

# Research Terms of Reference

Joint Market Monitoring Initiative

UKR2203

Ukraine

March 2022  
v1

**REACH** Informing  
more effective  
humanitarian action

## 1. Executive Summary

<b>Country of intervention</b>	Ukraine				
<b>Type of Emergency</b>	<input type="checkbox"/>	Natural disaster	<input checked="" type="checkbox"/>	Conflict	<input type="checkbox"/> Other (specify)
<b>Type of Crisis</b>	<input checked="" type="checkbox"/>	Sudden onset	<input type="checkbox"/>	Slow onset	<input type="checkbox"/> Protracted
<b>Mandating Body/ Agency</b>	Ukraine Cash Working Group				
<b>IMPACT Project Code</b>	UKR2203				
<b>Overall Research Timeframe</b> (from research design to final outputs / M&E)	March 2022 to TBD				
<b>Research Timeframe</b>	1. Pilot/ training: 05/04/2022		6. Preliminary presentation: _/ _/ _		
Add planned deadlines (for first cycle if more than 1)	2. Start collect data: 06/04/2022		7. Outputs sent for validation: 20/05/2022		
	3. Data collected: 06/05/2022		8. Outputs published: _/ _/ _		
	4. Data analysed: 13/05/2022		9. Final presentation: _/ _/ _		
	5. Data sent for validation: 13/05/2022				
<b>Number of assessments</b>	<input type="checkbox"/>	Single assessment (one cycle)			
	<input checked="" type="checkbox"/>	Multi assessment (more than one cycle)			
		Monthly data collection			
<b>Humanitarian milestones</b>	<b>Milestone</b>		<b>Deadline</b>		
Specify <b>what</b> will the assessment inform and <b>when</b> e.g. The shelter cluster will use this data to draft its Revised Flash Appeal;	<input checked="" type="checkbox"/>	Donor plan/strategy	Ongoing		
	<input checked="" type="checkbox"/>	Inter-cluster plan/strategy	Ongoing		
	<input type="checkbox"/>	Cluster plan/strategy	_/_/_		
	<input type="checkbox"/>	NGO platform plan/strategy	_/_/_		
	<input checked="" type="checkbox"/>	Other (Specify): Ukraine CWG plan/strategy	Ongoing		
<b>Audience Type &amp; Dissemination</b> Specify <b>who</b> will the assessment inform and <b>how</b> you will disseminate to inform the audience	<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		<input type="checkbox"/> Cluster Mailing (Education, Shelter and WASH) and presentation of findings at next cluster meeting		
	<input checked="" type="checkbox"/> Operational		X Presentation of findings (e.g. at HCT meeting; Cluster meeting)		
	<input type="checkbox"/> [Other, Specify]		X Website Dissemination (Relief Web & REACH Resource Centre)		

		X CWG mailing and presentation of findings at next working group meeting	
<b>Detailed dissemination plan required</b>	<input type="checkbox"/>	Yes	X No
<b>General Objective</b>	To inform the Ukraine Cash Working Group and other humanitarian actors of evolutions in prices, availability of goods and market functionality, and to provide an evidence base for the organisation of multi-purpose cash (MPC) in Ukraine as a response to the humanitarian crisis in the country.		
<b>Specific Objective(s)</b>	1. Track prices and availability of basic commodities in Ukraine markets on a monthly basis 2. Assess the impact of the current humanitarian crisis on market systems in Ukraine 3. Contribute to a broader understanding of the market environment in Ukraine for the benefit of humanitarian actors across all sectors		
<b>Research Questions</b>	1. What are the prices and availability of basic food and non-food items in markets throughout Ukraine, and how do these vary over time? 2. What disruptions in supply chains for any key commodities are traders facing? 3. To what extent have market operations and functionality changed over time?		
<b>Geographic Coverage</b>	Markets throughout Ukraine, based on participating organisations' capacity		
<b>Secondary data sources</b>	World Food Program's Vulnerability Analysis and Mapping (WFP VAM), State Statistics Service of Ukraine and Acted JMM price monitoring outputs		
<b>Population(s)</b> <i>Select all that apply</i>	<input type="checkbox"/>	IDPs in camp	<input type="checkbox"/> IDPs in informal sites
	X	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]
	X	Host communities	<input type="checkbox"/> [Other, Specify]
<b>Stratification</b> <i>Select type(s) and enter number of strata</i>	X	Geographical #: _____ Hromada Population size per strata is known? <input type="checkbox"/> Yes X No (stratification by hromada using median-of-median weighting)	<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>	X	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>	X 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]		X Key informant interview (Target #): 3 vendors per monitored item per hromada <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>Structured data collection tool # 2</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 #): 5 customers per hromada <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) #: _ _	<input checked="" type="checkbox"/>	Presentation (Final) #: 1 per round if requested
	<input checked="" type="checkbox"/>	Interactive dashboard # : 1	<input type="checkbox"/>	Webmap #: _ _
	<input checked="" type="checkbox"/>	Anonymized 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:</b> TBD			
	<b>Coordination Framework:</b> Ukraine Cash Working Group			
	<b>Partners:</b> None (CWG members only)			

## 2. Rationale

### 2.1 Background

On 24 February, after weeks and months of military build-up at the border and heightened tensions, Russia has started a full-scale invasion in Ukraine, with rocket strikes hitting targets throughout the country and its ground forces advancing from the north, east, and south. Major attacks have been reported across Ukraine, including in the capital, Kyiv, causing civilians to flee into shelters and subways as air raid sirens rang out in the streets of the capital. Russian troops have quickly reached several main cities that are close to the border, bringing military clashes to these cities. Chernihiv (north), Sumy (north), Kharkiv (north-east), Kherson (south), Mariupol (south-east), Mykolaiv (south), Odesa (south-west), among other cities in northern, eastern and southern parts of the country, including Donetsk and Luhansk oblasts, suffered from ongoing military fights with reported civilian casualties from the very first days.<sup>1</sup>

Ground military clashes, rocket strikes, shelling and bombings in these densely populated urban settlements have caused major displacement flows with more than 1 million people moving towards safer areas in the center and west of the country and more than 2 million people fleeing the country.<sup>2</sup>

Reported critical infrastructure destructions, active military clashes in settlements, large scale displacement contribute to the worsening of the humanitarian situation in the country. People that remain blocked in cities encircled by the militaries, and

<sup>1</sup> [OCHA Ukraine: Humanitarian Impact. Situation Report No.01, 26 February 2022](#)

<sup>2</sup> [UNHCR Ukraine Situation Flash Update #1, 08 March 2022](#)

internally displaced people who have reached safe havens are in humanitarian need. Different challenges related to each of the groups are complicating organisation of the response. Access to affected communities remains severely restricted, while the constantly deteriorating security situation prevents the possibility of evacuation in many locations, leading to the accumulation and exacerbation of unmet needs. Many settlements that host displaced people are reportedly facing problems with their capacity to absorb incoming flows of internally displaced people at such scales.<sup>3</sup>

## 2.1 Intended impact

Humanitarian agencies have urgently intensified their work in the country in order to organise and provide necessary response of the relevant scale. It was agreed by the Humanitarian Country Team (HCT) that multi-purpose cash (MPC) is going to be the main modality of the response. The Cash Working Group (CWG), co-led by OCHA and ACTED, has established four task teams to assess and plan the cash-based response. These teams are focusing on targeting (led by WFP), transfer mechanisms (led by Norwegian Refugee Council, NRC), deduplication and registration (led by UNHCR) and monitoring (led by ACTED).<sup>4</sup> REACH is engaged as a technical partner in all four task teams of the CWG and is fully involved in the development and implementation of the Joint Market Monitoring Initiative (JMMI) tools in Ukraine.

Given the current conditions of mass displacement and active military clashes in urban centers, as well as the importance of MPC in the response in Ukraine, market monitoring is key for the humanitarian intervention. Due to the conflict's sudden expansion to areas of Ukraine that were previously untouched, usable humanitarian market data in areas of partner intervention is highly limited and incomplete. The JMMI seeks to fill this information gap by providing useful and timely data on trends in Ukrainian market prices which will enable the Cash Working Group to continually revise its standard MPC transfer values to reflect developments in the humanitarian situation.

## 3. Methodology

### 3.1 Methodology overview

The activity outlined in this TOR is designed to provide longitudinal market and price data using a JMMI methodology, which will be designed to inform the emergency response in Ukraine but will have broader applicability as well. The initiative, to be conducted in partnership with the Ukraine Cash Working Group, will be coordinated through the CWG's Task Team 4 on Monitoring. On behalf of the taskforce, REACH will contribute to the development and coding of data collection tools for the JMMI, as well as leading on the research design, guidance documents, training materials, analysis, and outputs. The task team members, in turn, will work to develop their own KI networks, coordinate the coverage of the assessment, collect data, and review or endorse all aspects of the research design.

Data collection will be a joint, partner-led exercise carried out by participating CWG members across the country using a harmonized questionnaire. The methodology centers on quantitative, structured interviews with purposively sampled market traders who will act as key informants (KIs) for their respective markets, with supplementary quantitative key informant interviews (KIs) taking place with market customers in affected areas. 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. Outputs will include cleaned and anonymized datasets and brief market factsheets produced in as automated a fashion as possible.

### 3.2 Population of interest

The aim of the Ukraine JMMI is to provide rapid information on prices and market functionality to humanitarian actors working throughout the country, both in areas directly affected by conflict and in those affected by the IDP influx. The geographical coverage of the exercise will depend on the access of CWG members to priority areas of the country and their ability to collect data from these areas consistently. The Monitoring Task Team will determine these priority areas based on a combination of the locations with the greatest number of persons of concern and those with the greatest presence of

<sup>3</sup> [OCHA Ukraine: Humanitarian Impact. Situation Report, 09 March 2022](#)

<sup>4</sup> Ibid

humanitarian actors. The JMMI will initially prioritize markets in key urban areas, with expansion to rural areas dependent on the availability of contributing partners with capacity in such locations.

The unit of analysis for this assessment will be the hromada (Admin 3), representing the administrative level on which most humanitarian assistance in Ukraine is planned. All data will be aggregated first to the hromada level, then upwards to the levels of the raion, oblast, and country.

### 3.3 Secondary data review

Prices and findings on market functionality will be triangulated, where possible, with those from other existing price monitoring efforts in Ukraine, which include:

- Joint Market Monitoring led by ACTED on behalf of the CWG in government-controlled areas along the former eastern frontline (October 2021)
- Monthly price monitoring of food items by WFP VAM (ongoing, most recent update February 2022)<sup>5</sup>
- Economic indicators released by the State Statistics Service of Ukraine (ongoing, most recent update February 2022)<sup>6</sup>

### 3.4 Primary Data Collection

#### Coordination

The Ukraine JMMI is a joint exercise led by the Monitoring Task Team of the Ukraine CWG in close collaboration with its members, who will 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 CWG members to participate. The objective of the Monitoring Task Team is to support the design and successful implementation of the JMMI and any further market monitoring projects launched in Ukraine, as well as to build technical consensus among participating members and ensure that all activities are implemented with full consultation.

The Monitoring Task Team includes all partner organizations contributing to the initiative are counted as members. The task team 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 Ukraine JMMI will be collected by member organizations of the Monitoring Task Team 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 outlined in this Terms of Reference.
- All partners will collect data during the same period of time. One month period will be used for the pilot data collection. After the pilot partners may reconsider the period and agree to collect data on a bi-weekly basis if needed.
- All partners will upload their data to the same KoBo server.

<sup>5</sup> WFP VAM The Global Market Monitor. Available [online](#).

<sup>6</sup> SSSU Average consumer prices for goods (services) in Ukraine in 2022. Available [online](#)

Collectively, taskforce members will aim to cover as many conflict-affected and displacement-affected Ukrainian markets 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 hromadas from which it could commit to collect data based on the locations of its field staff.
2. The co-leads of the Monitoring Task Team compare the organizations’ potential areas of coverage and suggest modifications to ensure that organizations are not duplicating each other’s work.
3. In some cases, the co-leads may propose that these organizations cover key nearby hromadas instead that would otherwise not be incorporated.

## **Sampling**

### **Marketplace selection:**

The Ukraine JMMI will prioritize primary marketplaces in key conflict-affected and displacement-affected urban areas. 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 structure, in a central business district, along a commercial corridor, or similar. This vague definition is designed to encompass the diverse variety of marketplaces that are used by Ukrainian urban residents and to enable each organization to make judgments about the most valuable ones to monitor based on their local knowledge. Field teams from each participating organization are responsible for identifying the main markets in each targeted hromada that meet this definition.

Participating organizations should target traders from the hromada's **largest marketplaces devoted to retail** (i.e. no marketplaces solely devoted to wholesalers, etc.). In hromadas where markets are relatively well-integrated, and where the same goods tend to flow from central markets outwards to peripheral neighborhoods, simply interviewing traders from the town’s main marketplaces should provide a sufficient overview of market conditions throughout the hromada. Field teams may, in certain cases, visit individual traders located outside these defined market areas, for example large chain stores carrying many items that are located at a remove from dense center-city marketplaces.

Only one partner should contribute data from each monitored marketplace per round to avoid duplicating efforts. The easiest way to ensure this is for all partners to ensure that their coverage does not overlap on a hromada level, as mentioned above.

### **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, in which case consumer prices and not wholesale prices should be collected.
- 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.
- Traders should be housed in **permanent structures** to ensure continuity of presence. Exceptions can be made, at partners’ discretion, in cases where market structures have been damaged or destroyed.
- Enumerators should aim to monitor **traders patronized by average residents** of the area. Traders specializing in upmarket goods and expensive brands that are not purchased by most households should be avoided.

**Field teams must aim to collect a minimum of 3 prices per assessed item per assessed hromada**, ideally all from the hromada’s largest and most central marketplace(s). There is no set number of traders that field teams are required to interview 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 3 large general stores, then they will only need to interview 3 traders in that hromada; if they collect prices mostly from small-



scale traders that sell just a few items each, the number of interviews will be higher (but each individual interview will be much shorter). If an item is never sold in a specific hromada, or if it is seasonally or otherwise unavailable across the entire hromada, no price data for this item needs to be collected, but enumerators should indicate that the item is fully unavailable.

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.

#### Customer KI selection:

As a supplement to the main retailer survey, partners will aim to remotely interview KIs from among their own networks in Ukraine who can provide a customer's perspective on the functionality of marketplaces and financial service providers in their hromadas. These KIs will be asked to provide general information from their communities on the availability of key categories of items and services, barriers to market access, availability of cash, and functionality of key financial service providers. **Field teams must aim to interview a minimum of 5 customers per assessed hromada.**

#### Items to monitor

As part of the JMMI, all participating organizations will monitor a common basket of core market commodities commonly purchased by vulnerable households. Members of the Monitoring Task Team will determine the contents of this basket, but all will be derived from the existing Ukraine Survival Minimum Expenditure Basket.

In instances where items in the basket are commonly sold in several different varieties, data will be collected on only the cheapest variety available in the marketplace, in line with the purpose of minimum expenditure baskets. While this is a straightforward process for most 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, 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 tools

All data collection for the Ukraine JMMI will center on the KoBo platform. Once the basket of monitored items has been finalized, ACTED and REACH will develop common retailer and customer quantitative data collection tools in KoBo for use by all participating organizations, to be hosted on a centralized KoBo server at REACH HQ. All data must be uploaded to this 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 these common KoBo tools unless circumstances wholly prevent them from using KoBo, in which case an individualized plan can be worked out with each participating organization.

In the event that field teams are able to collect market data in person, PDF versions of the questionnaire can be provided 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 will not be a substitute for submitting data to the central KoBo server; all data collected on paper must then 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 a variety of factors, including martial law restrictions, protection risks, and insecurity in conflict-affected regions of Ukraine, it may be necessary at times for organizations participating in the JMMI to adopt remote data collection methods. REACH acknowledges that remote data collection can be difficult for both enumerators and interviewees, and that teams with less experience in these methods may find them especially difficult to manage. For this reason, if individual participating organizations succeed in obtaining data collection waivers, or if OCHA, the HCT, and the Cash Working Group are able to secure a blanket waiver for the collection of all humanitarian data, participants are encouraged to collect market data in person as the security situation allows. It is strongly suggested, however, to continue interviewing customer KIs remotely, identifying interviewees from among their own existing networks in Ukraine, to minimize the risk posed to enumerators.

Customer KIs will be selected among existing partners networks in order to maintain low publicity of the exercise which is preferred because of security risks for enumerators during the martial law. Key informant interviews in general are recommended to be conducted remotely by phone, however it is acceptable if a partner considers in-person data collection as safe in each separate case. Selection criteria will be the following: a KI should be a permanent resident of a hromada, KIs should be representing various sex and age groups. Key informants identified among partner's networks should be able to provide a customer's perspective on the functionality of local marketplaces and financial service providers. These can be professional contacts, personal contacts, or households that have already received aid from partner's organisation. Snowballing could be also used to find contacts of additional needed KIs in a hromada.

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 in case they need to move to remote data collection at any point. Field teams should seek to identify and receive consent from **a minimum of 4-5 traders for every item in the JMMI survey**. While only 3 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 face-to-face. In this case, **field teams can employ snowball sampling techniques 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 once per 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 4-5 traders for every item in the JMMI survey**. Again, while only 3 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 in advance of data collection. Note that as part of this process, 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 either the security situation or martial law restrictions change.

### 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. 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 3 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 qualitative analysis.
- 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 recent secondary data covering the same location(s), if any;
3. Consultation with field teams and partners to cross-check data quality and contextualize results.

#### Data analysis

As data is collected from individual market vendors concerning their own operations, the following steps are undertaken to aggregate this individual-level data to the hromada level:

- **Availability:** Availability is defined categorically (available, partly available, available on order, unavailable) for each item on the hromada level based on the following logic:
  - If an item is available as normal from at least one surveyed trader, it is considered available in the location.
  - *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 location.

- *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 location.
- **Prices:** Using prices collected from individual traders, median prices are calculated for each item within each assessed hromada. Raion, oblast, and national medians are then calculated using a “median of medians” approach, i.e. by taking a second median across all of the hromada-level medians calculated across the country or across the region in question.
- **Stock levels:** For each item, the median stock level is calculated across all surveyed traders in the hromada. National 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 hromada-level aggregate will be “yes”, else “no” (if the item is normally sold at all).
- **Restock duration:** The median restock duration across all traders in the hromada 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 hromada's main suppliers for each category of monitored items.

Data from Customers Key Informants will be analysed in the following way:

- **Food and NFI goods availability:** availability is defined for each group (food, hygiene items, warm clothes, fuel, medication) categorically (fully available, limited availability, available on order, not available) for each assessed hromada.
- **Price for coal and firewood:** based on collected data, average prices are calculated per ton of coal and a cubic meter of firewood.
- **Access to Financial Services Providers:** based on collected responses, level of access to FSP will be assessed according to categorical values developed according to the following logic: full access, if no full access – what is the level of access, no access at all.

## 4. Key ethical considerations and related risks

*\*\*For detailed guidance on how to complete this section, see also Step 5 of the IMPACT Research Design Guidelines\*\**

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

<b>The proposed research design...</b>	<b>Yes/ No</b>	<b>Details if no (including mitigation)</b>
... 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?	TBD	Ukraine HCT seeking clarity from GoU on recent legislation surrounding data collection under martial law + requesting a blanket waiver for humanitarian organizations. If this is not secured, all in-person data collection

		will switch to remote based on the criteria above.
... 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>
Research design	REACH Senior Assessment Officer (SAO)	REACH Research Manager (RM)	REACH Senior Cash and Markets Specialist	REACH HQ RDD Unit, JMMI TT
Supervising data collection	REACH SAO	REACH SAO	REACH RM, JMMI TT	Country CWG
Data processing (checking, cleaning)	REACH Senior Database Officer (SDBO)	REACH SAO	REACH RM	REACH HQ RDD Unit
Data analysis	REACH Senior Database Officer (SDBO)	REACH SAO	REACH RM	REACH HQ RDD Unit
Output production	REACH SAO, REACH GISO	REACH RM	REACH Country Coordinator, REACH HQ RDD Unit	JMMI TT
Dissemination	REACH SAO, JMMI TT	JMMI TT	REACH RM, Country CWG	REACH HQ

Monitoring & Evaluation	REACH SAO, REACH RM	REACH CC	REACH HQ	JMMI TT
Lessons learned	REACH SAO	REACH RM	REACH CC	REACH HQ

**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

## 5. Data Analysis Plan

Research questions	IN #	Data collection method	Indicator / Variable	Question	Responses	Data collection level
1. What are the prices and availability of basic food and non-food items in markets throughout Ukraine, and how do these vary over time?	T.IT.1	KII (traders)	Availability of monitored items	To be asked about each monitored item: Do you normally sell [this item] in [standard unit]?	Yes No	KI
1. What are the prices and availability of basic food and non-food items in markets throughout Ukraine, and how do these vary over time?	T.IT.2	KII (traders)	Availability of monitored items	To be asked about each monitored item sold: What is the current availability of [this item] in your store?	Full availability Limited availability Available on order Not available	KI
1. What are the prices and availability of basic food and non-food items in markets throughout Ukraine, and how do these vary over time?	T.IT.3	KII (traders)	Median prices of monitored items	To be asked about each monitored item: What is the price of [standard unit] of the cheapest available brand of [this item] in UAH?	Decimal	KI
1. What are the prices and availability of basic food and non-food items in markets throughout Ukraine, and how do these vary over time?	T.IT.4	KII (traders)	Imminent shortage red flag	To be asked about each monitored item: For how many days do you expect your current stock of [this item] to last under current conditions?	Integer	KI
1. What are the prices and availability of basic food and non-food items in markets throughout Ukraine, and how do these vary over time?	T.IT.5	KII (traders)	Imminent shortage red flag	To be asked about each monitored item: How many days would it take you to fully restock [this item] under current conditions?	Integer	KI

1. What are the prices and availability of basic food and non-food items in markets throughout Ukraine, and how do these vary over time?	C.IT.1	KII (customers)	Availability of monitored items	For each of these five categories of items, please indicate their current level of availability in shops and marketplaces in your hromada: Food Hygiene items Warm clothes Fuel (coal, firewood, or other) Medication	Full availability Limited availability Available on order Not available Don't know / No need to purchase these items	KI
1. What are the prices and availability of basic food and non-food items in markets throughout Ukraine, and how do these vary over time?	C.IT.2	KII (customers)	Median prices of monitored items	What is the current price you pay for coal per ton in UAH?	Decimal	KI
1. What are the prices and availability of basic food and non-food items in markets throughout Ukraine, and how do these vary over time?	C.IT.3	KII (customers)	Availability of monitored items	If coal is not available in your hromada, is it possible to buy or get it from other areas?	Yes No Don't know	KI
1. What are the prices and availability of basic food and non-food items in markets throughout Ukraine, and how do these vary over time?	C.IT.4	KII (customers)	Median prices of monitored items	What is the current price you pay for firewood per m3 in UAH?	Decimal	KI
1. What are the prices and availability of basic food and non-food items in markets throughout Ukraine, and how do these vary over time?	C.IT.5	KII (customers)	Availability of monitored items	If firewood is not available in your hromada, is it possible to buy or get it from other areas?	Yes No Don't know	KI
1. What are the prices and availability of basic food and non-food items in markets throughout Ukraine, and how do these vary over time?	T.PR.1	KII (traders)	Past price changes	Have any of the above food items (or water) increased in price significantly over the last month?	[list of all monitored food items and bottled water + None + Don't know + Prefer not to answer]	KI
1. What are the prices and availability of basic food and non-food items in markets throughout Ukraine, and how do these vary over time?	T.PR.2	KII (traders)	Past price changes	Have any of the above hygiene items increased in price significantly over the last month?	[list of all monitored hygiene items + None + Don't know + Prefer not to answer]	KI
2. What disruptions in supply chains for any key commodities are traders facing?	T.SU.1	KII (traders)	Location of main suppliers (or suppliers' suppliers)	Does your business mostly rely on a single supplier for food items?	Yes No Don't know	KI

2. What disruptions in supply chains for any key commodities are traders facing?	T.SU.2	KII (traders)	Location of main suppliers (or suppliers' suppliers)	What percentage of your supply of core food items would you estimate came from each of the following sources in the past month? From this hromada From this raion, outside your hromada From this oblast, outside your raion From within Ukraine, outside your oblast From Russia or Belarus From another foreign country (please specify)	Integer	KI
2. What disruptions in supply chains for any key commodities are traders facing?	T.SU.3	KII (traders)	Location of main suppliers (or suppliers' suppliers)	Does your business mostly rely on a single supplier for hygiene items?	Yes No Don't know	KI
2. What disruptions in supply chains for any key commodities are traders facing?	T.SU.4	KII (traders)	Location of main suppliers (or suppliers' suppliers)	What percentage of your supply of core hygiene items would you estimate came from each of the following sources in the past month? From this hromada From this raion, outside your hromada From this oblast, outside your raion From within Ukraine, outside your oblast From Russia or Belarus From another foreign country (please specify)	Integer	KI
2. What disruptions in supply chains for any key commodities are traders facing?	T.SU.5	KII (traders)	Supply chain health	Are you currently facing any difficulties keeping your store operational and well-stocked during the conflict?	No new difficulties caused by the conflict Difficulties with availability of core goods Difficulties with the prices charged by suppliers Difficulties accessing money and/or cash to pay suppliers Difficulties with fully staffing your store Difficulties related to movement restrictions Difficulties related to physically dangerous conditions in your area Other (please specify)	KI



2. What disruptions in supply chains for any key commodities are traders facing?	T.SU.6	KII (traders)	Supply chain health	Do you expect any changes in your business in the near future due to the conflict?	No new changes expected due to the conflict Reduced availability of goods Rising prices Reduced availability of cash Reduced purchasing power of customers Reduced mobility of customers Other (please specify)	KI
3. To what extent have market operations and functionality changed over time?	T.MF.1	KII (traders)	Presence of traders in marketplace	(for market vendors only) What percentage of the usual retailers in this marketplace would you estimate are currently operating?	Integer	KI
3. To what extent have market operations and functionality changed over time?	T.MF.2	KII (traders)	Condition of marketplace infrastructure	(for market vendors only) Which of the following best describes the majority of shops in this marketplace as a result of the conflict?	Severe damage - poor state Some structural damage - minor maintenance issues Intact, no damage - good state	KI
3. To what extent have market operations and functionality changed over time?	T.MF.3	KII (traders)	Physical barriers to marketplace accessibility	How have the conflict and its related developments affected your customers' ability to access this store or marketplace?	No impact on physical access to this store or marketplace Movement restrictions related to martial law Active fighting or shelling in the area Buildings or infrastructure in the marketplace have been damaged Damage or blockages on roads leading to the marketplace Lack of transportation/limited transportation options Customers feel unsafe due to a fear of being targeted Other (please specify) Prefer not to answer	KI
4. To what extent are traders and customers able to access financial services?	T.MF.4	KII (traders)	Accessibility of financial service providers	Are bank branches currently available and functioning in the community where your store is located?	Yes, full-service bank branches are available and functioning in the community where your store is located Yes, bank branches are available, but they are unable to provide their full range of services due to the conflict Only mobile bank offices in this community, but	KI

					<p>full-service bank branches are accessible in nearby communities</p> <p>No, full-service bank branches and mobile bank offices are unavailable in this community, but are accessible in nearby communities</p> <p>No, functioning bank branches and mobile bank offices are not available, neither in your community nor in nearby communities</p> <p>Other (please specify)</p> <p>Prefer not to answer</p>	
4. To what extent are traders and customers able to access financial services?	T.MF.5	KII (traders)	Accessibility of financial service providers	Are ATMs currently available and functioning in the community where your store is located?	<p>Yes, functional full-service ATMs are available in the community where your store is located</p> <p>Yes, functional ATMs are available, but they are unable to provide all their usual services due to the conflict</p> <p>The number of functional ATMs is highly limited</p> <p>No, ATMs are available but are not functioning due to a lack of cash</p> <p>No, ATMs are available but are not functioning due to technical issues or other problems</p> <p>Other (please specify)</p> <p>Prefer not to answer</p>	KI
4. To what extent are traders and customers able to access financial services?	T.MF.6	KII (traders)	Accessibility of financial service providers	Are Ukrposhta financial services available in the area of your store (home delivery of cash transfers, pensions, allowances, etc.)?	<p>Yes, Ukrposhta offices work daily and deliver payments regularly</p> <p>Yes, Ukrposhta offices work several days a week and deliver payments regularly on those days</p> <p>Yes, Ukrposhta offices work several days a month and deliver payments regularly on those days</p> <p>Only mobile post offices in this community, but Ukrposhta offices are accessible in nearby communities</p> <p>No, functioning Ukrposhta offices and mobile post offices are not available, neither in your community nor in</p>	KI

					nearby communities Other (please specify) Prefer not to answer	
3. To what extent have market operations and functionality changed over time?	C.MF.1	KII (customers)	Physical barriers to marketplace accessibility	How have the conflict and its related developments affected your ability to access your usual store or marketplace?	No impact on physical access to stores or marketplaces Movement restrictions related to martial law Active fighting or shelling in the area Buildings or infrastructure in the store or marketplace have been damaged Damage or blockages on roads leading to the store or marketplace Lack of transportation/limited transportation options Customers feel unsafe due to a fear of being targeted Other (please specify) Prefer not to answer	KI
3. To what extent have market operations and functionality changed over time?	C.MF.2	KII (customers)	Financial barriers to marketplace accessibility	Do any of these financial factors affect your ability to buy goods from your usual stores and marketplaces?	Financial factors do not affect my access to stores or marketplaces Items I need are not available in these stores or marketplaces I cannot afford the items available in these stores or marketplaces I do not have enough physical cash and vendors are reluctant to accept other options Public transportation is too expensive Fuel for my personal vehicle is too expensive Other (please specify) Prefer not to answer	KI
4. To what extent are traders and customers able to access financial services?	C.MF.3	KII (customers)	Accessibility of financial service providers	Are bank branches currently available and functioning in your community?	Yes, full-service bank branches are available and functioning in your community Yes, bank branches are available, but they are unable to provide their full range of services due to the conflict Only mobile bank offices in this community, but full-service bank branches are accessible in nearby communities No, full-service bank branches and mobile	KI

					<p>bank offices are unavailable in this community, but are accessible in nearby communities</p> <p>No, functioning bank branches and mobile bank offices are not available, neither in your community nor in nearby communities</p> <p>Other (please specify)</p> <p>Prefer not to answer</p>	
4. To what extent are traders and customers able to access financial services?	C.MF.4	KII (customers)	Accessibility of financial service providers	Are ATMs currently available and functioning in your community?	<p>Yes, functional full-service ATMs are available in your community</p> <p>Yes, functional ATMs are available, but they are unable to provide all their usual services due to the conflict</p> <p>The number of functional ATMs is highly limited</p> <p>No, ATMs are available but are not functioning due to a lack of cash</p> <p>No, ATMs are available but are not functioning due to technical issues or other problems</p> <p>Other (please specify)</p> <p>Prefer not to answer</p>	KI
4. To what extent are traders and customers able to access financial services?	C.MF.5	KII (customers)	Accessibility of financial service providers	Are Ukrposhta financial services available in your community (home delivery of cash transfers, pensions, allowances, etc.)?	<p>Yes, Ukrposhta offices work daily and deliver payments regularly</p> <p>Yes, Ukrposhta offices work several days a week and deliver payments regularly on those days</p> <p>Yes, Ukrposhta offices work several days a month and deliver payments regularly on those days</p> <p>Only mobile post offices in this community, but Ukrposhta offices are accessible in nearby communities</p> <p>No, functioning Ukrposhta offices and mobile post offices are not available, neither in your community nor in nearby communities</p> <p>Other (please specify)</p> <p>Prefer not to answer</p>	KI

4. To what extent are traders and customers able to access financial services?	T.PM.1	KII (traders)	% of vendors accepting different types of payment modalities	To be asked about each payment modality: Do you currently accept this payment modality in your store?	Yes No	KI
4. To what extent are traders and customers able to access financial services?	T.PM.2	KII (traders)	Limitations on different types of payment modalities	To be asked about each payment modality: Are there any limitations on how customers can use this payment modality? If so, please describe.	Free text	KI
4. To what extent are traders and customers able to access financial services?	T.PM.3	KII (traders)	Limitations on different types of payment modalities	To be asked about each payment modality: Is a markup charged to customers using this type of payment? If so, please describe.	Free text	KI
4. To what extent are traders and customers able to access financial services?	T.PM.4	KII (traders)	Limitations on different types of payment modalities	Does this store allow customers to use debit cards to withdraw money from their bank accounts at points of sale?	Yes No	KI
Disaggregation / Aggregation variables		KII (traders, customers)	Admin 1	Oblast of data collection		KI
		KII (traders, customers)	Admin 2	Raion of data collection		KI
		KII (traders, customers)	Admin 3	Hromada of data collection		KI

## 7. Monitoring & Evaluation Plan

- Please complete the M&E Plan column in the table and use the corresponding Tools in the Monitoring & Evaluation matrix to implement the plan during the research cycle.

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		<input type="checkbox"/> 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		X 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	Ukraine flash appeals Ukraine 2023 HNO
		# references in single agency documents			CWG strategy CWG documents on revision of standard cash transfer values
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 CWG members after three 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

