

# Research Terms of Reference

Joint Market Monitoring Initiative (JMMI)

NGA2009

Nigeria

February 2021  
V1

**REACH** Informing  
more effective  
humanitarian action

## 1. Executive Summary

<b>Country of intervention</b>	Nigeria				
<b>Type of Emergency</b>	<input type="checkbox"/>	Natural disaster	<input checked="" 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>	Nigeria Cash Working Group				
<b>IMPACT Project Code</b>	35ANW				
<b>Overall Research Timeframe</b> ( <i>from research design to final outputs / M&amp;E</i> )	Monthly (ongoing), starting in February 2021 and ongoing until March 2023				
<b>Research Timeframe</b> <i>Add planned deadlines (for first cycle if more than 1)</i>	1. Pilot/training: 08/03/2021		6. Preliminary presentation: N/A		
	2. Start collecting data: 09/03/2021		7. Outputs sent for validation: 29/03/2021		
	3. Data collected: 17/03/2021		8. Outputs published: 02/04/2021		
	4. Data analysed: 18/03/2021		9. Final presentation: 04/04/2021		
	5. Data sent for validation: 26/03/2020				
<b>Number of assessments</b>	<input type="checkbox"/>	Single assessment (one cycle)			
	<input checked="" type="checkbox"/>	Multi assessment (more than one cycle) <i>Monthly cycle</i>			
<b>Humanitarian milestones</b> <i>Specify what will the assessment inform and when</i> <i>e.g. The shelter cluster will use this data to draft its Revised Flash Appeal;</i>	<b>Milestone</b>		<b>Deadline</b>		
	<input type="checkbox"/>	Donor plan/strategy	_ _ / _ _ / _ _ _ _		
	<input checked="" type="checkbox"/>	Inter-cluster plan/strategy	TBD		
	<input checked="" type="checkbox"/>	Cluster plan/strategy	Ongoing		
	<input checked="" type="checkbox"/>	NGO platform plan/strategy	Ongoing		
	<input type="checkbox"/>	Other (Specify):	_ _ / _ _ / _ _ _ _		
<b>Audience Type &amp; Dissemination</b> <i>Specify who will the assessment inform and how you will disseminate to inform the audience</i>	<b>Audience type</b>		<b>Dissemination</b>		
	<input type="checkbox"/> Strategic		X General Product Mailing (e.g. mail to NGO consortium; HCT participants; Donors)		
	<input checked="" type="checkbox"/> Programmatic		X Cluster Mailing (CWG) and presentation of findings at next cluster meeting		
	<input checked="" type="checkbox"/> Operational		X Presentation of findings (e.g. at HCT meeting; Cluster meeting)		
			X Website Dissemination (Relief Web & REACH Resource Centre)		

<b>Detailed dissemination plan required</b>	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
<b>General Objective</b>	To inform the Nigeria Cash Working Group and other cash actors on evolutions in prices and market functionality across Borno, Adamawa and Yobe (BAY) states between March 2021 and March 2023, so as to provide an evidence base to inform any changes in cash and voucher assistance (CVA)			
<b>Specific Objective(s)</b>	<ul style="list-style-type: none"> <li>Track prices and availability of basic commodities in Borno, Adamawa, and Yobe states (BAY states) of Nigeria on a monthly basis</li> <li>Assess the impact of conflict, seasonality, and inflation on the functionality and accessibility of key market systems</li> <li>Contribute to a broader understanding of the market environment in the BAY states</li> </ul>			
<b>Research Questions</b>	<ul style="list-style-type: none"> <li>What are the prices and availability of basic food and non-food items in markets in Borno, Adamawa and Yobe (BAY) states in Nigeria, and how do these vary over time?               <ol style="list-style-type: none"> <li>What are the costs associated with the Minimum Expenditure Basket (MEB) for Northeast Nigeria?</li> <li>What are the geographical price variations and trends for these basic items over time?</li> </ol> </li> <li>Have the supply chains for any key commodities been disrupted?               <ol style="list-style-type: none"> <li>What are traders' stock levels, and are they able to resupply readily in order to avoid shortages?</li> <li>What challenges do traders face when restocking?</li> </ol> </li> <li>To what extent have market operations and functionality changed?               <ol style="list-style-type: none"> <li>How (from where and using which modes of transport) are markets supplied and how does this change seasonally?</li> </ol> </li> </ul>			
<b>Geographic Coverage</b>	Garrison towns within BAY states – specific areas to be determined based on partner support and capacity			
<b>Secondary data sources</b>	<ul style="list-style-type: none"> <li><a href="#">WFP food price data</a></li> <li>Famine Early Warning Systems Network (FEWS NET) <a href="#">price and market data</a></li> <li><a href="#">REACH Rapid Market Monitoring Assessment</a> (May-June 2020)</li> </ul>			
<b>Population(s)</b> <i>Select all that apply</i>	<input type="checkbox"/>	IDPs in camps	<input checked="" type="checkbox"/>	IDPs in informal sites
	<input checked="" type="checkbox"/>	IDPs in host communities	<input type="checkbox"/>	IDPs [Other, Specify]
	<input type="checkbox"/>	Refugees in camps	<input type="checkbox"/>	Refugees in informal sites
	<input type="checkbox"/>	Refugees in host communities	<input type="checkbox"/>	Refugees [Other, Specify]
	<input checked="" type="checkbox"/>	Host communities		
<b>Stratification</b> <i>Select type(s) and enter number of strata</i>	<input checked="" type="checkbox"/>	Geographical #: garrison town Population size per strata is known? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <sup>1</sup>	<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>	

<sup>1</sup> The full extent of vendors in a given town is unknown. In the JMIMI, the sampling pool is not the population but the vendors themselves. Even though the population of vendors is unknown, indicative comparisons can still be made among strata.

<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 checked="" type="checkbox"/> Snowball sampling		<input checked="" type="checkbox"/> Key informant interview (Target #): 4-5 vendors per assessed area per monitored item (dependent on partner capacity and resources) <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>Target level of precision if probability sampling</b>	N/A		N/A			
<b>Data management platform(s)</b>	<input checked="" type="checkbox"/>	IMPACT	<input type="checkbox"/>	UNHCR		
<b>Expected output type(s)</b>	<input type="checkbox"/>	Situation overview #: __	<input type="checkbox"/>	Report #: __	<input type="checkbox"/>	Profile #: __
	<input type="checkbox"/>	Presentation (Preliminary findings) #: __	<input checked="" type="checkbox"/>	Presentation (Final) #: 1 per round or as requested	<input checked="" type="checkbox"/>	Factsheet #: 1 per round
	<input type="checkbox"/>	Interactive dashboard #: __	<input type="checkbox"/>	Webmap #: __	<input type="checkbox"/>	Map #: __
	<input checked="" type="checkbox"/>	Dataset #: 1 per round				
<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: CWG</b> <b>Partners:</b> Partners participating in data collection will be listed on factsheets, but partner logos will not be included.					

## 2. Rationale

### 2.1 Background

The conflict in northeast Nigeria over the past ten years has led to a total of 7.9 million<sup>2</sup> people in need of humanitarian assistance in Borno, Adamawa and Yobe (BAY) states at the beginning of 2020 (compared to the 7.1 million recorded in January 2019). However, OCHA reports that the number has increased to 10.6 million at the end of 2020 due to the COVID-19 pandemic.<sup>3</sup> The use of cash and voucher assistance (CVA) in the BAY states (Borno, Adamawa and Yobe) was strategized beginning in 2013 and operationalized from 2014. In 2019, over 1.5 million individuals were assisted through CVA by 39 partners in the BAY states.<sup>4</sup>

Despite the scale of the CVA response in northeast Nigeria, there is currently no systematic monitoring of the MEB (Minimum Expenditure Basket) across the BAY states, and gaps remain in the coverage of all existing market monitoring initiatives accessible to humanitarian actors, both geographically and thematically. Some members of the Nigeria Cash Working Group (CWG) conduct *ad hoc* price monitoring in their own geographical areas of operation, but these exist as silos across which indicators and item specifications are not harmonized, making it harder to cross-compare prices among implementing

<sup>2</sup> OCHA 2020, <https://www.unocha.org/nigeria/about-ocha-nigeria>.

<sup>3</sup> Ibid

<sup>4</sup> Figures will be updated as soon as the 2021 Humanitarian Needs Overview is released.

partners and geographies. The World Food Programme (WFP) conducts price monitoring of essential food items across northeast Nigeria, but it is limited to a handful of essential food items from the MEB. Famine Early Warning Systems Network (FEWS NET) also monitors the prices of some key food items in major markets across Nigeria, but this monitoring is limited to only the largest cities. Finally, REACH itself, in consultation with the CWG, ran a Rapid Market Monitoring Initiative between May and July 2020 to inform the COVID-19 response, but this initiative is currently inactive.

Given the gaps in currently available information, there is a need for a joint, multi-sectoral market monitoring initiative with dedicated capacity to analyze and disseminate data from all relevant markets and geographies where humanitarian partners operate. This joint effort harmonizes data collection and combines resources of humanitarian actors throughout the country, which will lead to greater coverage, effectiveness, and operational applicability for market monitoring systems for cash actors in the BAY states.

To address the outlined information gaps and consolidate existing data collection efforts, REACH will work in close collaboration with the CWG to launch and coordinate a full-fledged Joint Market Monitoring Initiative (JMMI) monitoring all relevant commodities in the [Nigeria Minimum Expenditure Basket](#) (MEB) between March 2021 and March 2023. This initiative will help to develop an evidence base for the potential expansion of CVA and future changes to CVA programming. Furthermore, the additional information on markets and prices will help to inform other strategic decision-making processes and groups, including the Cadre Harmonisé (CH).

## **2.2 Intended impact**

To address the outlined information gaps and consolidate existing data collection efforts, REACH will work in close collaboration with the CWG to launch and coordinate the Joint Market Monitoring Initiative (JMMI). This initiative will help to develop an evidence base for the potential expansion of CVA and future changes to CVA programming. Furthermore, the additional information on markets and prices will help to inform other strategic decision making processes and groups, including the Cadre Harmonisé (CH).

## **3. Methodology**

### **3.1 Methodology overview**

The activity outlined in this terms of reference (ToR) is designed to provide longitudinal market and price data using REACH's JMMI methodology, which has been rolled out in 15 countries to date. The initiative, to be conducted in partnership with the Nigeria CWG, will be coordinated through a JMMI Taskforce established for this purpose, which will be co-led by REACH and the CWG. On behalf of the taskforce, REACH will develop the research design, data collection tools, guidance documents, training materials, analysis, and outputs for the JMMI, as well as drafting the ToR for the taskforce itself, all with iterative input from taskforce members. The taskforce members, in turn, will work to develop their own key informant (KI) networks, coordinate the coverage of the assessment, collect data, and review or endorse all aspects of the research design, as well as potentially taking on some aspects of the training and data cleaning if capacity allows. REACH will aim to complete data collection in sites not covered by other JMMI members as its own capacity allows.

Data collection will be a joint, partner-led exercise carried out by CWG members across the BAY states using a harmonized questionnaire. The methodology centers on quantitative, structured interviews with purposively sampled traders who will act as KIs for their respective markets. Partners will focus on interviewing retailers, rather than wholesalers or distributors, as these are the market actors most likely to sell to the vulnerable populations that humanitarian actors generally target. Data will be collected in monthly cycles, followed by cleaning and anonymization. Outputs will include a brief narrative summarizing key findings on a monthly basis.

### **3.2 Population of interest**

The aim of the JMMI is to provide rapid information on prices and market functionality to humanitarian actors working throughout the BAY states. The geographical coverage of the exercise, within the BAY states, will depend on the access of JMMI taskforce members to markets and their ability to collect data from these areas consistently.

The unit of analysis for this assessment will be the garrison town. Within Borno state and some parts of Yobe and Adamawa states, access for international humanitarian actors is limited to garrison towns. These towns represent areas across which partners can be confident that markets will be largely integrated. All data will be aggregated first to the garrison town level, then upwards to the Local Government Area (LGA), and State levels.

### **3.3 Secondary data review**

Results will be triangulated where possible with those from other existing price monitoring initiatives in Nigeria, though all of these initiatives are partial in coverage, in indicators, or in items monitored. Existing initiatives include:

- Weekly price monitoring of food items by WFP RAM
- Monthly price monitoring of food items by FEWS NET across major markets in Nigeria

REACH itself, in consultation with the CWG, ran a Rapid Market Monitoring Initiative between May and July 2020 (see the [REACH Rapid Market Monitoring Assessment](#)) to inform the COVID-19 response, but this initiative is currently inactive.

### **3.4 Primary Data Collection**

#### **Coordination**

The JMMI is a joint exercise led by REACH and the CWG and in close collaboration with the JMMI taskforce members, who collect data from their respective areas of operation on a voluntary basis. As such, the scope and coverage of the JMMI will largely depend on the interest and capacity of JMMI Taskforce members. The JMMI Taskforce will serve as the decision-making body guiding the initiative. The objective of this taskforce is to support the design and successful implementation of the JMMI, as well as to build technical consensus among participating members.

The JMMI Taskforce will be co-led by REACH and the CWG, and all partner organizations contributing to the initiative are counted as members. The taskforce agrees to adopt a common approach toward the key pillars of the initiative, such as methodology, data collection tools, item list, coverage, visibility, ownership of data, etc.

#### **Methods**

All data for the JMMI will be collected by member organizations of the JMMI Taskforce on a monthly basis using a structured quantitative tool. Data will be collected in the form of key informant interviews (KIIs), with retailers in target markets serving as the KIs. In accordance with the “joint” methodology of the JMMI:

- All partners will commit to supporting one joint monitoring process.
- All partners will use the same data collection tools.
- All partners will use the same data collection methodology.
- All partners will collect data during the same period of time.
- All partners will upload their data to the same KoBo server.

Collectively, taskforce members will aim to cover as broad a selection of BAY state markets in garrison towns as possible, with a focus on urban markets and those that serve the greatest numbers of persons of concern. In practice, maximally broad coverage will need to be achieved via a process of “deconfliction”:

1. Each participating organization begins by proposing all garrison towns from which it could commit to collect data based on the locations of its field bases.
2. REACH and CWG, as the co-leads of the JMMI taskforce, compare the organizations’ potential areas of coverage, resolve any overlaps, and suggest modifications to ensure that organizations are not duplicating each other’s work.

In some cases, REACH and CWG may propose that these organizations cover neighboring garrison towns instead that would otherwise not be incorporated.

## **Sampling**

### **Marketplace selection:**

The JMMI will initially prioritize marketplaces in key garrison towns. For the purposes of the JMMI, a **marketplace** is defined as an area with a relatively sizable concentration of traders in close proximity to each other. These traders can be located in a devoted market area, in a central business district, along a commercial corridor, or similar areas. This vague definition is designed to encompass a wide variety of marketplaces that enumerators may encounter in the field and to enable each organization to make judgments about the most valuable ones to monitor based on local realities. Field teams within each participating organization are responsible for identifying the main markets in each targeted garrison town that meet this definition.

Taskforce members who have committed to collect data from a particular garrison town should, in general, target traders from the garrison town's **largest marketplaces devoted to retail** (i.e. no markets solely devoted to wholesalers, etc.). In garrison towns where markets are relatively well-integrated, and where the same goods tend to flow from central markets outwards to peripheral areas, simply interviewing traders from the town's main marketplaces should provide a sufficiently indicative overview of market conditions throughout the target area.

Only one partner should contribute data from each monitored area per round. For smaller garrison towns, one partner will be assigned to cover the entire town. For larger garrison towns, such as Maiduguri, the JMMI taskforce will determine the best way to divide the town into smaller sections that will each be assigned to one partner.

### **Trader selection:**

Within each targeted marketplace, field teams within each participating organization are responsible for identifying a sufficient number of traders to interview that match the following 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 survey; 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.

**Field teams must aim to collect a minimum of 4 prices per assessed item per assessed garrison town**, ideally all from the town's largest and most central marketplace. There is no set number of traders that field teams are required to interview in order to finish data collection; **field teams should continue interviewing traders until they have collected the minimum number of prices for every assessed item**. If an enumerator is able to collect every required price via visits to 4 large general stores, then they will only need to interview 4 traders in that market; if they collect prices primarily from small-scale traders that sell only a few items each, the number of interviews will be higher (but each individual interview will be much shorter). If an item is only sold by 1-3 traders in the garrison town, field teams may collect data only from these traders and inform their field coordinators of the situation. If an item is never sold in a specific garrison town or if it is seasonally or otherwise unavailable across the entire garrison town, no price data for this item needs to be collected, but the enumerator should note these dynamics in the comments section of the data collection tool.



When approaching a given trader for the first time, the enumerator should begin by introducing themselves and their organization, clearly explaining the purpose and nature of the assessment and the amount of time they expect the survey to take to complete, and should confirm whether the vendor is willing to contribute information to the assessment every month. If the vendor agrees, the enumerator should seek to collect data from that vendor every round as far as possible, and should continue to confirm at the beginning of every survey that the vendor consents to continue participating. However, if a particular trader is consistently reporting prices that are far out of step with other vendors in the same marketplace, whether because they are generally expensive or because they are potentially inflating reported prices in the hope of benefiting from humanitarian programming, this trader should be avoided in future rounds and replaced with another.

### **Items to monitor**

As part of the JMMI, all participating organizations will monitor the prices of an agreed list of items. Members of the JMMI taskforce will negotiate the contents of this basket among themselves, but they will be based largely on the contents of the MEB for the BAY states, which is likely to be revised in the first half of 2021. The JMMI taskforce may choose to include additional items of interest to Food Security and Livelihoods (FSL), nutrition, Water, Sanitation and Hygiene (WASH), shelter, protection, health, and other clusters.

In instances where items in the basket are commonly sold in several different varieties, data will be collected on only the cheapest commonly consumed variety available in the marketplace, in line with the purpose of the Minimum Expenditure Basket. While this is a straightforward process for most food items, non-food items (NFIs) tend to be more complicated to standardize, as they can vary significantly in terms of types and specifications. For consumable NFIs (i.e. those that are continually used up and need to be repurchased, such as soap, toothpaste, cleaning products, etc.), enumerators should follow the procedure of only collecting the price of the cheapest variety. For non-consumable NFIs, such as plastic sheets or buckets, the JMMI taskforce will need to agree on a list of loose specifications for each item to ensure that all partners are monitoring comparable commodities.

### **Data collection tool**

All data collection for the JMMI will center on the KoBo platform. Once the basket of monitored items has been finalized, REACH will develop a common quantitative data collection tool in KoBo for use in the JMMI, to be hosted on a centralized KoBo server owned by REACH. All data must be uploaded to the JMMI Taskforce's central KoBo server using one of two Android apps (KoBoCollect or ODKCollect) or, alternatively, using a link that can be filled out in one's internet browser. Enumerators using either Android app will be able to complete surveys without an internet connection and save them for later submission once they return from the field. Partner organizations are responsible for providing their enumerators with all necessary equipment (smartphone/tablet, laptop, internet connection) to enable them to undertake data collection.

All taskforce members participating in the initiative are asked to submit their data using this common KoBo tool unless circumstances wholly prevent them from doing so, in which case an individualized plan can be worked out with each participating organization.

PDF versions of the questionnaire can be provided on an *ad hoc* basis for enumerators that feel more comfortable collecting data on paper in the field. The enumerators will be responsible for printing and transporting these questionnaires themselves. However, filling out a paper form is not a substitute for submitting data to the central KoBo server. All data collected on paper must subsequently be uploaded to KoBo by the enumerator themselves by the end of each day of data collection, or at latest by the end of the data collection window, just as if they were collecting data using an Android app. No extensions to the data collection window will be provided for this purpose, and partners and enumerators must plan ahead for the extra time needed for data entry.

### **In-person vs. remote data collection techniques**

Due to the COVID-19 pandemic, it may be necessary for organizations participating in the JMMI to alter their usual data collection methods. REACH advises partner organizations to use remote data collection techniques wherever possible to minimize enumerators' and respondents' potential exposure to the disease. That said, we acknowledge that remote data collection can be difficult and time-consuming for both enumerators and interviewees, and that teams with less experience in these methods may find them especially difficult to manage. Other key challenges that teams might face during remote data collection include: higher likelihood of low response rates; limited means of verifying responses/data quality assurance; difficulty to deploy long or complicated questionnaires, and more challenging to build a trust relationship with respondents. For these reasons, if an organization has already developed internal standard operating procedures (SOPs) designed to protect their field teams from the risk of COVID-19 during field visits, it may make the decision to allow its enumerators to conduct direct data collection in targeted markets, provided that the enumerators adhere to all national-level restrictions and all aspects of the SOPs their organizations have adopted.

If enumerators are able to visit targeted marketplaces in person, they should be able to build a sufficiently large network of traders to interview simply by walking around the marketplace and identifying traders that meet the criteria above. Teams that adopt this strategy should follow the guidelines above for obtaining consent from traders to be interviewed every month, and should also systematically collect phone numbers from every trader that consents to be interviewed. Field teams should seek to identify and receive consent from a minimum of 5-6 traders for every item in the JMMI survey. While only 4 prices per item are needed for the JMMI, it is highly advisable for the field team to build a larger network of traders to allow for greater flexibility, particularly if remote data collection techniques are being adopted.

Building networks of traders can, however, be more difficult for enumerators who face movement restrictions and are unable to conduct interviews in person due to the COVID-19 pandemic. In this case, field teams can employ snowball sampling techniques<sup>5</sup> to build a network of KIs over the phone as follows:

- Field teams begin by compiling a list of traders in targeted marketplaces that are already part of their personal networks or the networks of their organizations: for example, traders that they themselves already buy from or have a personal relationship with, or traders whom their organization has supported in past market interventions (this information may be available from other teams or departments). The field teams will need to obtain phone numbers for each trader on their list.
- The field teams then begin calling the traders on their list. After verifying that the traders meet the criteria listed above, they ask each trader if they would be willing to receive a phone call from an enumerator every month and provide full information for the JMMI survey. If the trader agrees, the enumerator should then go through the full list of items monitored by the JMMI and verify which of these items the trader sells.
- At this point, enumerators can also consider working out a plan with the trader to ensure that their phone calls are not overly disruptive—for example, they can find out whether the trader prefers to be called at a certain time of day, or whether they would prefer to split up the interview into 2 or 3 shorter phone calls so they can serve customers in between.
- At the end of this conversation, the field team should ask: "Would you be able to provide me with 3 more phone numbers for other traders in the marketplace who might be willing to participate?" Any new names and phone numbers they receive should be added to their master list of potential contacts.
- The field teams continue collecting phone numbers and calling traders until they have received consent from a minimum of 5-6 traders for every item in the JMMI survey. Again, while only 4 prices per item are needed for the JMMI, it is highly advisable for the field team to build a larger network of traders to account for the fact that some traders may be unreachable at the time they are called.

It can take time to build a sufficiently large network of KIs using this snowball sampling methodology, and for this reason, field teams should aim to begin the process at least a week in advance of data collection. Note that as part of this process,

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<sup>5</sup> If snowball sampling is used, it is important to remember that potential sampling bias could be introduced (e.g. based on phone network coverage) and that certain populations groups or areas might be excluded/overseen when reporting results.



each participating organization will need to build its own database of vendor names, locations, and phone numbers for KIs in their assessed areas. This database should be accessible by the organization's JMMI focal point and enumerators working on the assessment, but by no one else, and it should be stored and password-protected accordingly. The entries in this database will constitute personally identifiable information, and therefore each organization will need to adopt or enforce a clear internal protocol for how this information will be safely handled to minimize exposure and risk of its interviewees. See IMPACT Initiatives' [Personally Identifiable Information SOPs](#) for an example.

No matter whether partners build their initial KI networks using in-person or remote techniques, they have the option of adopting fully remote interview methodologies at any time and should be prepared to do so in the event that the lockdown measures imposed by the Nigerian authorities are put back in place. A full set of remote data collection guidelines will be provided to JMMI Taskforce members to aid them in adopting these methodologies.

### **Unit standardization**

If the trader owns a scale, the price per kilogram is recorded. Traders with weight scales should be prioritized and traders without scales avoided if others in the marketplace own one. In the BAY states, however, food items are not typically sold in kilograms. Rather, dry goods are sold according to containers called "mudu" and liquid items according to 500 ml soda bottles. Prior to data collection, the JMMI Taskforce will request measurement conversions between mudu and standard weights from other partners currently collecting market data, such as WFP RAM or FEWS NET. If the partners do not have standard measures, then the JMMI TF will measure the density of food items included in the price monitoring list to establish the rates with which to convert the mudu and soda bottle prices into per kilogram prices.

## **3.5 Data Processing & Analysis**

### **Data cleaning**

Following each round of data collection, REACH will compile the centralized, raw data, remove outliers, and follow up with field teams if needed. For further information, see IMPACT's [Data Cleaning guidelines](#) and [Data Cleaning Checklist](#). In particular, the data will be checked for the following:

- Number of prices per item collected per location (to check if the minimum threshold of 4 prices per item has been met)
- Median price per item per location (to check for variation across locations)
- Minimum and maximum price per item per location (to check for variation within locations)
- Outliers (i.e. an item price that is substantially different from others collected in the same month and location)
- Monthly changes in the median price per location (to check for month-on-month variation)
  - Significant price changes (exceeding 50% since previous month) and sudden shortages are further investigated by following up with field teams. Whenever possible, information about the local context is gathered to support the analysis.
- GPS coordinates of entries (to check legitimacy of submitted data)
- Duration of surveys per location (to check legitimacy of submitted data)

Following each round of data collection, REACH assessment staff triangulates the obtained data through three different steps:

1. Comparison of most recently collected data with previous rounds of data to identify inconsistencies;
2. Review of secondary data covering the same location(s), if any;
3. Consultation of field teams and partners to cross-check data quality and contextualize results.

## Data analysis

As the data is collected on the key informant level, the following steps are undertaken to aggregate the trader level data on to the different location levels (that is, garrison town, LGA and state levels):

- **Availability:** Availability is defined categorically (available, limited, unavailable) for each item based on the following logic:
  - If an item is available as normal from at least one surveyed trader, it is considered available in the garrison town.
  - *Else:* If an item is not available as normal from any surveyed trader, but is available on a limited basis from at least one trader, it is considered to have limited availability in the garrison town.
  - *Else:* If an item is not available either on a normal or a limited basis from any surveyed trader, it is considered to be unavailable in the garrison town.
- **Prices:** Using prices collected from individual traders, median prices are calculated for each item within each assessed garrison town. LGA and state medians are then calculated using a “median of medians” approach, i.e. by taking a second median across all of the garrison town-level medians calculated across the LGA or across the state.<sup>6</sup>
- **Stock levels:** For each item, the median stock level is calculated across all surveyed traders in the garrison town. State and regional medians are then calculated using a “median of medians” approach, as above.
- **Ability to restock:** If at least one trader is able to restock an item, the garrison town-level aggregate will be “yes”, else “no” (if the item is normally not sold at all).
- **Restocked in the last month:** If at least one trader restocked an item in the last month, the garrison town-level aggregate will be “yes”, else “no”.
- **Restock duration:** The median restock duration across all traders in the garrison town is calculated for food and non-food items.
- **Location of food/NFI supplier:** The most commonly named location is taken as the location of the garrison town’s main suppliers for each category of monitored items. If no clear location is commonly reported, all locations that were equally commonly reported will be presented.

## 4. Key ethical considerations and related risks

The proposed research design meets / does not meet the following criteria:

<i>The proposed research design...</i>	<i>Yes/ No</i>	<i>Details if no (including mitigation)</i>
... Has been coordinated with relevant stakeholders to <b>avoid unnecessary duplication</b> of data collection efforts?	Yes	
... <b>Respects respondents, their rights and dignity</b> ( <i>specifically by: seeking informed consent, designing length of survey/ discussion while being considerate of participants’ time, ensuring accurate reporting of information provided</i> )?	Yes	
... Does not <b>expose data collectors to any risks as a direct result</b> of participation in data collection?	No	For those collecting data in-person, there is risk associated with COVID-19. All data collection partners will be expected to follow their organization’s COVID-19 related safety protocols.

<sup>6</sup> The LGA median will be calculated as the median of all garrison-town-level medians across the LGA. The same will apply to the state median, which will be calculated as the median of all garrison-town-level medians across the state.

... Does not <b>expose respondents / their communities to any risks as a direct result</b> of participation in data collection?	No	For those participating in in-person data collection, there is risk associated with COVID-19. All data collection partners will be expected to follow their organization's COVID-19 related safety protocols.
... Does not involve <b>collecting information on specific topics which may be stressful and/or re-traumatising</b> for research participants (both respondents and data collectors)?	Yes	
... Does not involve <b>data collection with minors</b> i.e. anyone less than 18 years old?	Yes	
... Does not involve <b>data collection with other vulnerable groups</b> e.g. persons with disabilities, victims/ survivors of protection incidents, etc.?	Yes	
... Follows IMPACT SOPs for management of <b>personally identifiable information</b> ?	Yes	

## 5. 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 (AO)	REACH Senior Assessment Officer (SAO)	JMMI Taskforce, IMPACT HQ Research Design and Data (RDD) Unit	JMMI Taskforce, CWG
<i>External engagement</i>	REACH AO	REACH SAO	REACH CC	CWG
<i>Data collection tools</i>	REACH AO	REACH SAO	JMMI Taskforce, IMPACT HQ RDD Unit	CWG
<i>Training of partners</i>	REACH AO and REACH Field Manager	REACH SAO	JMMI Taskforce	CWG
<i>Coordination of Coverage</i>	JMMI Taskforce	REACH AO	REACH SAO	REACH CC
<i>Supervising data collection</i>	Participating Organizations	JMMI Taskforce	REACH AO	REACH Coountry Coordinator (CC)
<i>Data processing (checking, cleaning)</i>	REACH Database Officer (DBO)	REACH AO	JMMI Taskforce, IMPACT HQ RDD Unit, REACH SAO	REACH CC

<i>Data analysis</i>	REACH DBO	REACH AO	IMPACT HQ RDD Unit, REACH SAO	JMMI Taskforce, REACH CC
<i>Output production</i>	REACH AO REACH GIS (for maps)	REACH SAO	REACH CC, IMPACT HQ Research Reporting (RR) unit	JMMI Taskforce
<i>Dissemination</i>	REACH AO, CWG	REACH SAO	JMMI Taskforce, REACH CC	REACH CC
<i>Monitoring &amp; Evaluation</i>	REACH AO	REACH SAO	JMMI Taskforce, REACH CC	IMPACT HQ RDD Unit
<i>Lessons learned</i>	REACH AO, JMMI Taskforce	REACH SAO	JMMI Taskforce, REACH CC	IMPACT HQ RDD Unit

**Responsible:** the person(s) who executes the task

**Accountable:** the person who validates the completion of the task and is accountable of the final output or milestone

**Consulted:** the person(s) who must be consulted when the task is implemented

**Informed:** the person(s) who need to be informed when the task is completed

## 6. Data Analysis Plan

Research questions	IN #	Data collection method	Indicator / Variable	Question	Responses	Data collection level
What are the prices and availability of basic food and non-food items in markets in Borno, Adamawa and Yobe (BAY) states in Nigeria, and how do these vary over time?	AV.1	KII	Availability of market items	How would you describe the availability of each of the following *food items* in this marketplace?	For all monitored food items: Widely available Limited availability (only sold in small quantities or by a small number of traders) Completely unavailable Other (please specify) Don't know Prefer not to answer	KI
What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	AV.2	KII	Market items sold by trader	Which of the following *food items* do you currently sell?	[list of all monitored food items + "This trader does not sell food items"]	KI
What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	AV.3	KII	Availability of market items	How would you describe the availability of each of the following *non-food items* in this marketplace?	For all monitored non-food items: Widely available Limited availability (only sold in small quantities or by a small number of traders) Completely unavailable Other (please specify) Don't know Prefer not to answer	KI

What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	<b>AV.4</b>	KII	Market items sold by trader	Which of the following *non-food items* do you currently sell?	[list of all monitored non-food items + "This trader does not sell non-food items"]	KI
What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	<b>IT.1</b>	KII	Median price of [standard unit] of [this item]	To be asked about each monitored item: Do you sell [this item] in units of [standard unit]?	Yes No	KI
What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	<b>IT.2</b>	KII	Median price of [standard unit] of [this item]	To be asked about each monitored item: If not, what is the standard unit you use to sell [this item]?	Mudu; Integer; + "Other (please specify)"	KI
What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	<b>IT.3</b>	KII	Median price of [standard unit] of [this item]	To be asked about each monitored item: What is the price of one standard unit of [this item]?	Decimal	KI
What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	<b>IT.4</b>	KII	Imminent shortage red flag	To be asked about each monitored item: For how many days do you estimate your current stock of [this item] will last under current conditions?	Integer	KI
What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	<b>IT.5</b>	KII	Imminent shortage red flag	To be asked about each monitored item: How many days would it take you to restock [this item] if you were to place an order with your supplier today?	Integer	KI
What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	<b>PR.1</b>	KII	Expectations of future price changes	Do you expect prices of *food items* to change within the next one month?	No, prices will stay the same Yes, prices will increase Yes, prices will decrease Don't know Prefer not to answer	KI

What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	<b>PR.2</b>	KII	Reasons for price changes	Why do you expect prices of *food items* to increase?	Exchange rate is rising Demand will increase - customers will run out of these items Demand will increase - humanitarian distributions will stop or decrease Demand will increase - more people will migrate here Demand will increase – farming activities will decrease due to COVID-19 lockdown Supply will decrease - suppliers will not have as many items available Supply will decrease - road conditions will worsen Supply will decrease – ban on importation of some items Supply will decrease - roads will be less safe or blocked Supply will decrease - borders will close or remain closed Other (please specify) Don't know Prefer not to answer	KI
What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	<b>PR.3</b>	KII	Reasons for price changes	Why do you expect prices of *food items* to decrease?	Exchange rate is rising Demand will increase - customers will run out of these items Demand will increase - humanitarian distributions will stop or decrease Demand will increase - more people will migrate here Demand will increase – farming activities will decrease due to COVID-19 lockdown Supply will decrease - suppliers will not have as many items available Supply will decrease - road conditions will worsen Supply will decrease – ban on importation of some items Supply will decrease - roads will be less safe or blocked Supply will decrease - borders will close or remain closed Other (please specify) Don't know Prefer not to answer	KI
What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	<b>PR.4</b>	KII	Expectations of future price changes	Do you expect prices of *non-food items* to change within the next one month?	No, prices will stay the same Yes, prices will increase Yes, prices will decrease Don't know Prefer not to answer	KI



What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	<b>PR.5</b>	KII	Reasons for price changes	Why do you expect prices of *non-food items* to increase?	Exchange rate is rising Demand will increase - customers will run out of these items Demand will increase - humanitarian distributions will stop or decrease Demand will increase - more people will migrate here Demand will increase – farming activities will decrease due to COVID-19 lockdown Supply will decrease - suppliers will not have as many items available Supply will decrease - road conditions will worsen Supply will decrease – ban on importation of some items Supply will decrease - roads will be less safe or blocked Supply will decrease - borders will close or remain closed Other (please specify) Don't know Prefer not to answer	KI
What are the prices and availability of basic food and non-food items in markets in the BAY states, and how do these vary over time?	<b>PR.6</b>	KII	Reasons for price changes	Why do you expect prices of *non-food items* to decrease?	Exchange rate is rising Demand will increase - customers will run out of these items Demand will increase - humanitarian distributions will stop or decrease Demand will increase - more people will migrate here Demand will increase – farming activities will decrease due to COVID-19 lockdown Supply will decrease - suppliers will not have as many items available Supply will decrease - road conditions will worsen Supply will decrease – ban on importation of some items Supply will decrease - roads will be less safe or blocked Supply will decrease - borders will close or remain closed Other (please specify) Don't know Prefer not to answer	KI
Have the supply chains for any key commodities been disrupted?	<b>MF.1</b>	KII	Location of main suppliers (or suppliers' suppliers)	Is your main supplier of *food items* located in [this location]?	Yes No Other (please specify) Prefer not to answer	KI
Have the supply chains for any key commodities been disrupted?	<b>MF.2</b>	KII	Location of main suppliers (or suppliers' suppliers)	If so, where does your main supplier of *food items* get their goods from?	[list of BAY states, In Nigeria but outside of BAY states, and Outside Nigeria] [list of garrison towns in BAY states, if BAY states was selected] [list of states in Nigeria outside of BAY states, if "In Nigeria but outside of BAY states selected"] [list of nearby countries + "Other	KI

					(please specify)," if "Outside Nigeria" was selected]	
Have the supply chains for any key commodities been disrupted?	<b>MF.3</b>	KII	Location of main suppliers (or suppliers' suppliers)	If not, where is your main supplier of *food items* located?	[list of BAY states, In Nigeria but outside of BAY states, and Outside Nigeria] [list of garrison towns in BAY states, if BAY states was selected] [list of states in Nigeria outside of BAY states, if "In Nigeria but outside of BAY states selected"] [list of nearby countries + "Other (please specify)," if "Outside Nigeria" was selected]	KI
Have the supply chains for any key commodities been disrupted?	<b>MF.4</b>	KII	Reasons for supply problems	Over the last one month, have you had any difficulty obtaining enough of the *food items* you sell to meet your customers' demand?	Yes No Prefer not to answer	KI
Have the supply chains for any key commodities been disrupted?	<b>MF.5</b>	KII	Reasons for supply problems	Which commodities have been most difficult to obtain?	[list of all monitored food items + "Other (please specify)"]	KI
Have the supply chains for any key commodities been disrupted?	<b>MF.6</b>	KII	Reasons for supply problems	Why have these commodities been particularly difficult to obtain?	Prince inflation has prevented me from purchasing these items in the amounts I need Vendor/Trader liquidity shortage My supplier will no longer give me credit to purchase the items I need The suppliers I usually deal with have limited supply The suppliers I usually deal with have no supply Domestic transport restrictions have cut off supply routes for these commodities Insecurity/theft along the supply route Bad road conditions Not enough storage capacity No suppliers Other (please specify) Prefer not to answer	KI
Have the supply chains for any key commodities been disrupted?	<b>MF.7</b>	KII	Location of main suppliers (or suppliers' suppliers)	Is your main supplier of *non-food items* located in [this location]?	Yes No Other (please specify) Prefer not to answer	KI

Have the supply chains for any key commodities been disrupted?	<b>MF.8</b>	KII	Location of main suppliers (or suppliers' suppliers)	If so, where does your main supplier of *non-food items* get their goods from?	[list of BAY states, In Nigeria but outside of BAY states, and Outside Nigeria] [list of garrison towns in BAY states, if BAY states was selected] [list of states in Nigeria outside of BAY states, if "In Nigeria but outside of BAY states selected"] [list of nearby countries + "Other (please specify)," if "Outside Nigeria" was selected]	KI
Have the supply chains for any key commodities been disrupted?	<b>MF.9</b>	KII	Location of main suppliers (or suppliers' suppliers)	If not, where is your main supplier of *non-food items* located?	[list of BAY states, In Nigeria but outside of BAY states, and Outside Nigeria] [list of garrison towns in BAY states, if BAY states was selected] [list of states in Nigeria outside of BAY states, if "In Nigeria but outside of BAY states selected"] [list of nearby countries + "Other (please specify)," if "Outside Nigeria" was selected]	KI
Have the supply chains for any key commodities been disrupted?	<b>MF.10</b>	KII	Reasons for supply problems	Over the last one month, have you had any difficulty obtaining enough of the *non-food items* you sell to meet your customers' demand?	Yes No Prefer not to answer	KI
Have the supply chains for any key commodities been disrupted?	<b>MF.11</b>	KII	Reasons for supply problems	Which commodities have been most difficult to obtain?	[list of all monitored non-food items + "Other (please specify)"]	KI
Have the supply chains for any key commodities been disrupted?	<b>MF.12</b>	KII	Reasons for supply problems	Why have these commodities been particularly difficult to obtain?	Price inflation has prevented me from purchasing these items in the amounts I need Vendor/Trader liquidity shortage My supplier will no longer give me credit to purchase the items I need The suppliers I usually deal with have limited supply The suppliers I usually deal with have no supply Domestic transport restrictions have cut off supply routes for these commodities Insecurity/theft along the supply route Bad road conditions Not enough storage capacity No suppliers Other (please specify) Prefer not to answer	KI

To what extent have market operations and functionality changed?	<b>MF.13</b>	KII	% of vendors accepting different types of payment modalities	Which of the following types of payment do you accept from your customers?	Cash (Nigerian naira) Cash (foreign currencies) Mobile money Credit/debit cards Money transfers Cheques Vouchers Informal credit (customers can buy now and pay later) Other (please specify) Don't know Prefer not to answer	KI
To what extent have market operations and functionality changed?	<b>MF.14</b>	KII	% change in number of vendors	Has the number of vendors operating in this marketplace changed compared to one month ago?	Increased Stayed the same Decreased Don't know Prefer not to answer	KI
To what extent have market operations and functionality changed?	<b>MF.15</b>	KII	% change in number of vendors	By what percentage do you think the number of vendors in this marketplace has increased compared to one month ago?	1-10% 11-25% 26-50% 51-75% 76-100% More than 100% Don't know Prefer not to answer	KI
To what extent have market operations and functionality changed?	<b>MF.16</b>	KII	% change in number of vendors	By what percentage do you think the number of vendors in this marketplace has decreased compared to one month ago?	1-10% 11-25% 26-50% 51-75% 76-100% More than 100% Don't know Prefer not to answer	KI
To what extent have market operations and functionality changed?	<b>MF.17</b>	KII	% change in number of customers	Has the number of customers coming to your shop changed compared to one month ago?	Increased Stayed the same Decreased Don't know Prefer not to answer	KI
To what extent have market operations and functionality changed?	<b>MF.18</b>	KII	% change in number of customers	If increased: By what percentage do you think the number of customers coming to your shop has increased compared to one month ago?	1-10% 11-25% 26-50% 51-75% 76-100% More than 100% Don't know Prefer not to answer	KI

To what extent have market operations and functionality changed?	<b>MF.19</b>	KII	% change in number of customers	If decreased: By what percentage do you think the number of customers coming to your shop has decreased compared to one month ago?	1-10% 11-25% 26-50% 51-75% 76-100% More than 100% Don't know Prefer not to answer	KI
To what extent have market operations and functionality changed?	<b>MF.20</b>	KII	Groups facing particular challenges accessing markets	Over the past month, have customers belonging to any of the following groups found it difficult to visit this marketplace, either due to movement restrictions or due to fear of catching COVID-19?	Men Women Children under the age of 18 Elderly people over the age of 60 People with disabilities People with chronic diseases or medical conditions Other (please specify) Don't know Prefer not to answer	KI
To what extent have market operations and functionality changed?	<b>MF.21</b>	KII	% traders observing safety and security incidents of different types	Over the past one month, have you observed or heard about any safety or security incidents that have taken place in this marketplace?	Yes No Prefer not to answer	KI
To what extent have market operations and functionality changed?	<b>MF.22</b>	KII	% traders observing safety and security incidents of different types	What types of safety or security incidents have you observed or heard about?	Theft or robbery of goods Theft or robbery of cash Physical attacks (AOGs) on traders on route to the market Physical attacks (AOG) on customers AOG attacks in the market Sexual harassment/abuse on customers Abduction or kidnapping of children Verbal harassment of traders Verbal harassment of customers Unsafe infrastructure leading to the marketplace (dangerous roads, bridges, transport, etc.) Unsafe infrastructure in the marketplace itself (dangerous areas, unstable buildings, etc.) Other (please specify) Don't know Prefer not to answer	KI

## 8. 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		<input type="checkbox"/> 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, sendingBlue, bit.ly	Country team		X Yes
		# of visits to x webmap/x dashboard	Country request to HQ		<input type="checkbox"/> 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	Nigeria HNO 2022
		# references in single agency documents			CWG 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_Feed back and Usage_Survey template	Usage survey to be sent out to 10 targeted partners after four months of data collection
		Perceived usefulness and influence of IMPACT outputs			
		Recommendations to strengthen IMPACT programs			
		Perceived capacity of IMPACT staff			
		Perceived quality of outputs/programs			



	Number of humanitarian documents (HNO, HRP, cluster/agency strategic plans, etc.) directly informed by IMPACT products	Recommendations to strengthen IMPACT programs			
<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> )	# of organisations providing resources (i.e.staff, vehicles, meeting space, budget, etc.) for activity implementation	Country team	Engagement_log	X Yes
		# of organisations/clusters inputting in research design and joint analysis			X Yes
		# of organisations/clusters attending briefings on findings;			X Yes

### NIGERIA CASH WORKING GROUP

# Joint Market Monitoring Initiative (JMMI) Taskforce Terms of Reference

v1, February 2021

## Justification

The conflict in northeast Nigeria over the past twelve years has led to a total of 7.9 million<sup>7</sup> people in need of humanitarian assistance in Borno, Adamawa and Yobe (BAY) states at the beginning of 2020 (compared to the 7.1 million recorded in January 2019). However, OCHA reports that the number has increased to 10.6 million at the end of 2020 due to the COVID-19 pandemic.<sup>8</sup> The use of cash and voucher assistance (CVA) in the BAY states (Borno, Adamawa and Yobe) was strategized beginning in 2013 and operationalized from 2014. In 2019, over 1.5 million individuals were assisted through CVA by 39 partners in the BAY states.<sup>9</sup>

Despite the scale of the CVA response in northeast Nigeria, there is currently no systematic monitoring of the MEB (Minimum Expenditure Basket) across the BAY states, and gaps remain in the coverage of all existing market monitoring initiatives accessible to humanitarian actors, both geographically and thematically. Some members of the Nigeria Cash Working Group (CWG) conduct *ad hoc* price monitoring in their own geographical areas of operation, but these exist as silos across which indicators and item specifications are not harmonized, making it harder to cross-compare prices among implementing partners and geographies. The World Food Programme (WFP) conducts price monitoring of essential food items across northeast Nigeria, but it is limited to a handful of essential food items from the MEB. The Famine Early Warning Systems Network (FEWS NET) also monitors the prices of some key food items in major markets across Nigeria, but this monitoring is limited to only the largest cities. Finally, REACH itself, in consultation with the CWG, ran a Rapid Market Monitoring Initiative between May and July 2020 to inform the COVID-19 response, but this initiative is currently inactive.

Given the gaps in currently available information, there is a need for a joint, multi-sectoral market monitoring initiative with dedicated capacity to analyze and disseminate data from all relevant markets and geographies where humanitarian partners operate. This joint effort harmonizes data collection and combines resources of humanitarian actors throughout the country, which will lead to greater coverage, effectiveness, and operational applicability for market monitoring systems for cash actors in the BAY states.

To address the outlined information gaps and consolidate existing data collection efforts, REACH will work in close collaboration with the CWG to launch and coordinate a full-fledged Joint Market Monitoring Initiative (JMMI) monitoring all relevant commodities in the [Nigeria Minimum Expenditure Basket](#) (MEB). This initiative will help to develop an evidence base for the potential expansion of CVA and future changes to CVA programming. Furthermore, the additional information on markets and prices will help to inform other strategic decision making processes and groups, including the Cadre Harmonisé (CH).

## Composition and membership

The JMMI Taskforce will be composed of the Nigeria CWG member organizations that wish to contribute to data collection for the JMMI, and will be co-led by REACH and the CWG leadership. Each participating organization will select its own **taskforce representative(s)** based on technical skills, interest, and capacity, which includes the capacity to:"

- attend all relevant meetings;
- contribute technical and contextual knowledge on cash and markets in Nigeria to support in decision making about the JMMI;

<sup>7</sup> OCHA 2020, <https://www.unocha.org/nigeria/about-ocha-nigeria>.

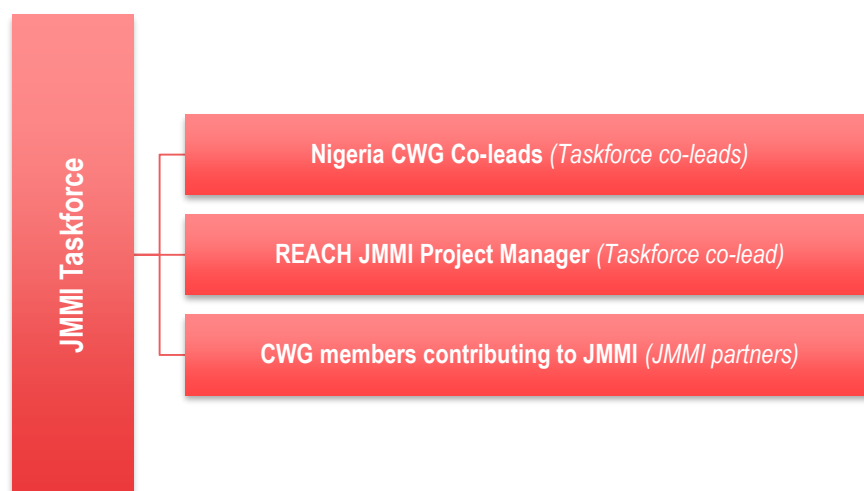
<sup>8</sup> Ibid

<sup>9</sup> Figures will be updated as soon as the 2021 Humanitarian Needs Overview is released.

- provide substantive input into key documents drafted by the taskforce.

**CWG member organizations** wishing to be part of the taskforce must be willing to **contribute actively to the initiative by collecting JMMI data on a monthly basis from at least one location, strictly respecting all deadlines and details of the methodology**. Furthermore, taskforce members will need to actively engage in the activities listed in section 3 of this document (*Role of the JMMI Taskforce*). In particular, the taskforce member organizations will need to be represented at the taskforce kick-off meeting, which will be conducted remotely, and should also endeavor to be present at any other taskforce meetings following the launch of the initiative.<sup>10</sup>

Figure 1: JMMI Taskforce membership



## Role of the JMMI Taskforce

The JMMI Taskforce is the decision-making body governing the Nigeria JMMI. Its **objective is to support the design and successful implementation of the initiative, ensuring the activities are implemented with full consultation and buy-in and are actively benefiting all Nigeria cash actors**. As CWG members are jointly undertaking the JMMI, the taskforce's activities will be enriched through all members' ongoing contributions to the design, implementation, and contextualization of this initiative. This will ensure the assessment is maximally valuable to Nigeria cash actors and will contribute to a more effective humanitarian response.

In particular, taskforce members will engage in the following activities:

### Process review

- Review both this document and the Terms of Reference (ToR) for the JMMI itself to identify any concerns and suggest specific amendments to address them
- Determine level of engagement with the larger CWG, the clusters, and any other relevant stakeholders
- Develop a workplan for the taskforce centering on the implementation of the JMMI itself

### JMMI inception

- Define JMMI methodology and agree on overall research approach:
  - Decide on criteria for marketplace and trader selection
  - Agree on basket of monitored items and specifications to use for each item
  - Determine administrative units for which prices will be reported
  - Establish frequency and timing of data collection rounds
  - Develop a methodology for building robust vendor KI networks and collecting data over the phone using remote methods
- Review and endorse tools to be used for data collection

<sup>10</sup> Meetings should be held according to 'Chatham House Rules' (i.e. comments are incorporated but are not attributable to any particular organization). Decisions on key issues should be achieved by consensus and aligned with the views of the majority of its members.

- Coordinate coverage to ensure that key marketplaces are monitored continuously while reducing duplication of efforts
- Define the dates of each data collection round
- Agree on logos and visibility to be used on product outputs
- Define key elements to be included in JMMI factsheets
- Coordinate with JMMI teams within each organization:
  - Communicate rationale, scope, and approach of market monitoring to all enumerators
  - Choose a program officer or field coordinator to serve as the organization's designated JMMI focal point through which all communications about the JMMI will run
  - Support the taskforce co-leads in establishing direct communication with each JMMI focal point
  - Supervise field teams in building networks of vendor KIs across assessed markets
  - Allocate time for JMMI focal points to participate in dedicated remote market monitoring training and to train enumerators within their organizations afterwards

### **JMMI data collection**

- Build robust vendor KI networks within each organization's assessed area through which data can be collected either in-person or over the phone using remote data collection methods
- Collect monthly market data, strictly respecting all deadlines and methodological details
- Remain available between data collection periods to respond promptly to follow-up connected with the data cleaning process
- Propose and decide on changes to methodology and list of monitored items when needed

### **Feedback and product dissemination**

- Incorporate feedback from REACH and the taskforce co-leads throughout all steps of the process
- Support REACH to produce final products through active, timely review and endorsement of output drafts
- Actively promote dissemination of final products and findings to the wider humanitarian community, including sharing within their own organizations and with implementing partners

## **Role of REACH**

REACH has received support from the Nigeria CWG leadership to co-lead the JMMI on behalf of all CWG members, building on its past experience leading market monitoring initiatives in the country. While the initiative will be guided by the JMMI Taskforce, REACH will coordinate the full research cycle in its capacity as taskforce co-lead.

Specifically, REACH will engage in the following activities:

### **Coordination**

- Co-lead the JMMI Taskforce in close collaboration with CWG leadership

### **JMMI inception**

- Seek guidance from JMMI Taskforce members to ensure that lessons learned from any other price monitoring efforts, previous or existing, are incorporated into the initiative
- Consolidate and codify the JMMI methodology for review by the taskforce
- Develop mobile data collection tools (using the KoBo mobile data collection platform), guidance documents (e.g. enumerator and field coordinator guidelines), and assessment training materials based on this agreed common methodology
- Provide training to all JMMI Taskforce members to ensure the common methodology and overall approach are adhered to by all partners

### **JMMI data collection**

- Prior to each round of data collection, communicate the dates to all participating members and update them on any changes to the methodology or data collection tools
- Adjust data collection tools as needed and seek endorsement from the taskforce for major changes

- Create a central KoBo account to house JMMI data from all partners
- Clean data and follow up with partners to investigate outliers, solicit missing data, and collect contextual information if needed
- Analyze all data on behalf of the JMMI Taskforce and create official JMMI products (factsheets, cleaned datasets)

### Feedback and product dissemination

- Following endorsement by the JMMI Taskforce, publish JMMI outputs on behalf of the taskforce and disseminate them to partners engaged in the humanitarian response in Nigeria
- Regularly present findings from the JMMI to appropriate coordinating bodies

#### Box 1: Background on REACH

IMPACT Initiatives is a leading Geneva-based think-and-do-tank created in Switzerland in 2010 and operationalised in 2012. REACH was formed in 2010 as a joint initiative of IMPACT, its partner organisation ACTED, and UNOSAT to promote and facilitate the development of information products that enhance the humanitarian community's decision-making and planning capacity. REACH is responsible for supporting humanitarian coordination mechanisms through non-proprietary information that can be shared across organizations.

For this research, REACH builds on its extensive cash and markets research experience in diverse humanitarian contexts. Since 2015, REACH has developed both full-scale and specialized Joint Market Monitoring Initiatives in 15 countries in partnership with inter-agency working groups, including a reduced COVID-19 Rapid Market Monitoring Initiative in Nigeria that collected data from Maiduguri markets between May and July 2020. Links to some key products can be found below:

- Nigeria COVID-19 Rapid MMI factsheet, 14-20 July 2020: [link](#)
- South Sudan JMMI factsheet, 1-7 December 2020: [link](#)
- Syria Market Monitoring Exercise (Northwest) factsheet, 7-14 December 2020: [link](#)
- Ethiopia JMMI dataset, 4-14 December 2020: [link](#)
- Iraq JMMI interactive dashboard: [link](#)

## Reporting and approvals

- The taskforce co-leads are responsible for updating the other taskforce members on the status of any work in progress.
- Any major changes to the methodology or data collection tools, i.e. those that require retraining or that may potentially have an impact on partners' data collection burdens, will be submitted to the taskforce for approval prior to implementation. Minor changes (for example, rewording questions or adding follow-ups in response to specific answers) will be reported to the taskforce by REACH prior to each round, but will not need to go through the formal approval process.
- Final JMMI factsheets will be submitted to the taskforce for review and approval before release. In order to ensure that these products are shared with humanitarian stakeholders in a timely fashion, and acknowledging that each successive factsheet is unlikely to change much in format or presentation, REACH will allow 2 working days for JMMI Taskforce members to comment on outputs. Once all taskforce comments are incorporated, REACH will release the outputs.
- REACH will publish all JMMI outputs on its website, and the CWG and REACH co-leads of the JMMI Taskforce will disseminate them further through the CWG and REACH mailing lists.

- Findings from the Nigeria JMMI will be presented in regular coordination meetings for feedback and comment.

## Visibility

The following visibility measures will be put in place:

- The branding will be designed around the 'joint' element of the taskforce-led process
- All participating organizations will be individually named and their contributions acknowledged on the first page of the monthly factsheet. No organizational logos will be used, with the exception of those of REACH and the Nigeria CWG (as co-leads of the JMMI Taskforce) and those of any donors supporting the JMMI

## Data ownership

All clean and anonymized data from the Nigeria JMMI will be made publicly available. Following each round, REACH will disseminate a cleaned and anonymized dataset, which will compile data submitted by all participating JMMI Taskforce members, together with the monthly factsheet. Taskforce members are welcome to use these full datasets for their own analysis. By default, they also give permission for REACH and other taskforce members to use the cleaned, anonymized data they have collected in the same way.

All data will be collected using the KoBo mobile data collection platform. Due to data protection protocols, while all participating partners will be able to upload data to the KoBo form, only designated REACH project managers will have permission to modify the form and download raw data, in order to guarantee the safety of the KoBo account, the collected data, the field teams, and the JMMI's key informants. While the clean data will be disseminated publicly, all raw data will be co-owned by REACH and the individual taskforce member that has submitted the data. If requested, REACH can share raw, non-anonymized records with the specific partner that collected them. Beyond that, no raw, non-anonymized data will be shared with any other partner.



## Annex A 1.0: The JMMI cycle

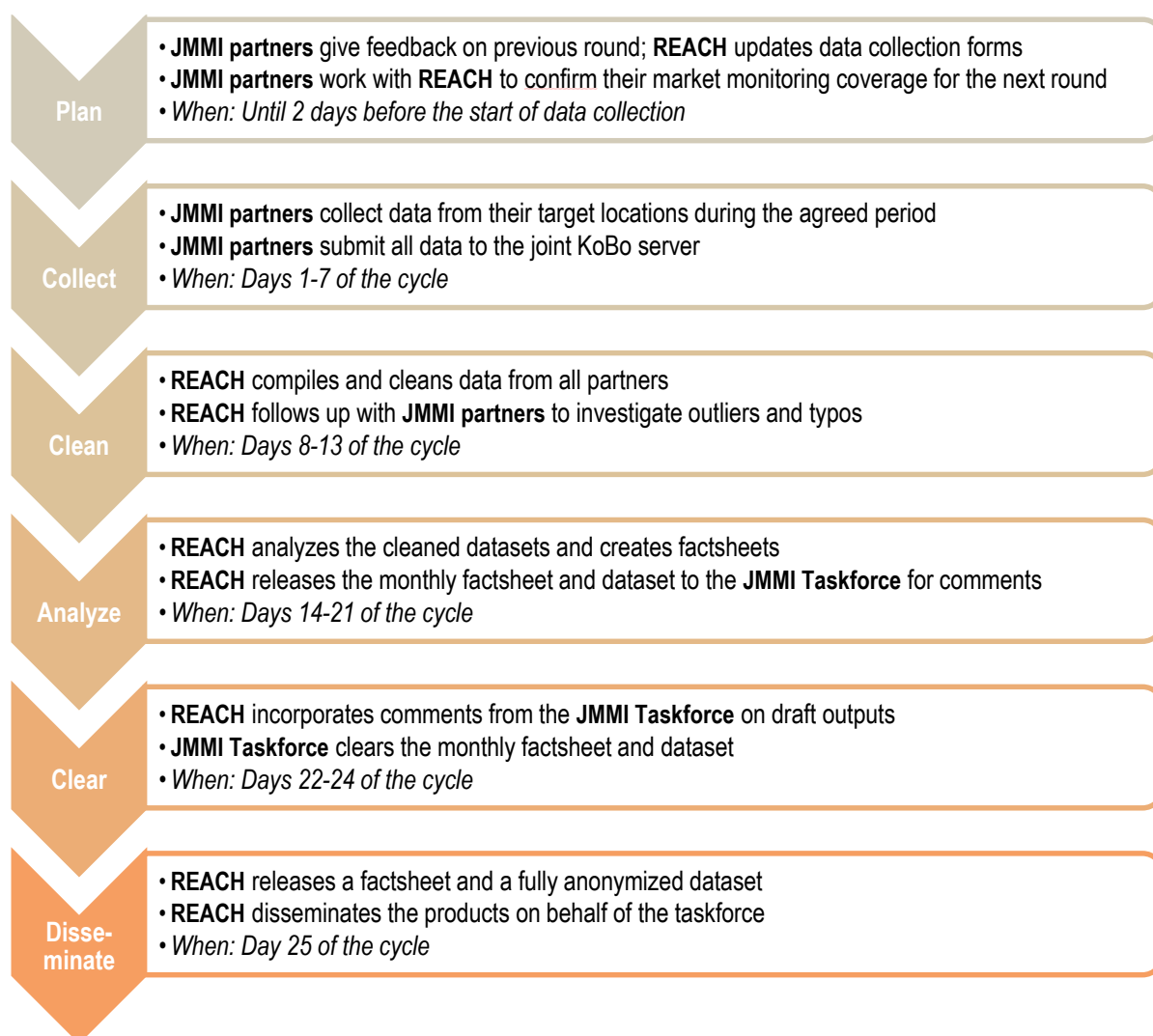
The JMMI Taskforce will determine the priority geographical locations for the Nigeria JMMI based on a combination of the locations with the greatest number of persons of concern and those with the greatest presence of humanitarian actors. For security reasons, within the BAY states, the JMMI will cover only markets within garrison towns, with coverage dependent on the security situation and the availability of partners with capacity to contribute.

After field teams have been identified to contribute to the exercise, REACH will train them on the common JMMI framework and methodology. Afterwards, once per month, field teams will collect price and stock levels from traders in the identified marketplaces, based on the questionnaire and guidelines on which they have been trained.

Data is collected via the KoBo mobile data collection platform. REACH and the CWG will set up a devoted JMMI KoBo account for the use of enumerators participating in the Nigeria JMMI. A new set of forms will be uploaded to this account for each round. Field teams will receive the login details for this account to download the new KoBo forms to their phones for each round and upload all completed surveys.

Each month, after JMMI Taskforce members have collected all price data, REACH will clean and analyze this data and disseminate the findings to the taskforce and the broader Nigeria humanitarian response. Taskforce members and stakeholders may then freely use the JMMI dataset and findings to inform their humanitarian programming and can provide feedback on the process if desired.

Figure 2: The monthly JMMI cycle



## Annex A 1.1: Partner commitment

The Nigeria JMMI will be enriched through the full commitment of all partners to the initiative, which includes the ongoing input of JMMI Taskforce members into the design, implementation and analysis of the JMMI. This collaborative process may slow the pace towards the delivery of final products, but will ensure each phase is benefiting taskforce members and contributing to a more effective response. In summary, *partner commitment* means:

- All partners commit to supporting one joint monitoring process.
- All partners use the same data collection tools.
- All partners use the same data collection methodology.
- All partners collect data during the same period of time.
- All partners upload their data to the same KoBo server.

### Staff

The enumerators in charge of data collection in each area should be fully familiar with that area's local context, languages, customs, and market structure. Participating organizations must commit to assign enough enumerators to the JMMI to enable each enumerator to easily finish collecting all of their required data within the data collection window.

Furthermore, each partner will identify a JMMI focal point within their organization to serve as a liaison between the JMMI Taskforce co-leads and their own field teams. This JMMI focal point should be someone in close contact with the field team, ideally the person who manages that team. The JMMI focal point will be responsible for all direct communication with REACH and the CWG, including conveying REACH's requests for follow-up to relevant enumerators and returning complete, accurate responses in a timely manner. They should be fluent in English to ease inter-organizational communication.

In each area where partner organizations implement market monitoring activities, field teams should aim to dedicate between 3 and 5 days per month to data collection, coordination, and follow-up. Due to the unusual pressures and data collection restrictions surrounding the COVID-19 pandemic, there can be some flexibility on this timeframe in early rounds to allow for any unforeseen difficulties. But ultimately, rapid, timely data collection is key to any successful humanitarian response, and partners should strive to plan ahead, build robust KI networks ahead of time, and devote enough staff to the exercise to enable them to wrap up data collection as quickly as possible.

### Scope of work for staff

- Attend a 4-hour introductory JMMI training-of-trainers (TOT) to be delivered in English; required for JMMI focal points, enumerators welcome to attend
- Following this TOT, ensure that every enumerator assigned to the JMMI receives full internal training on the assessment's methodology, procedures, and data collection tools
- Identify marketplaces and traders to monitor based on criteria defined in the JMMI guideline documents
- Collect all required data in a timely manner using KoBo forms
- Remain available after the data collection period for follow-up and clarifications to explain outliers, typos, and missing data, as well as to provide local context and perspectives
- Be prepared to repeat data collection if needed: for example, if there are serious concerns about data quality or representativeness, or if not enough vendors have been interviewed to provide reliable analysis
- Provide feedback on tools and overall JMMI process and methodology

### Training

The JMMI focal points from each participating organization (and key members of their field teams if possible) are expected to attend a 4-hour introductory JMMI training with REACH. Due to COVID-19 public health measures, this will be planned as an online training session, meaning that attendees will need access to a strong internet connection and a computer with all required virtual meeting software installed. In this session, attendees will be introduced to the JMMI methodology and trained on the KoBo tools. The training will be conducted in English.

Immediately following this introductory JMMI training, attendees are expected to fully train all members of the field team within their organizations who were unable to attend the initial training. Partner organizations are expected to fully cover any costs associated with the training of their staff, including the provision of necessary hardware and data packages.

## Dates

Data collection will take place on a regular schedule once per month. The general schedule will be agreed by the JMMI Taskforce, and the exact dates will be communicated by REACH prior to the start of each data collection cycle.

The data collection window will be open for seven days per round, and all data must be collected and uploaded by the end of those seven days. In the days following data collection, JMMI focal points and field enumerators are expected to remain available for, and respond quickly to, any follow-up queries from REACH.

In case an enumerator or JMMI focal point is unable to contribute to the JMMI or respond to follow-up queries during the scheduled data collection window, the partner organization is expected either to find a suitable temporary replacement for this enumerator/JMMI focal point or to coordinate with the JMMI Taskforce and REACH to find alternate coverage for the area this staff member would have covered. The exception to this is in situations of insecurity, where collecting data in one's assigned areas during the assigned period may prove unsafe. If at any point your organization becomes unable to cover a location to which it has previously committed, due to security issues or other reasons, please inform REACH and the JMMI Taskforce as soon as possible.

## Technology and equipment

All data collection for the Nigeria JMMI will center on the KoBo platform. All data must be uploaded to the JMMI Taskforce's central KoBo server using one of two Android apps (KoBoCollect or ODKCollect) or, alternatively, using a link that can be filled out in one's internet browser. Enumerators using either Android app will be able to complete surveys without an internet connection and save them for later submission once they return from the field. Partner organizations are responsible for providing their enumerators with all necessary equipment (smartphone/tablet, laptop, internet connection) to enable them to undertake data collection.

PDF versions of the questionnaire can be provided on an *ad hoc* basis for enumerators that feel more comfortable collecting data on paper in the field. The enumerators will be responsible for printing and transporting these questionnaires themselves. However, filling out a paper form is not a substitute for submitting data to the central KoBo server. All data collected on paper must subsequently be uploaded to KoBo by the enumerator themselves prior to the end of the data collection window, just as if they were collecting data using an Android app. No extensions to the data collection window will be provided for this purpose, and partners and enumerators must plan ahead for the extra time needed for data entry.

In the event that it is wholly impossible for a participating organization to commit to collecting data using the KoBo platform, the taskforce leadership will work with that organization to determine whether alternate technological solutions are possible. If the organization is unable to align its data collection practices sufficiently with those of the rest of the taskforce, the taskforce leadership will determine whether it makes sense for them to continue participating in the joint initiative.

## Expansion

The common JMMI questionnaire, including the list of items monitored on a monthly basis, may be adjusted or expanded depending on the interest of JMMI Taskforce member organizations and relevant decisions made by the taskforce co-leads. Partner organizations should be aware that any large-scale expansions requested would likely increase the number of hours the field teams would have to dedicate to data collection.

Taskforce members may also on occasion be asked whether they might have capacity to collect data from additional cities or towns within their areas of operation, either permanently or on a temporary basis to fill in for other participants who ordinarily collect data from those areas. Such expansion requests will always be fully voluntary, but have the potential to help the JMMI greatly by ensuring that key areas are covered and that humanitarian actors can continue to draw on unbroken historical data to understand how market prices have evolved in Nigeria's humanitarian context.

## Application & feedback

The Nigeria JMMI will only be useful if its findings are actively applied by taskforce members and stakeholders. JMMI Taskforce members are therefore encouraged to:

- Support REACH to produce final products, through reviewing and commenting on factsheet drafts.
- Actively incorporate the JMMI's findings into organizational response planning, proposals, situation reports, etc.

- Disseminate the JMMI's monthly products and findings to the wider humanitarian community, including to others within their own organizations.
- Provide feedback through the JMMI Taskforce and directly to REACH on the data collection process and the usefulness of the findings.