

Research Terms of Reference

Annual Joint Market Monitoring Initiative

KEN2205a

Kenya

March 2023

V1

REACH Informing
more effective
humanitarian action

1. Executive Summary

Country of intervention	Kenya				
Type of Emergency	<input checked="" type="checkbox"/>	Natural disaster	<input type="checkbox"/>	Conflict	<input type="checkbox"/> Other (<i>specify</i>)
Type of Crisis	<input type="checkbox"/>	Sudden onset	<input type="checkbox"/>	Slow onset	<input checked="" type="checkbox"/> Protracted
Mandating Body/ Agency	Kenya Cash Working Group-KCWG				
IMPACT Project Code	KEN2205a				
Overall Research Timeframe	02/01/2023 to 26/01/2024				
Research Timeframe	Q1	1. Pilot/ training: 13/03/2023		6. Preliminary presentation: 20/04/2023	
		2. Start collecting data: 14/03/2023		7. Outputs sent for validation: 24/04/2023	
		3. Data collected: 24/03/2023		8. Outputs published: 28/04/2023	
		4. Data analysed: 31/03/2023		9. Final presentation: 28/04/2023	
		5. Data sent for validation: 3/04/2023			
	Q2	1. Pilot/ training: 9/06/2023		6. Preliminary presentation: 20/07/2023	
		2. Start collect data: 12/06/2023		7. Outputs sent for validation: 24/07/2023	
		3. Data collected: 23/06/2023		8. Outputs published: 28/07/2023	
		4. Data analysed: 30/06/2023		9. Final presentation: 28/07/2023	
		5. Data sent for validation: 4/07/2023			
	Q3	1. Pilot/ training: 8/09/2023		6. Preliminary presentation: 19/10/2023	
		2. Start collect data: 11/09/2023		7. Outputs sent for validation: 23/10/2023	
		3. Data collected: 22/09/2023		8. Outputs published: 30/10/2023	
		4. Data analysed: 29/09/2023		9. Final presentation: 30/10/2023	
		5. Data sent for validation: 2/10/2023			
	Q4	1. Pilot/ training: 8/12/2023		6. Preliminary presentation: 12/01/2024	
		2. Start collect data: 11/12/2023		7. Outputs sent for validation: 19/01/2024	
		3. Data collected: 22/12/2023		8. Outputs published: 26/01/2024	
		4. Data analysed: 29/12/2023		9. Final presentation: 26/01/2024	
		5. Data sent for validation: 2/01/2024			

Number of assessments	<input type="checkbox"/>	Single assessment (one cycle)		
	<input checked="" type="checkbox"/>	Multi-assessment (more than one cycle) <i>These assessments will be conducted on a quarterly basis i.e once in three months.</i>		
Humanitarian milestones	Milestone		Deadline	
	<input type="checkbox"/>	Donor plan/strategy	_ _ / _ _ / _ _	
	<input type="checkbox"/>	Inter-cluster plan/strategy		
	<input checked="" type="checkbox"/>	Cluster plan/strategy	Collected market price data will inform updating of the minimum expenditure basket (MEB) cost by 28/04/2023	
	<input checked="" type="checkbox"/>	NGO platform plan/strategy	Collected data will feed into upcoming programs by actors planning Cash and Voucher Assistance (CVA) by 28/04/2023.	
<input type="checkbox"/>	Other (Specify):	_ _ / _ _ / _ _ _ _		
Audience Type & Dissemination	Audience type		Dissemination	
	<input checked="" type="checkbox"/>	Strategic	<input checked="" type="checkbox"/> General Product Mailing: CVA partners in Kenya: members of the KCWG: Kenya cash consortium: Donor.	
<input checked="" type="checkbox"/>	Programmatic	<input type="checkbox"/> Cluster Mailing:		
<input checked="" type="checkbox"/>	Operational	<input checked="" type="checkbox"/> Presentation of findings:KCWG		
<input type="checkbox"/>	[Other, Specify]	<input checked="" type="checkbox"/> Website Dissemination: Relief web: REACH resource centre.		
<input type="checkbox"/>	[Other, Specify]	<input type="checkbox"/> [Other, Specify]		
Detailed dissemination plan required	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
General Objective	To understand the functionality of local markets and prices of food and non-food items in Arid and Semi-Arid Land (ASAL) Counties of Kenya in order to update the cost of the minimum expenditure basket (MEB) and guide market-based response.			
Specific Objective(s)	<ol style="list-style-type: none"> 1. To identify which items are available in the market. 2. To identify the cost of MEB on a quarterly basis. 3. To understand the functionality and operations of markets in the ASAL counties. 4. To identify the availability of food and non-food items in the markets in ASAL Counties 5. To understand the coping strategies employed by vendors when there are shortages of commodities. 			
Research Questions	<ol style="list-style-type: none"> 1. Which items are available in the market? 2. What is the cost associated with the rural market-specific MEB? 3. What are the geographical price variations and trends of key food and non-food items over time? 4. How (from where and using which means of transport) are ASAL markets supplied and how does this change seasonally? 5. Which coping strategies have vendors in the market has been employed to cope with shortages of commodities? 			

Geographic Coverage	Arid and Semi Arid Counties in Kenya- Based on locations that participating agencies will commit to cover.			
Secondary data sources	REACH KCWG JMIMI-June 2022 REACH JMIMI in Somalia-Feb 2022 FEWS NET-Kenya Food Security Outlook Update Feb - Sep 2022 FEWS NET-Kenya Food security Outlook update Oct 2022 - May 2023NDMA- Early warning bulletins WFP-Collecting prices for food security programming-2017 IFRC-Operation strategy- Kenya hunger crisis, 2021-2022			
Population(s)	<input type="checkbox"/>	IDPs in camp	<input type="checkbox"/>	IDPs in informal sites
	<input type="checkbox"/>	IDPs in host communities	<input type="checkbox"/>	IDPs [Other, Specify]
	<input type="checkbox"/>	Refugees in camp	<input type="checkbox"/>	Refugees in informal sites
	<input type="checkbox"/>	Refugees in host communities	<input type="checkbox"/>	Refugees [Other, Specify]
	<input type="checkbox"/>	Host communities	<input checked="" type="checkbox"/>	Vendors- Market Vendors. ¹
Stratification	<input checked="" type="checkbox"/>	Geographical #:23 Population size per strata is known? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>	Group #: ___ Population size per strata is known? <input type="checkbox"/> Yes <input type="checkbox"/> No
	<input type="checkbox"/>		<input type="checkbox"/>	[Other Specify] #: ___ Population size per strata is known? <input type="checkbox"/> Yes <input type="checkbox"/> No
Data collection tool(s)	<input checked="" type="checkbox"/>	Structured (Quantitative)	<input type="checkbox"/>	Semi-structured (Qualitative)
	Sampling method		Data collection method	
Structured data collection tool # 1	<input checked="" type="checkbox"/>	Purposive	<input checked="" type="checkbox"/>	Key informant interview (Target -3 prices per item per market)
	<input type="checkbox"/>	Probability / Simple random	<input type="checkbox"/>	Group discussion (Target #):_ _ _ _ _
	<input type="checkbox"/>	Probability / Stratified simple random	<input type="checkbox"/>	Household interview (Target #):_ _ _ _ _
	<input type="checkbox"/>	Probability / Cluster sampling	<input type="checkbox"/>	Individual interview (Target #):_ _ _ _ _
	<input type="checkbox"/>	Probability / Stratified cluster sampling	<input type="checkbox"/>	Direct observations (Target #):_ _ _ _ _
	<input type="checkbox"/>	[Other, Specify]	<input type="checkbox"/>	[Other, Specify] (Target #):_ _ _ _ _
Data management platform(s)	<input checked="" type="checkbox"/>	IMPACT	<input type="checkbox"/>	UNHCR
	<input type="checkbox"/>	[Other, Specify]		
Expected output type(s)	<input type="checkbox"/>	Situation overview #: _ _	<input type="checkbox"/>	Report #: _ _
	<input type="checkbox"/>		<input type="checkbox"/>	Profile #: _ _
	<input checked="" type="checkbox"/>	Presentation (Preliminary findings) #: 4 _ _	<input checked="" type="checkbox"/>	Presentation (Final) #4
	<input type="checkbox"/>	Interactive dashboard #: _	<input type="checkbox"/>	Webmap #: _ _
	<input type="checkbox"/>		<input checked="" type="checkbox"/>	Factsheet #: 4, one each round of data collection
	<input type="checkbox"/>		<input checked="" type="checkbox"/>	Map #: _4 in the factsheets
		[Other, Specify] : _ _		
Access	<input type="checkbox"/>	Public (available on REACH resource center and other humanitarian platforms)		
	<input checked="" type="checkbox"/>	Restricted (bilateral dissemination only upon agreed dissemination list, no publication on REACH or other platforms)		

¹ The retailers who will be included in this assessment are those who sell both food and non-food items in the markets of the targeted locations.

Visibility	REACH
	Donor: will update once the participating agencies provide
	Coordination Framework: Kenya Cash Working Group
	Partners: Kenya Red Cross Society (KRCS), World Food Programme (WFP), ACTED, Mercy Corps, Concern Worldwide, Welthungerhilfe Kenya, Catholic Relief Services (CRS), World Vision Kenya, Nomadic Assistance for Peace and Development (NAPAD), Service Civil International (SCI), Pastoral Girls Initiative, Rural Agency for Community Development and Assistance (RACIDA), Strategies for Northern Development (SND), Give Directly

2. Rationale

2.1 Background

According to the National Drought Management Authority (NDMA) monthly bulletin for January 2023², the drought situation remains critical in 22 of the 23 ASAL counties due to the late onset and poor performance of the much-anticipated October to December 2022 short rains, coupled with four previous consecutive failed rainfall seasons. Currently, nine arid and semi-arid (ASAL) counties namely, Kilifi, Mandera, Marsabit, Samburu, Turkana, Wajir, Isiolo, Kitui and Kajiado are in Alarm drought phase while 13 counties are in Alert drought phase.³ These include Garissa, Lamu, Narok, Tana River, Makueni, Tharaka Nithi, Baringo, Laikipia, Meru, Taita Taveta, West Pokot, Nyeri and Kwale. Only Embu County is currently classified in Normal drought phase. The continuing drought coupled with poor terms of trade as food prices increase against reducing livestock prices will result in the adoption of negative coping strategies like selling productive assets to meet their food health and other basic needs. The resulting drought has affected the country, with 4.4 million people currently estimated to be facing acute food insecurity and an increase from 3.5 million people identified previously during the 2022 long rains assessment.⁴ On top of this, the high cost of food prices continues to adversely affect households by reducing their purchasing power and impact household food access. For example, according to the FEWS NET Kenya food security outlook update October 2022 to May 2023, maize prices are expected to increase to around 70 to 100 percent above the five-year average driven by five successive below-average production seasons, high fuel and transportation costs, high local demand, and reduced cross-border imports from neighboring countries.⁵ Within this context, regular and harmonized market monitoring is essential for informing on cash distribution activities.

2.2. Intended Impact

Against this backdrop, Cash and Voucher (CVA) assistance is a crucial tool to limit the negative impact of the drought but is hindered by a shortage of funding and resources. A stronger understanding of the current degree of market functionality and Minimum Expenditure Basket (MEB) composition is thus crucial to make sure CVA interventions are evidence-based and as impactful as possible, as well as able to reach the populations most in need bringing about positive change in the day-to-day lives of the population of interest. In Kenya, there is a lack of harmonized, regular, and standard market monitoring that keeps track on the functionality of markets, prices, and availability of commodities in the local markets. The Kenya Cash Working group proposed to conduct a Joint Market Monitoring Initiative in a bid to provide a regular and harmonized market monitoring in Kenya. This will aid in making informed decisions for cash and voucher assistant programmes as it addresses the information gap in terms of regular and updated monitoring of market functionality and particularly the MEB cost. The research is designed to harmonize data collection efforts and combine resources of humanitarian actors and the Government throughout the ASAL Counties which will lead to greater coverage, effectiveness, and operational applicability for market monitoring systems.

²<https://www.ndma.go.ke/index.php/resource-center/national-drought-bulletin/send/39-drought-updates/6778-national-monthly-drought-updates-january-2023>

³ Ibid.

⁴ <http://www.ndma.go.ke/index.php/resource-center/send/87-2022/6833-2022-short-rains-assessment-national-report>

⁵ https://fewsn.net/sites/default/files/documents/reports/KENYA_Food_Security_Outlook_Oct%202022_Final.pdf

3. Methodology

3.1 Methodology overview

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

REACH will develop the data collection tool in coordination with CWG/MEB Workstream and participating agencies. Thereafter, conduct a training of trainers (ToTs) for representatives from all the participating agencies who will in-turn train their own enumerators before start of the data collection exercise. This will ensure data is collected in a harmonized way and REACH's guidelines on data collection and protection on beneficiaries are enforced. The data collection exercise will be carried out through conducting interviews with vendors selling food and non-food items both face to face and remotely.

REACH will conduct regular data quality checks and data cleaning as the data is received. Once data collection is completed, REACH will prepare a preliminary analysis and produce preliminary findings. Following the completion of the preliminary analysis, a Joint Analysis Workshop with the participating agencies will be conducted to validate preliminary findings and facilitate the preparation of the final output.

3.2 Population of interest

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

Population to be assessed: Market vendors in ASAL Counties and Refugees camps in Kenya as described in section 3.4. Unit of measurement: Vendors at County level.

3.3 Secondary data review

Existing market price monitoring tools and lessons learned will be used to develop the assessment tools and methodology. Specifically, JMMI Kenya Cash working group Quarter 4 factsheet, December 2022. [NDMA- Early warning bulletins, FEWS NET Updates](#) as well as the [WFP VAM](#).

3.4 Primary Data Collection

A hybrid methodology will be used to collect the data. Each participating partner will be expected to choose the method that is best suited for the organization i.e., face to face, remote or both with vendors selling various food and non-food items such as maize, beans, peas, rice, sugar, flour, vegetables, soap, gas, solar lump among others in the selected markets. A structured key informant tool developed by REACH will be used and be coded using Open Data Kit (ODK) with data being collected using smart phones. Prices of food and non-food items included in the MEB together with a few others that have been agreed upon with MEB work stream will be collected. The tool will also collect information on market functionality, supply chain, restocking of commodities and indicators relevant to the effects of drought on local markets.

The vendor selection will be based on the below criteria:

- Traders must be retailers selling directly to consumers. Wholesalers should be avoided unless they commonly also sell directly to consumers.
- Traders must sell at least one item monitored as part of the market monitoring initiative 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 in different parts of the marketplace.

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

a variety of brands are available in the market for single commodity, focus will be placed on the most affordable commodity as we aim to collect data to inform on the MEB. Each participating organization will have one focal person that will coordinate with REACH and ensure data collection runs smoothly. The participating organizations will hire and train their own enumerators and supervise data collection in the Counties. REACH database officer will conduct daily data quality checks throughout the data collection period.

3.5 Data Processing & Analysis

As a joint assessment, the JMMI relies on data collection practices that must be fully aligned among multiple partners and regions. Collected data using Kobo Collect will be subjected to daily quality checks to identify any issues with data quality and divergence from the sample frame, in line with IMPACT's [Data Cleaning Minimum Standards Checklist](#). In addition to the data checks, the final datasets will undergo a thorough cleaning, with any outstanding issues reported to the concerned organization focal person for feedback. Attention will be placed on the outliers, inconsistencies and other options given by the interviewee. The analysis will be looking for the median price of the commodities per marketplace, restock capabilities and the various coping mechanisms adopted. Following data cleaning, the median price of items will be calculated using R. The data will be aggregated by location at the County level. Trends in MEB costs and item prices can be tracked over time by directly comparing the median prices for each basket or item from a previous period. In addition, data collected on the location of the vendors' suppliers will allow for mapping of supply chains. Finally, one factsheet will be developed for each round of data collection and released publicly to all actors in a humanitarian response.

4. Key ethical considerations and related risks

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

<i>The proposed research design...</i>	Yes/ No	<i>Details if no (including mitigation)</i>
... Has been coordinated with relevant stakeholders to avoid unnecessary duplication of data collection efforts?	Yes	
... Respects respondents, their rights and dignity (<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 expose data collectors to any risks as a direct result of participation in data collection?	Yes	
... Does not expose respondents / their communities to any risks as a direct result of participation in data collection?	Yes	
... Does not involve collecting information on specific topics which may be stressful and/ or re-traumatizing for research participants (both respondents and data collectors)?	Yes	
... Does not involve data collection with minors i.e. anyone less than 18 years old?	Yes	
... Does not involve data collection with other vulnerable groups e.g. persons with disabilities, victims/ survivors of protection incidents, etc.?	No	Given that we do not know the profile of participants beforehand; we will not be able to ascertain whether they belong to vulnerable groups. However, enumerators will receive training on ensuring questions are asked in a non-intrusive, sensitive manner to mitigate

		any unintended harm. Additionally, respondents always have the option to not answer any question (prefer not to answer) or withdraw consent for the interview at any stage.
... Follows IMPACT SOPs for management of personally identifiable information ?	Yes	

5. Roles and responsibilities

Table 3: Description of roles and responsibilities

Task Description	Responsible	Accountable	Consulted	Informed
Research design	Assessment Officer	CWG co-chairs	CWG co-chairs	CVA partners, HQ, KCWG
Supervising data collection	Participating organisation's focal person	Participating organisation's focal person	CWG co-chairs	CVA partners, HQ, KCWG
Data processing (checking, cleaning)	Database Officer	Database Officer	CWG co-chairs	CVA partners, HQ, KCWG
Data analysis	Database Officer	CWG co-chairs	CWG co-chairs	CVA partners, HQ, KCWG
Output production	Assessment Officer	CWG co-chairs	CWG co-chairs	CVA partners, HQ, KCWG
Dissemination	Assessment Officer	CWG co-chairs	CWG co-chairs	CVA partners, HQ, KCWG
Monitoring & Evaluation	Assessment Officer	CWG co-chairs	CWG co-chairs	CVA partners, HQ, KCWG
Lessons learned	Assessment Officer	CWG co-chairs	CWG co-chairs	CVA partners, HQ, KCWG

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

Attached separately to this TOR.

7. Monitoring & Evaluation Plan

IMPACT Objective	External M&E Indicator	Internal M&E Indicator	Focal point	Tool	Will indicator be tracked?	
Humanitarian stakeholders are accessing IMPACT products	Number of humanitarian organisations accessing IMPACT services/products	# of downloads of x product from Resource Center	Country request to HQ	User_log	X Yes	
		# of downloads of x product from Relief Web	Country request to HQ		X Yes	
		# of downloads of x product from Country level platforms	Country team		X Yes	
		Number of individuals accessing IMPACT services/products	# of page clicks on x product from REACH global newsletter		Country request to HQ	X Yes
		# of page clicks on x product from country newsletter, sending Blue, bit.ly	Country team		X Yes	
		# of visits to x web map/x dashboard	Country request to HQ		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	<i>E.g. WFP MEB Analysis, UNHCR Country Strategy, UNICEF WASH Response Strategy]</i>	
		# references in single agency documents				
Humanitarian stakeholders are using IMPACT products	Humanitarian actors use IMPACT evidence/products as a basis for decision making, aid planning and delivery	Perceived relevance of IMPACT country-programs	Country team	Usage Feedback and Usage Survey template	<i>Usage survey to be conducted at the end of the research cycle</i>	
		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			<i>related to all outputs, targeting at least 20 partners]</i>
Humanitarian stakeholders are engaged in IMPACT programs throughout the research cycle	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