understand functionality of local markets and prices of food and non-food items in Arid and Semi Arid Land (ASAL) <sup>1</sup> Counties of Kenya in order to update the cost of the Minimum Expenditure Basket (MEB) and guide market-based programming.			
<b>Specific Objective(s)</b>	1. To update the cost of rural MEB in Kenya on a quarterly basis. 2. To assess the functionality and operations of rural markets. 3. To establish the level of availability of food and non-food items in the markets in ASAL counties. 4. To understand the coping strategies employed by vendors due to drought impact. 5. To assess the impact of drought, conflict, and seasonality on market systems.			
<b>Research Questions</b>	1. Which food and non-food items are available in the market? 2. What is the cost associated with the rural market specific MEB? 3. What are the geographical price variations and trends of key food and non-food items over time? 4. How (from where and using which means of transport) are ASAL markets supplied and how does this change seasonally? 5. What is the degree of market functionality? 6. Which coping strategies have vendors in the market has been employed to cope with effects of drought?			
<b>Geographic Coverage</b>	Arid and Semi Arid Counties in Kenya- Based on locations that participating agencies will commit to cover.			
<b>Secondary data sources</b>	<a href="#">IPC acute food insecurity analysis, March-June 2022 update.</a> <a href="#">MED Info/KCWG_MEB Workstream_Final Rural MEB_March 2021.pdf</a> <a href="#">JMMI-KCWG Quarter 1,2022(pilot)</a> REACH Market Monitoring in ASAL Counties-July 2020 <a href="#">Kenya-food-security-outlook-update-february-september-2022</a> NDMA- Early warning bulletins <a href="#">WFP- Collecting prices for food security programming-2017</a> <a href="#">Operation strategy; Kenya_hunger crisis 2021_2022 IFRC.pdf</a>			
<b>Population(s)</b> Select all that apply	<input type="checkbox"/>	IDPs in camp	<input type="checkbox"/>	IDPs in informal sites
	<input type="checkbox"/>	IDPs in host communities	<input type="checkbox"/>	IDPs [Other, Specify]
	<input type="checkbox"/>	Refugees in camp	<input type="checkbox"/>	Refugees in informal sites
	<input type="checkbox"/>	Refugees in host communities	<input type="checkbox"/>	Refugees [Other, Specify]

<sup>1</sup> Arid and Semi-Arid counties to be covered include; Baringo, Garissa, Isiolo, Mandera, Marsabit, Samburu, Tana River, Turkana, Wajir. Embu, Kajiado, Kilifi, Kitui, Kwale, Laikipia, Lamu, Makueni, Meru, Narok, Nyeri, Taita Taveta, Tharaka Nithi and West Pokot

	<input type="checkbox"/>	Host communities	<input checked="" type="checkbox"/>	Vendors- Market Vendors. <sup>2</sup>
<b>Stratification</b> <i>Select type(s) and enter number of strata</i>	<input checked="" type="checkbox"/>	Geographical #: 23 counties Population size per strata is known? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>	Group #: ____ Population size per strata is known? <input type="checkbox"/> Yes <input type="checkbox"/> No
	<input type="checkbox"/>	[Other Specify] #: ____ Population size per strata is known? <input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>Data collection tool(s)</b>	<input checked="" type="checkbox"/>	Structured (Quantitative)	<input type="checkbox"/>	Semi-structured (Qualitative)
		<b>Sampling method</b>		<b>Data collection method</b>
<b>Structured data collection tool # 1</b> <i>Select sampling and data collection method and specify target # interviews</i>	<input checked="" type="checkbox"/>	Purposive <input type="checkbox"/> Probability / Simple random <input type="checkbox"/> Probability / Stratified simple random <input type="checkbox"/> Probability / Cluster sampling <input type="checkbox"/> Probability / Stratified cluster sampling <input type="checkbox"/> [Other, Specify]	<input checked="" type="checkbox"/>	Key informant interview (Target - 3 prices per items per market) <input type="checkbox"/> Group discussion (Target #):_____ <input type="checkbox"/> Household interview (Target #):_____ <input type="checkbox"/> Individual interview (Target #):_____ <input type="checkbox"/> Direct observations (Target #):_____ <input type="checkbox"/> [Other, Specify] (Target #):_____ 
<b>Data management platform(s)</b>	<input checked="" type="checkbox"/>	IMPACT	<input type="checkbox"/>	UNHCR
	<input type="checkbox"/>	[Other, Specify]		
<b>Expected output type(s)</b>	<input type="checkbox"/>	Situation overview #: __	<input type="checkbox"/>	Report #: __
	<input type="checkbox"/>	Presentation (Preliminary findings) #: 01	<input checked="" type="checkbox"/>	Presentation (Final) #:01 per quarter
	<input type="checkbox"/>	Interactive dashboard #:__	<input type="checkbox"/>	Webmap #: __
	<input type="checkbox"/>	[Other, Specify] : _ Anonymized dataset _		
<b>Access</b>	<input checked="" type="checkbox"/>	Public (available on REACH resource center and other humanitarian platforms)		
	<input type="checkbox"/>	Restricted (bilateral dissemination only upon agreed dissemination list, no publication on REACH or other platforms)		
<b>Visibility</b> <i>Specify which logos should be on outputs</i>		<b>REACH</b>		
		<b>Donor: ECHO</b>		
		<b>Coordination Framework: Kenya CWG</b>		
		<b>Partners: Participating Agencies/partners</b>		

## 2. Rationale

In Kenya, approximately 80% of lands are classified as arid and semi-arid (ASAL), based on the relatively low amounts of annual rainfall received. These covers 23 counties, 9 of them are classified as arid receiving an annual rainfall of between 150 mm and 550 mm and 14 as semi-arid receiving between 550 mm and 850 mm per year. These counties are particularly susceptible to droughts and flooding, and with increasing impacts from climate change, these areas are considered to be at risk of desertification. Moreover, a large percentage of ASALs have been degraded from deforestation and overgrazing, which further reduces the productivity of these lands, threatening food security, livelihoods and biodiversity<sup>3</sup>.

The IPC June update projection for the Kenya's ASAL region, covering the March to June period indicated that the expected March-April-May seasonal rainfall amount received across most livelihood zones was below the long-term seasonal averages and exacerbated by poor spatial distribution. Resource-based conflicts coupled with rising food commodity prices due to depressed crop production that coincides with the peak lean season for most ASAL counties. Overall, these factors indicate an increase in the number of people facing high levels of acute food insecurity to 4.1 million, over the 3.5 million

<sup>2</sup> The retailers who will be included in this assessment are those who sell both food and non-food items in permanent markets of the targeted locations.

<sup>3</sup> <https://www.asals.go.ke/>

initially projected over the same period last year. The upsurge in food commodity prices due to depressed crop production shows the county's dependence on imports. For example, wholesale maize prices in April in the urban reference markets were 41%– 46% above the five-year average linked to lower production. In addition, the Ukraine/Russia conflict has negatively affected fuel prices and as well as the prices of essential food commodities<sup>4</sup>.

Community livelihoods are likely to be further impacted, compounding the food insecurity situation, as forecasts are still predicting that the food insecurity will last at least until December 2022. This will result in the adoption of negative coping strategies like selling productive assets to meet food, health, and other basic needs. Education is also likely to be disrupted as families pull their children out of school. Pastoralist communities have begun experiencing poor terms of trade as food prices increase against reducing livestock prices due to diminishing body conditions of cattle<sup>5</sup>. The above is further supported by FEWS NET's Kenya food security outlook update-Feb-Sept 2022, that indicated that maize prices are expected to increase to 9-30 percent above the five-year average from May through September and are expected to rise to 3,000-4,650 KES, due to dwindling local stocks and increased dependence on higher-priced supplies from neighboring countries. The loss of livestock and below-average milk production will continue to cause a variation in the availability and prices of the dairy products. the commodities<sup>6</sup>.

The resulting drought has affected the majority of the country, with 3.5 million people currently estimated to be facing acute food insecurity. On top of this, prices for essential commodities have increased rapidly over the last months. The prices for the staple commodities in the food basket used to compute inflation by the Kenya National Bureau of Statistics, such as maize flour, wheat flour, Irish potatoes, onions, tomatoes, cabbage, kale and cooking oil, rose by an average of 20% in January 2022 compared to the same period in 2021. Against this backdrop, Cash and Voucher assistance (CVA) is a crucial tool to limit the negative impact of the drought, but is hindered by a shortage of funding and resources. A stronger understanding of the current degree of market functionality and Minimum Expenditure Basket (MEB) composition is thus crucial to make sure CVA interventions are evidence-based and as impactful as possible, as well as able to reach the populations most in need. In Kenya, there is a lack of harmonized, regular, and standard market monitoring that keeps track on the functionality of markets, prices and availability of commodities in the local markets. MEB Workstream of the Kenya Cash Working group proposed to conduct a Joint Market Monitoring Initiative in a bid to provide a regular and harmonized market monitoring in Kenya. This will aid in making informed decisions for CVA programmes. The research is designed to harmonize data collection efforts and combine resources of humanitarian actors and the Government throughout the ASAL counties which will lead to greater coverage, effectiveness and operational applicability for market monitoring systems.

### 3. Methodology

#### 3.1 Methodology overview

The Joint Market Monitoring Initiative (JMMI) is a joint initiative of various partners implementing cash and voucher assistance (CVA) programmes in Kenya. The aim of the JMMI is to harmonize market monitoring, avoid duplications or overlaps, save resources, maximize geographic coverage and ensure a regular and predictable output to inform cluster programming and cash responses. The Kenya Cash Working Group (KCWG), through its MEB workstream, aims to coordinate market monitoring on a quarterly basis. The geographic coverage for the JMMI will be dependent on partners' willingness and commitment to cover counties where they currently implement programs.

REACH will develop the data collection tool in coordination with the CWG/MEB Workstream and participating agencies. REACH will conduct a training of trainers (ToT) for representatives from all the participating agencies who will in turn train their own enumerators before the start of the data collection exercise. This will ensure data is collected in a harmonized way and REACH's guidelines on data collection and protection on beneficiaries are enforced. Throughout the data collection exercise, REACH will conduct daily data quality checks and data cleaning as the data is received. Once data collection is completed, REACH will prepare a preliminary analysis and produce preliminary findings. Following the completion of the preliminary analysis, a Joint Analysis Workshop with the participating agencies will be conducted to validate preliminary findings and facilitate the preparation of the final output.

<sup>4</sup> IPC acute food insecurity analysis, March-June 2022 update

<sup>5</sup> IFRC-Operation strategy/hunger crisis 2021-2022

<sup>6</sup> FEWS NET-Kenya food security outlook update: Feb-Sept 2022

### 3.2 Population of interest

JMMI aims to cover all the 23 ASAL Counties in Kenya and this will be updated upon partners' confirmation of their intended coverage.

Population to be assessed: Market vendors in ASAL Counties and Refugees camps in Kenya.

Unit of measurement: Vendors at County level.

### 3.3 Secondary data review

Existing market price monitoring tools and lessons learned will be used to develop the assessment tools and methodology. Specifically,

- [REACH-Market monitoring initiative in Arid and Semi –Arid Land \(ASAL\) counties of Kenya.](#)
- [JMMI-KCWG Quarter 1,2022\(pilot\).](#)
- March 2022. National Drought Management Authority early warning bulletins,
- FEWS NET updates

### 3.4 Primary Data Collection

JMMI interviews will be conducted with vendors selling both food and non-food items in the main markets of the selected counties. Hybrid methodology will be used to collect the data, with partners permitted to choose face-to-face or remote interviews (or both) based on what is best suited for the organization according to availability of resources and the distance to be covered. A structured key informant tool will be used and will be coded using Open Data Kit (ODK) with data being collected using smart phones. The telephone number of the enumerator and vendor will be collected purely for the purpose of seeking clarification and organizing future assessments. Prices of food and non-food items included in the MEB together with a few others that have been agreed upon with KCWG will be collected. These are items contained in the MEB and have been agreed upon by the KCWG. The unit of measure will be stated in the tool and enumerators will be expected to document prices based on the stated SI unit. For non-standard items like a bunch of vegetable, the enumerators will be expected to weigh the item using either their own weighing scale, from the vendor, or a neighbouring trader. If all these options are not available then the enumerator can make an estimate based on the vendors information. The tool will also collect information on market functionality, supply chain, restocking of commodities and indicators relevant to the effects of drought on local markets.

The vendor selection will be based on the below criteria:

- Traders must be retailers selling directly to consumers. Wholesalers should be avoided unless they commonly also sell directly to consumers.
- Traders must sell at least one item monitored as part of the JMMI; preferably, they will sell as many of these items as possible.
- Enumerators should aim to monitor the same traders or types of traders patronized by average consumers in the area. Traders selling upmarket goods and expensive brands that are not purchased by most households should be avoided.
- Traders with weight scales should be prioritized for food items. However, traders without weight scales may be interviewed as well if there are not enough traders with scales in the marketplace.
- To the extent possible, traders should be located in different parts of the marketplace.

There are no restrictions on the size of the surveyed traders, as consumers typically buy from small as well as large traders. However, at least three prices must be collected per item. If there are less than three vendors per item in an assessed market, enumerators are allowed to visit other vendors approved by field coordinators such as grocery stores and milk stores.

Each participating organization will have one focal person that will coordinate with the REACH and ensure data collection runs smoothly. The participating organizations will hire and train their own enumerators and supervise data collection in the counties. The REACH database officer will conduct daily data quality checks on behalf of all participants throughout the data collection period.

### 3.5 Data Processing & Analysis

The data collection tool will be developed by REACH, then sent to partner organisations for review before its adoption. The questionnaire will target the vendors in the rural market mainly focusing on the availability and prices of specified commodities, effect of drought on the cost of commodities, market functionality, and coping mechanisms adopted by vendors. Three prices per commodity will be collected per market.

The assessment will comprise a KI (vendor) survey designed in partnership with the Kenya Cash Working Group partners. The tool will be designed and coded using Kobo and all data will be collected via smartphone using the Android apps ODK Collect or Kobo Collect. Collected data will be subjected to daily checks using an R script, to identify any issues with data quality and to make sure the target is achieved for the number of items to be collected per item in each market in line with IMPACT's [Data Cleaning Minimum Standards Checklist](#). In addition to the daily data checks, the final datasets will undergo a thorough cleaning, with any outstanding issues reported to the respective partner for feedback. Attention will be placed on the outliers, inconsistencies and other options given by the interviewee. Following data cleaning, the data will be analyzed using R.

Collected data will be subjected to quality checks to identify any issues with data quality and divergence from the sample frame once REACH receives the data participating organizations. In addition to the data checks, the final datasets will undergo a thorough cleaning, with any outstanding issues reported to the concerned organization's focal point for feedback. The analysis will be looking for the median price of the commodities, restock mean, market functionality and supply chain and proportion. Following data cleaning, the median price of items will be calculated using R. The data will be aggregated at the county level.

## 4. Roles and responsibilities

Table 3: Description of roles and responsibilities

<b>Task Description</b>	<b>Responsible</b>	<b>Accountable</b>	<b>Consulted</b>	<b>Informed</b>
<i>Research design</i>	REACH Assessment Officer	Research Manager	MEB workstream, Geneva research-design-data	CVA partners, HQ, KCWG
<i>Supervising data collection</i>	Participating organisation's focal person	Participating organisation's focal person	MEB workstream	CVA partners, HQ, KCWG
<i>Data processing (checking, cleaning)</i>	REACH Database Officer	Database Officer	MEB workstream	CVA partners, HQ, KCWG
<i>Data analysis</i>	REACH Database Officer	Research Manager	MEB workstream	CVA partners, HQ, KCWG
<i>Output production</i>	REACH Assessment Officer	Research Manager	MEB workstream, Geneva research-reporting	CVA partners, HQ, KCWG
<i>Dissemination</i>	REACH Assessment Officer	Research Manager	MEB workstream	CVA partners, HQ, KCWG
<i>Monitoring &amp; Evaluation</i>	REACH Assessment Officer	Research Manager	MEB workstream	CVA partners, HQ, KCWG
<i>Lessons learned</i>	REACH Assessment Officer	Research Manager	MEB workstream	CVA partners, HQ, KCWG

## 5. Data Analysis Plan

[Kenya JMMI-DAP\\_June-2022.xlsx \(live.com\)](#)



## 7. Monitoring & Evaluation Plan

IMPACT Objective	External M&E Indicator	Internal M&E Indicator	Focal point	Tool	Will indicator be tracked?
Humanitarian stakeholders are accessing IMPACT products	Number of humanitarian organisations accessing IMPACT services/products  Number of individuals accessing IMPACT services/products	# of downloads of x product from Resource Center	Country request to HQ	User_log	X Yes
		# of downloads of x product from Relief Web	Country request to HQ		X Yes
		# of downloads of x product from Country level platforms	Country team		X Yes
		# of page clicks on x product from REACH global newsletter	Country request to HQ		X Yes
		# of page clicks on x product from country newsletter, sending Blue, bit.ly	Country team		X Yes
		# of visits to x web map/x dashboard	Country request to HQ		□ Yes
IMPACT activities contribute to better program implementation and coordination of the humanitarian response	Number of humanitarian organisations utilizing IMPACT services/products	# references in HPC documents (HNO, SRP, Flash appeals, Cluster/sector strategies)	Country team	Reference_log	[List here relevant HPC-documents to be monitored: E.g. Iraq HNO 2018, Iraq Flash Appeal Mosul, Shelter Cluster strategy]
		# references in single agency documents			[List here relevant agency-documents to be monitored: E.g. UNHCR Country Strategy, UNICEF WASH Response Strategy]
Humanitarian stakeholders are using IMPACT products	Humanitarian actors use IMPACT evidence/products as a basis for decision making, aid planning and delivery	Perceived relevance of IMPACT country-programs	Country team	Usage Feedback and Usage Survey template	[Outline here the usage survey to be implemented for this research cycle  E.g. Usage survey to be conducted in November 2017,
		Perceived usefulness and influence of IMPACT outputs			
		Recommendations to strengthen IMPACT programs			



	Number of humanitarian documents (HNO, HRP, cluster/agency strategic plans, etc.) directly informed by IMPACT products	<div></div> <div>Perceived capacity of IMPACT staff</div> <div>Perceived quality of outputs/programs</div> <div>Recommendations to strengthen IMPACT programs</div>			following the release of x outputs, targeting at least 10 partners
<b>Humanitarian stakeholders are engaged in IMPACT programs throughout the research cycle</b>	Number and/or percentage of humanitarian organizations directly contributing to IMPACT programs ( <i>providing resources, participating to presentations, etc.</i> )	<div># of organisations providing resources (i.e.staff, vehicles, meeting space, budget, etc.) for activity implementation</div> <div># of organisations/clusters inputting in research design and joint analysis</div> <div># of organisations/clusters attending briefings on findings;</div>	Country team	Engagement log	<div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> Yes</div> <div><input type="checkbox"/> Yes</div>

