

Research Terms of Reference

Joint Market Monitoring Initiative (JMMI)

ETH2001

Ethiopia

July 2021
V2

REACH Informing
more effective
humanitarian action

1. Executive Summary

Country of intervention	Ethiopia					
Type of Emergency	<input type="checkbox"/>	Natural disaster	<input checked="" type="checkbox"/>	Conflict		
Type of Crisis	<input type="checkbox"/>	Sudden onset	<input checked="" type="checkbox"/>	Slow onset	<input checked="" type="checkbox"/>	Protracted
Mandating Body/ Agency	Ethiopia Collaborative Cash Delivery Network (CCD)					
Project Code	29AQI					
Overall Research Timeframe (from research design to final outputs / M&E)	27/04/2021 - 26/04/2023					
Research Timeframe Add planned deadlines (for first cycle if more than 1)	1. Start collect data: 02/08/2021			5. Preliminary presentation: NA		
	2. Data collected: 06/08/2021			6. Outputs sent for validation: 15/08/2021		
	3. Data analysed: 10/08/2021			7. Outputs published: 17/08/2021		
	4. Data sent for validation: 10/08/2021			8. Final presentation: 21/08/2021		
Number of assessments	<input type="checkbox"/>	Single assessment (one cycle)				
	<input checked="" type="checkbox"/>	Multi assessment (more than one cycle) Monthly rounds				
Humanitarian milestones Specify what will the assessment inform and when e.g. The shelter cluster will use this data to draft its Revised Flash Appeal;	Milestone			Deadline		
	<input checked="" type="checkbox"/>	Donor plan/strategy		Ongoing		
	<input type="checkbox"/>	Inter-cluster plan/strategy		__/__/__		
	<input type="checkbox"/>	Cluster plan/strategy		__/__/__		
	<input type="checkbox"/>	NGO platform plan/strategy		__/__/__		
	<input checked="" type="checkbox"/>	Other (Specify): Ethiopia CWG plan/strategy		Ongoing		
Audience Type & Dissemination Specify who will the assessment inform and how you will disseminate to inform the audience	Audience type			Dissemination		
	x Strategic			x Website dissemination - REACH Resource Centre & Relief Web (accessible to all actors involved)		
	x Programmatic			x Interactive dissemination - Ethiopia JMMI Interactive Dashboard (accessible to all actors involved)		
	x Operational			x CCD/ECWG mailing and presentation of findings at Working groups and Taskforce meetings		
	<input type="checkbox"/> [Other, Specify]			x Cluster Mailing (Education, Shelter and WASH) and presentation of findings at cluster meetings		

		x General product mailing (to all actors involved, NGOs, partners, donors) x In-person presentation of findings (to CCD, ECWG, donor and relevant government institutions)	
Detailed dissemination plan required	<input type="checkbox"/>	Yes	X No
General Objective	To inform the Ethiopia CCD and other cash actors of evolutions in prices and market functionality and to provide an evidence base for any changes in cash and voucher assistance (CVA) that need to happen as a result.		
Specific Objective(s)	1. Track prices and availability of basic commodities in Ethiopia markets on a monthly basis 2. Contribute to a broader understanding of the market environment in Ethiopia		
Research Questions	<ul style="list-style-type: none"> What are the prices and availability of basic food and non-food items¹ in markets throughout Ethiopia, and how do these vary over time? What disruptions in supply chains for any key commodities are traders facing? To what extent have market operations and functionality changed in the past month? To what extent have customers' purchasing patterns changed in the past month? Do any population groups face particular challenges accessing markets? Which ones and why? 		
Geographic Coverage	Markets throughout Ethiopia, with a focus on major urban settlements, based on participating organizations' capacity ²		
Secondary data sources	Regular WFP VAM and FEWS NET price monitoring; ad hoc price monitoring conducted by EU		
Population(s) <i>Select all that apply</i>	X	IDPs in camp	<input type="checkbox"/> IDPs in informal sites
	X	IDPs in host communities	X IDPs in collective shelters
	<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	X Market traders
Stratification <i>Select type(s) and enter number of strata</i>	X	Geographical #: TBD Population size per strata is known? <input type="checkbox"/> Yes X No (stratification by admin level TBD 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
Data collection tool(s)	X	Structured (Quantitative)	<input type="checkbox"/> Semi-structured (Qualitative)
	Sampling method		Data collection method

¹ The JMMI will aim to monitor a basket of 8-10 core market commodities commonly purchased by vulnerable households, with a focus on staple foods and hygiene items. This basket, which may vary from region to region, will be agreed by members of the JMMI Taskforce with input from the Ethiopia Cash Working Group and will be summarized in Section 3.4 of the current TOR.

² For the purposes of the JMMI, a marketplace is defined as an area with a relatively sizeable 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.

Structured data collection tool # 1 <i>Select sampling and data collection method and specify target # interviews</i>	<input checked="" type="checkbox"/> Purposive <input type="checkbox"/> Probability / Simple random <input type="checkbox"/> Probability / Stratified simple random <input type="checkbox"/> Probability / Cluster sampling <input type="checkbox"/> Probability / Stratified cluster sampling <input type="checkbox"/> [Other, Specify]		<input checked="" type="checkbox"/> Key informant interview (Target #): 3 vendors per monitored item <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 #):_____ 			
Data management platform(s)	<input checked="" type="checkbox"/>	IMPACT	<input type="checkbox"/>	UNHCR		
Expected output type(s) <i>(per round)</i>	<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 checked="" type="checkbox"/>	Interactive dashboard #: 1 (if capacity allows)	<input type="checkbox"/>	Webmap #: __	<input type="checkbox"/>	Map #: __
	<input checked="" type="checkbox"/>	Dataset #: 1 per round				
Access	<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)				
Visibility <i>Specify which logos should be on outputs</i>	REACH Donor: EuropAid Coordination Framework: CCD Partners: Ethiopia CWG					

2. Rationale

Over the last two years, Ethiopia has witnessed a surge in violent conflict following major domestic political shifts. Large-scale displacement, killings, and destruction of property have further exacerbated the impact of pre-existing and cyclical climate-related crises across the country. Late 2019 and early 2020 have brought additional humanitarian crises in the form of a large-scale desert locust infestation, Ethiopia's worst in 25 years, and the global COVID-19 pandemic, which counted 276,037 cases in Ethiopia as of 30 June³ and has led to lockdowns and transport bans in many regions that restrict access to markets. Furthermore, conflict in Tigray region as of June 2021 has seen large-scale displacement contributing an approximate 1.8 million additional people needing assistance in Amhara, Afar and Tigray regions⁴. All of these events have severely disrupted livelihoods, affected the availability of staple market commodities, and threatened to sharply escalate humanitarian need for vulnerable populations across the country.

Given the intersection of so many simultaneous crises, all of which can potentially affect markets nationwide, there is a need for a joint rapid market monitoring initiative with dedicated analytical capacity that produces regular, frequent market data, including robust data on changes in market functionality, to meet the demands of the Ethiopia response. This exercise should harmonize existing data collection efforts and combine the resources of humanitarian actors throughout the country, which will lead to greater coverage, timeliness, and operational applicability for cash actors across Ethiopia.

There is currently no systematic monitoring of the MEB (Minimum Expenditure Basket) in Ethiopia, and gaps remain in all existing market monitoring initiatives accessible to humanitarian actors (specifically, gaps in coverage, in key indicators, and in items monitored). Some Ethiopia Cash Working Group (ECWG) members and donors have previously conducted *ad hoc*

³ [COVID-19 Dashboard by the Center for Systems Science and Engineering \(CSSE\) at Johns Hopkins University \(JHU\)](#)

⁴ OCHA Ethiopia: Tigray Region Humanitarian Situation Update; Situation Report; 24 June 2021.

price monitoring of selected market items, either in their own areas of operation or in Addis Ababa only, but have not yet been able to consolidate with other actors and in some cases have lacked capacity to analyze the collected data. Other actors, e.g. World Food Programme Vulnerability Assessment Mapping (WFP VAM), are conducting weekly food price monitoring in roughly a dozen locations across Ethiopia, but do not currently monitor hygiene items or other non-food items (NFIs) key to the response.

To address the outlined information gaps and consolidate existing data collection efforts, REACH will work in close collaboration with the Ethiopia Collaborative Cash Delivery (CCD) Network to launch and coordinate a Joint Market Monitoring Initiative (JMMI). This initiative will help to develop an evidence base for the wider use of cash and voucher assistance (CVA), as well as facilitating discussions of changes in critical market dynamics, which are an integral part of cash feasibility considerations.

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 cash response in Ethiopia but will have broader applicability as well. The initiative, to be conducted in partnership with the Ethiopia CCD, will be coordinated through a JMMI Taskforce established for this purpose, which will be co-led by REACH and the CCD Collaboration Manager. 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. The taskforce 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, as well as potentially taking on some aspects of the training and data cleaning if capacity allows.

Data collection will be a joint, partner-led exercise carried out by CCD members across the country using a harmonized questionnaire. The methodology focuses on quantitative, structured interviews with purposively sampled traders who will act as key informants (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. 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 Ethiopia JMMI is to provide rapid information on prices and market functionality to humanitarian actors working throughout the country. The geographical coverage of the exercise will depend on the access of CCD members to priority areas of the country and their ability to collect data from these areas consistently. The JMMI Taskforce 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 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 woreda (Admin 3), representing both the administrative level on which most humanitarian assistance in Ethiopia is planned and the largest administrative level across which partners can be confident that markets will be fully integrated. All data will be aggregated first to the woreda level, then upwards to the regional and national levels.

3.3. Secondary data review

Results will be triangulated where possible with those from other existing price monitoring initiatives in Ethiopia, 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 VAM across 11 markets nationwide
- Periodic price monitoring of key commodities by the EU Delegation to Ethiopia in Addis Ababa

- Monthly price monitoring of food items by FEWS NET across 11 markets nationwide

While the Ethiopia Central Statistics Agency also runs a price monitoring program, its scope and frequency are both unclear, and the data currently appears to be inaccessible to most humanitarian actors.

3.4. Primary Data Collection

Coordination

The Ethiopia JMMI is a joint exercise led by REACH on behalf of the Ethiopia CCD and in close collaboration with its 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 CCD members to participate. To ensure activities are implemented with full consultation and buy-in and are to the benefit of CCD members, a JMMI Taskforce was formed in May 2020 to 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 and any further JMMI projects launched in Ethiopia, as well as to build technical consensus among participating members.

The JMMI Taskforce is co-led by REACH and the CCD Collaboration Manager, 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 Ethiopia 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 Ethiopian 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 woredas from which it could commit to collect data based on the locations of its field bases.
2. REACH and CCD, as the co-leads of the JMMI Taskforce, 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, REACH and CCD may propose that these organizations cover neighboring woredas instead that would otherwise not be incorporated.

Sampling

Marketplace selection:

The JMMI will initially prioritize marketplaces in key urban areas, with expansion to rural areas dependent on the availability of contributing partners with capacity in such locations. 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. 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 woreda that meet this definition.

Taskforce members who have committed to collect data from a particular town should, in general, target traders from the town's **largest marketplaces devoted to retail** (i.e. no markets solely devoted to wholesalers, etc.). In woredas 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 marketplace per round. The easiest way to ensure this is for all partners to ensure that their coverage does not overlap on a woreda 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.
- 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 3 prices per assessed item per assessed woreda, ideally all from the woreda'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 3 large general stores, then they will only need to interview 3 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 or 2 traders in the woreda, 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 woreda, or if it is seasonally or otherwise unavailable across the entire woreda, no price data for this item needs to be collected.

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 once a 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 a common basket of 8-10 core market commodities commonly purchased by vulnerable households. 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 MEBs for Ethiopia's Somali region and Tigray region, which are currently under revision. Recommendations for hygiene items will be based primarily on recommendations from the Global WASH Cluster for market monitoring, as well as on the Ethiopia WASH Cluster's WASH NFI Guidelines. The JMMI Taskforce will also decide whether to adopt different variants of this basket of core commodities for different regions of the country, for instance to monitor different cereals based on the most consumed staple food in each region.

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 the minimum expenditure basket. 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 tool

All data collection for the Ethiopia 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.

In the event that field teams are able to collect market data in person, 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 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 an organization has already developed internal 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 once a 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 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 in person due to the COVID-19 pandemic. 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 every once a 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 at least a week 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 the lockdown measures imposed by the Ethiopian authorities become stronger. A full set of remote data collection guidelines will be provided to JMMI Taskforce members to aid them in adopting these methodologies.

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.
- 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 the location level:

- **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 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 woreda. National and regional medians are then calculated using a “median of medians” approach, i.e. by taking a second median across all of the woreda-level medians calculated across the country or across the region.
- **Stock levels:** For each item, the median stock level is calculated across all surveyed traders in the woreda. 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 woreda-level aggregate will be “yes”, else “no” (if the item is normally sold at all).
- **Restocked in the last month:** If at least one trader restocked an item in the last month, the woreda-level aggregate will be “yes”, else “no”.
- **Restock duration:** The median restock duration across all traders in the woreda 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 woreda’s main suppliers for each category of monitored items.

4. Roles and responsibilities

Table 3: Description of roles and responsibilities

Task Description	Responsible	Accountable	Consulted	Informed
<i>Research design</i>	REACH Assessment Officer (AO)	REACH Country Research Manager (CRM)	JMMI Taskforce (TF), CCD, REACH HQ	CCD
<i>Supervising data collection</i>	Participating organizations	JMMI TF	REACH AO	REACH CRM
<i>Data processing (checking, cleaning)</i>	REACH Database Officer (DBO)	REACH AO	Participating organizations, REACH HQ	JMMI TF
<i>Data analysis</i>	REACH DBO	REACH AO	REACH HQ, CRM	JMMI TF, CCD
<i>Output production</i>	REACH AO, REACH CRM	REACH AO	REACH HQ, JMMI TF, CRM	CCD
<i>Dissemination</i>	REACH AO, TF	REACH AO	JMMI TF	Participating organizations
<i>Monitoring & evaluation</i>	REACH AO, TF	REACH AO	Participating organizations	REACH HQ, CRM
<i>Lessons learned</i>	REACH AO, TF	REACH AO	Participating organizations	REACH HQ, CRM

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	Sampling
What are the prices and availability of basic food and non-food items in markets throughout Ethiopia, 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	Purposive
	AV.2	KII	Market items sold by trader	Of the *food items* I just mentioned, which ones are you selling this week?	[list of all monitored food items + "This trader does not sell food items"]	KI	Purposive
	AV.3	KII	Availability of market items	How would you describe the availability of each of the following *hygiene items* in this marketplace?	For all monitored hygiene 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	Purposive
	AV.4	KII	Market items sold by trader	Of the *hygiene items* I just mentioned, which ones are you selling this week?	[list of all monitored hygiene items + "This trader does not sell hygiene items"]	KI	Purposive
What are the prices and availability of basic food and non-food items in markets throughout Ethiopia, and how do these vary over time?	IT.1	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	Purposive
	IT.2	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]?	Integer; or, if the trader does not have a scale, list of traditional units	KI	Purposive
	IT.3	KII	Median price of [standard unit] of [this item]	What is the most common number of grams you sell as a unit?	Integer	KI	Purposive
	IT.4	KII	Median size of standard unit of [this item]	What is the most common number of milliliters you sell as a unit?	Integer	KI	Purposive

What are the prices and availability of basic food and non-food items in markets throughout Ethiopia, and how do these vary over time?	IT.5	KII	Median price of [standard unit] of [this item]	To be asked about each monitored item: What is the least expensive price you offer for this unit of *food item*?	Decimal	KI	Purposive
	IT.6	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	Purposive
	IT.7	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	Purposive
What are the prices and availability of basic food and non-food items in markets throughout Ethiopia, and how do these vary over time?	WT.1	KII	Imminent shortage red flag	What is the capacity (in litres) of the primary water truck you operate? (note: 1 cubic metre of water = 1000 L)	Integer	KI	Purposive
	WT.2	KII		Do you primarily get the water you sell from privately owned or publicly owned sources?	Mostly from privately owned sources Mostly from publicly owned sources Other (please specify) Don't know Prefer not to answer	KI	Purposive
	WT.3	KII		Is the water you distribute treated or filtered in any way?	Yes, treated with chlorine, iodine, or another substance Yes, filtered No Other (please specify) Don't know Prefer not to answer	KI	Purposive
	WT.4	KII		What is the minimum price that you charge to deliver 1 truck of water to a destination within this community?	Decimal	KI	Purposive
	WT.5	KII		Do you charge different prices based on the distance you must travel to deliver water?	Yes No Don't know Prefer not to answer	KI	Purposive
	WT.6	KII		What is the price you charge to deliver 1 truck of water a distance of 5 kilometres?	Decimal	KI	Purposive
	WT.7	KII		What is the price you charge to deliver 1 truck of water a distance of 10 kilometres?	Decimal	KI	Purposive

What are the prices and availability of basic food and non-food items in markets throughout Ethiopia, and how do these vary over time?	PR.1	KII	Expectations of future price changes	Do you expect prices of *food items* to change within the next month?	No, prices will stay the same Yes, prices will increase Yes, prices will decrease Don't know Prefer not to answer	KI	Purposive
	PR.2	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 - customers will demand more of these items due to COVID-19 Demand will increase - humanitarian distributions will stop Demand will increase - more people will migrate here Supply will decrease - local vendors will not be able to obtain these items due to COVID-19 Supply will decrease - local vendors will be forced to close due to COVID-19 Supply will decrease - local vendors will not be able to access markets due to COVID-19 Supply will decrease - local vendors will be required to serve fewer customers due to COVID-19 Supply will decrease - road conditions will worsen 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	Purposive
	PR.3	KII	Reasons for price changes	Why do you expect prices of *food items* to decrease?	Exchange rate is falling Demand will decrease - customers will not be able to access markets due to COVID-19 Demand will decrease - customers will begin producing these items themselves Demand will decrease - customers will demand less of these items due to COVID-19 Demand will decrease - humanitarian distributions will start or continue Demand will decrease - more people will migrate elsewhere Supply will increase - local vendors will sell more of	KI	Purposive

What are the prices and availability of basic food and non-food items in markets throughout Ethiopia, and how do these vary over time?					these items Supply will increase - more vendors will begin to sell these items due to COVID-19 Supply will increase - more vendors will begin operating as people look for work due to COVID-19 Supply will increase - road conditions will improve Supply will increase - roads will be safer or will reopen Supply will increase - borders will reopen or remain open Other (please specify) Don't know Prefer not to answer		
	PR.4	KII	Expectations of future price changes	Do you expect prices of *hygiene items* to change within the month?	No, prices will stay the same Yes, prices will increase Yes, prices will decrease Don't know Prefer not to answer	KI	Purposive
	PR.5	KII	Reasons for price changes	Why do you expect prices of *hygiene items* to increase?	Exchange rate is rising Demand will increase - customers will run out of these items Demand will increase - customers will demand more of these items due to COVID-19 Demand will increase - humanitarian distributions will stop Demand will increase - more people will migrate here Supply will decrease - local vendors will not be able to obtain these items due to COVID-19 Supply will decrease - local vendors will be forced to close due to COVID-19 Supply will decrease - local vendors will not be able to access markets due to COVID-19 Supply will decrease - local vendors will be required to serve fewer customers due to COVID-19 Supply will decrease - road conditions will worsen 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	Purposive

What are the prices and availability of basic food and non-food items in markets throughout Ethiopia, and how do these vary over time?	PR.6	KII	Reasons for price changes	Why do you expect prices of *hygiene items* to decrease?	Exchange rate is falling Demand will decrease - customers will not be able to access markets due to COVID-19 Demand will decrease - customers will begin producing these items themselves Demand will decrease - customers will demand less of these items due to COVID-19 Demand will decrease - humanitarian distributions will start or continue Demand will decrease - more people will migrate elsewhere Supply will increase - local vendors will sell more of these items Supply will increase - more vendors will begin to sell these items due to COVID-19 Supply will increase - more vendors will begin operating as people look for work due to COVID-19 Supply will increase - road conditions will improve Supply will increase - roads will be safer or will reopen Supply will increase - borders will reopen or remain open Other (please specify) Don't know Prefer not to answer	KI	
	PR.7	KII	Expectations of future price changes	Do you expect prices of *water* to change within the next month?	No, prices will stay the same Yes, prices will increase Yes, prices will decrease Don't know Prefer not to answer	KI	Purposive
	PR.8	KII	Reasons for price changes	Why do you expect prices of *water* to increase?	Currency exchange rates are rising Demand will increase - customers will need more water to fulfil daily needs Demand will increase - customers will no longer be able to obtain water from other sources Demand will increase - humanitarian distributions will stop Demand will increase - more people will migrate here Supply will decrease - weather conditions will make water more difficult to obtain	KI	Purposive

What are the prices and availability of basic food and non-food items in markets throughout Ethiopia, and how do these vary over time?					Supply will decrease – price of access to water sources will increase Supply will decrease - local vendors will be forced to close Supply will decrease - local vendors will not be able to access markets Supply will decrease - road conditions will worsen Supply will decrease - roads will be less safe or blocked closed Other (please specify) Don't know Prefer not to answer		
	PR.9	KII	Reasons for price changes	Why do you expect prices of *water* to decrease?	Currency exchange rates are falling Demand will decrease - customers will need less water to fulfil daily needs Demand will decrease - customers will no longer be able to afford water trucking services Demand will decrease - customers will begin to find other water sources Demand will decrease - humanitarian distributions will start or continue Demand will decrease - more people will migrate elsewhere Supply will increase - weather conditions will make water easier to obtain Supply will increase - price of access to water sources will decrease Supply will increase - more water trucking services will begin to operate Supply will increase - road conditions will improve Supply will increase - roads will be safer or will reopen Other (please specify) Don't know Prefer not to answer	KI	Purposive
	MF.1	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	Purposive

What disruptions in supply chains for any key commodities are traders facing currently?	MF.2	KII	Location of main suppliers (or suppliers' suppliers)	If so, where does your main supplier of *food items* get their goods from?	[list of regions of Ethiopia + "Outside Ethiopia"] [list of zones in the selected region] [list of nearby countries + "Other (please specify)," if "Outside Ethiopia" was selected]	KI	Purposive
	MF.3	KII	Location of main suppliers (or suppliers' suppliers)	If not, where is your main supplier of *food items* located?	[list of regions of Ethiopia + "Outside Ethiopia"] [list of zones in the selected region] [list of nearby countries + "Other (please specify)," if "Outside Ethiopia" was selected]	KI	Purposive
	MF.4	KII	Reasons for supply problems	Over the last month, have you had any difficulty obtaining enough of the *food items* you sell to meet your customers' demand?	Yes No Other (please specify) Prefer not to answer	KI	Purposive
	MF.5	KII	Reasons for supply problems	Which commodities have been most difficult to obtain?	[list of all monitored food items + "Other (please specify)"]	KI	Purposive
	MF.6	KII	Reasons for supply problems	Why have these commodities been particularly difficult to obtain?	I do not have enough money to purchase these items in the amounts I need My supplier will no longer give me credit to purchase these items in the amounts I need Producers have been producing less due to COVID-19 Demand for these items has increased due to COVID-19 The suppliers I usually deal with have been unable to meet my customers' demand Domestic transport restrictions have cut off supply routes for these commodities International border closures have cut off supply routes for these commodities There is a shortage of carriers who can transport the goods I need Other (please specify) Prefer not to answer	KI	Purposive
	MF.7	KII	Location of main suppliers (or suppliers' suppliers)	Is your main supplier of *hygiene items* located in [this location]?	Yes No Other (please specify) Prefer not to answer	KI	Purposive
	MF.8	KII	Location of main suppliers (or suppliers' suppliers)	If so, where does your main supplier of *hygiene items* get their goods from?	[list of regions of Ethiopia + "Outside Ethiopia"] [list of zones in the selected region] [list of nearby countries + "Other (please specify)," if "Outside Ethiopia" was selected]	KI	Purposive

What disruptions in supply chains for any key commodities are traders facing currently?	MF.9	KII	Location of main suppliers (or suppliers' suppliers)	If not, where is your main supplier of *hygiene items* located?	[list of regions of Ethiopia + "Outside Ethiopia"] [list of zones in the selected region] [list of nearby countries + "Other (please specify)," if "Outside Ethiopia" was selected]	KI	Purposive
	MF.10	KII	Reasons for supply problems	Over the last month, have you had any difficulty obtaining enough of the *hygiene items* you sell to meet your customers' demand?	Yes No Other (please specify) Prefer not to answer	KI	Purposive
	MF.11	KII	Reasons for supply problems	Which commodities have been most difficult to obtain?	[list of all monitored hygiene items + "Other (please specify)"]	KI	Purposive
	MF.12	KII	Reasons for supply problems	Why have these commodities been particularly difficult to obtain?	I do not have enough money to purchase these items in the amounts I need My supplier will no longer give me credit to purchase these items in the amounts I need Producers have been producing less due to COVID-19 Demand for these items has increased due to COVID-19 The suppliers I usually deal with have been unable to meet my customers' demand Domestic transport restrictions have cut off supply routes for these commodities International border closures have cut off supply routes for these commodities There is a shortage of carriers who can transport the goods I need Other (please specify) Prefer not to answer	KI	Purposive
Market Operations							
To what extent have market operations and functionality changed in the past month?	MF.13	KII	% of vendors accepting different types of payment modalities	Which of the following types of payment do you accept from your customers?	Cash (Ethiopian birr) Cash (foreign currencies) Mobile money Credit/debit cards Money transfers Cheques Vouchers Informal credit (customers can buy now and pay later) Barter (customers can pay for goods with other goods) Other (please specify)	KI	Purposive

					Don't know Prefer not to answer		
To what extent have market operations and functionality changed in the past month?	MF.14	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 Other (please specify) Don't know Prefer not to answer	KI	Purposive
	MF.15	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	Purposive
	MF.16	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	Purposive
To what extent have customers' purchasing patterns changed in the past month?	MF.17	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 Other (please specify) Don't know Prefer not to answer	KI	Purposive
	MF.18	KII	% change in number of customers	By what percentage do you think the number of customers coming to your shop has increased compared to a month ago?	1-10% 11-25% 26-50% 51-75% 76-100% More than 100% Don't know Prefer not to answer	KI	Purposive

	MF.19	KII	% change in number of customers	By what percentage do you think the number of customers coming to your shop has decreased compared to a month ago?	1-10% 11-25% 26-50% 51-75% 76-100% More than 100% Don't know Prefer not to answer	KI	Purposive
Do any population groups face particular challenges accessing markets? Which ones and why?	MF.20	KII	Groups facing particular challenges accessing markets	Over the past month, have customers belonging to any of the following groups found it more difficult than before 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	Purposive
To what extent have market operations and functionality changed in the past month?	MF.17	KII	% traders observing safety and security incidents of different types	Over the past month, have you observed or heard about any safety or security incidents that have taken place in this marketplace?	Yes No Other (please specify) Prefer not to answer	KI	Purposive
	MF.18	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 on traders Physical attacks on customers 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	Purposive
Disaggregation / Aggregation variables	MT.5	KII	Admin 1	Region of data collection		KI	
	MT.6	KII	Admin 2	Zone of data collection		KI	
	MT.7	KII	Admin 3	Woreda of data collection		KI	

6. 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	Ethiopia HNO 2021
		# references in single agency documents			Ethiopia CCD and Ethiopia CWG 2021 strategy documents Strategy documents for individual taskforce members
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 conducted after 4 rounds of the exercise have been completed
		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			
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

ANNEX 1: JOINT MARKET MONITORING INITIATIVE (JMMI) TASKFORCE TERMS OF REFERENCE

Justification

Over the last two years, Ethiopia has witnessed a surge in violent conflict following major domestic political shifts. Large-scale displacement, killings, and destruction of property have further exacerbated the impact of pre-existing and cyclical climate-related crises across the country. Late 2019 and early 2020 have brought additional humanitarian crises in the form of a large-scale desert locust infestation, Ethiopia's worst in 25 years, and the global COVID-19 pandemic, which counted 276,037 cases in Ethiopia as of 30 June³ and has led to lockdowns and transport bans in many regions that restrict access to markets. Furthermore, conflict in Tigray region as of June 2021 has seen large-scale displacement contributing an approximate 1.8 million additional people needing assistance in Amhara, Afar and Tigray regions⁴. All of these events have severely disrupted livelihoods, affected the availability of staple market commodities, and threatened to sharply escalate humanitarian need for vulnerable populations across the country.

Given the intersection of so many simultaneous crises, all of which can potentially affect markets nationwide, there is a need for a joint rapid market monitoring initiative with dedicated analytical capacity that produces regular, frequent market data, including robust data on changes in market functionality, to meet the demands of the Ethiopia response. This exercise should harmonize existing data collection efforts and combine the resources of humanitarian actors throughout the country, which will lead to greater coverage, timeliness, and operational applicability for cash actors across Ethiopia.

There is currently no systematic monitoring of the MEB (Minimum Expenditure Basket) in Ethiopia, and gaps remain in all existing market monitoring initiatives accessible to humanitarian actors (specifically, gaps in coverage, in key indicators, and in items monitored). Some Ethiopia Cash Working Group (ECWG) members and donors have previously conducted ad hoc price monitoring of selected market items, either in their own areas of operation or in Addis Ababa only, but have not yet been able to consolidate with other actors and in some cases have lacked capacity to analyze the collected data. Other actors, e.g. World Food Programme Vulnerability Assessment Mapping (WFP VAM), are conducting weekly food price monitoring in roughly a dozen locations across Ethiopia, but do not currently monitor hygiene items or other non-food items (NFIs) key to the response.

To address the outlined information gaps and consolidate existing data collection efforts, REACH will work in close collaboration with the Ethiopia Collaborative Cash Delivery (CCD) Network to launch and coordinate a Joint Market Monitoring Initiative (JMMI). This initiative will help to develop an evidence base for the wider use of cash and voucher assistance (CVA), as well as facilitating discussions of changes in critical market dynamics, which are an integral part of cash feasibility considerations.

The Ethiopia JMMI will be a joint initiative driven by the CCD and its member organizations, which include REACH in its capacity as an initiative hosted by ACTED in-country, and will be organized via a devoted JMMI Taskforce organized by the CCD. This taskforce will be co-led by REACH and CCD leadership and will be open to all interested CCD members willing to commit to data collection. On a monthly basis, participating agencies will collect prices of key commodities as well as other market-related data from marketplaces throughout the country using a standardized methodology. All data collected by participating agencies will be consolidated and analyzed via one commonly adopted tool. Market data will be collected in monthly cycles and published in the form of regular factsheets and datasets (see *Annex 1: The JMMI cycle* for more details).

As discussed throughout the initial coordination phase, REACH's longer-term goal is to eventually scale up the current market monitoring exercise established in coordination with CCD into a full-fledged, response-wide JMMI owned by the ECWG. REACH and the CCD leadership will continue to seek funding and advocate with the ECWG for the establishment of this larger exercise.

Composition and membership

The JMMI Taskforce will be composed of those CCD member organizations that wish to contribute to the Ethiopia JMMI, and will be co-led by REACH and the CCD leadership. Each participating organization's representatives will be self-selected depending on the organization's available technical skills, interest, and staff capacity.

CCD member organizations wishing to be part of the taskforce must be willing to contribute 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 all kick-off meeting(s),

either in-person or online depending on how the COVID-19 situation develops, and should also endeavor to be present at any other taskforce meetings following the launch of the initiative.⁵

Figure 1: JMMI Taskforce membership



Role of the JMMI Taskforce

The JMMI Taskforce is the decision-making body governing the Ethiopia 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 Ethiopia cash actors. As CCD 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 Ethiopia cash actors and will contribute to a more effective humanitarian response.

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

Process review

- Review of both this document and the TOR for the JMMI itself to identify any concerns and suggest amendments
- Determine level of engagement with the ECWG, relevant clusters, and other stakeholders, including the Government of Ethiopia
- Develop a workplan for the taskforce, including the implementation of the JMMI

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
- 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 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

⁵ 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.

- 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 REACH in establishing direct communication with each JMMI focal point
- Supervise field teams in remotely building networks of vendor KIs across assessed markets to enable them to collect JMMI data over the phone
- 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 agreed 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 CCD to take leadership of the Ethiopia JMMI on behalf of all members. While the initiative will be guided by the JMMI Taskforce, REACH will coordinate the full research cycle in its capacity as taskforce co-lead.

In particular, REACH will engage in the following activities:

Coordination

- Co-lead the JMMI Taskforce in close collaboration with CCD 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 agreed upon by the taskforce
- Develop mobile data collection tools (using the KoBo mobile data collection platform) and guidance documents (e.g. enumerator and field coordinator guidelines) based on this agreed common methodology
- Provide training to participating 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
- Support with the creation of 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 Ethiopia
- Regularly present findings from the JMMI to appropriate coordinating bodies

While the above represents a common division of responsibilities that REACH and its partners have used in many JMMIs globally, in the case of Ethiopia, some modifications might be possible due to the high technical capacity of CCD members and the strong partnerships among them. In particular, the Ethiopia CCD may be able to take on a broader role in coordinating members' data collection efforts, managing communication and follow-up with organizations' JMMI focal points, and coordinating the joint training session, among other responsibilities. This is a potential topic for discussion with CCD leadership and taskforce members.

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 full-scale Joint Market Monitoring Initiatives in 8 countries in partnership with inter-agency working groups, as well as launching smaller COVID-19 market monitoring initiatives and market assessments in 13 countries since the start of April 2020. Links to some key products can be found below:

- South Sudan JMMI (full factsheet), April 2020: [link](#)
- Yemen COVID-19 JMMI supplement, 25-30 April 2020: [link](#)
- CAR rapid COVID-19 JMMI supplement, mid-April 2020: [link](#)
- Nigeria COVID-19 Rapid MMI, 1-6 May 2020: [link](#)
- Bangladesh COVID-19 MMI, 6-12 May 2020: [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 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 1 working day 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 disseminate them on behalf of the JMMI Taskforce through a combined REACH/CCD mailing list. The outputs will be further disseminated by the CCD leadership in soft copy.
- Findings from the Ethiopia 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 CCD (as co-leads of the JMMI Taskforce) and those of any other donors supporting the JMMI.

Data ownership

All clean and anonymized data from the Ethiopia 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 from across Ethiopia, 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 REACH 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 data with the partner that collected it. Beyond that, no raw, non-anonymized data will be shared with any other partner.

Response-wide JMMI

As mentioned earlier, REACH and the CCD leadership will continue to advocate with cash actors and donors across the Ethiopia response to scale up the work begun by the JMMI Taskforce on the JMMI, transforming it from a smaller monthly monitoring effort into a full-fledged JMMI that monitors a full suite of key commodities in all major Ethiopian markets. While this is the goal being pursued by the taskforce co-leads, funding has not yet been secured, and there is as of yet little visibility on a timeline for the endorsement and uptake of a response-wide JMMI by the ECWG. As such, REACH and the CCD expect the taskforce's current JMMI activities to be rolled out as detailed in the present document, but they also anticipate having parallel conversations about the establishment of a more inclusive response-wide JMMI.

The fact that the CCD is driving the establishment of the current JMMI positions JMMI Taskforce members to play a key role in any subsequent scale-up that may happen. However, other actors will likely be brought into the conversation at that point, including the Government of Ethiopia, WFP, FAO, the World Bank Group, and others, who may have different information needs than do the member NGOs of the CCD. This has the potential to result in changes to the JMMI tools, methodology, and coordination structures to ensure the outputs meet the needs of as many actors as possible. Because of this, now is a critical time for the members of the JMMI Taskforce to adopt a well-coordinated and methodologically rigorous approach to market monitoring, which will enable the JMMI to set a clear precedent and demonstrate the value of comprehensive, collaborative market monitoring activities for any other actors who may eventually join the process.

Annex 1: The JMMI cycle

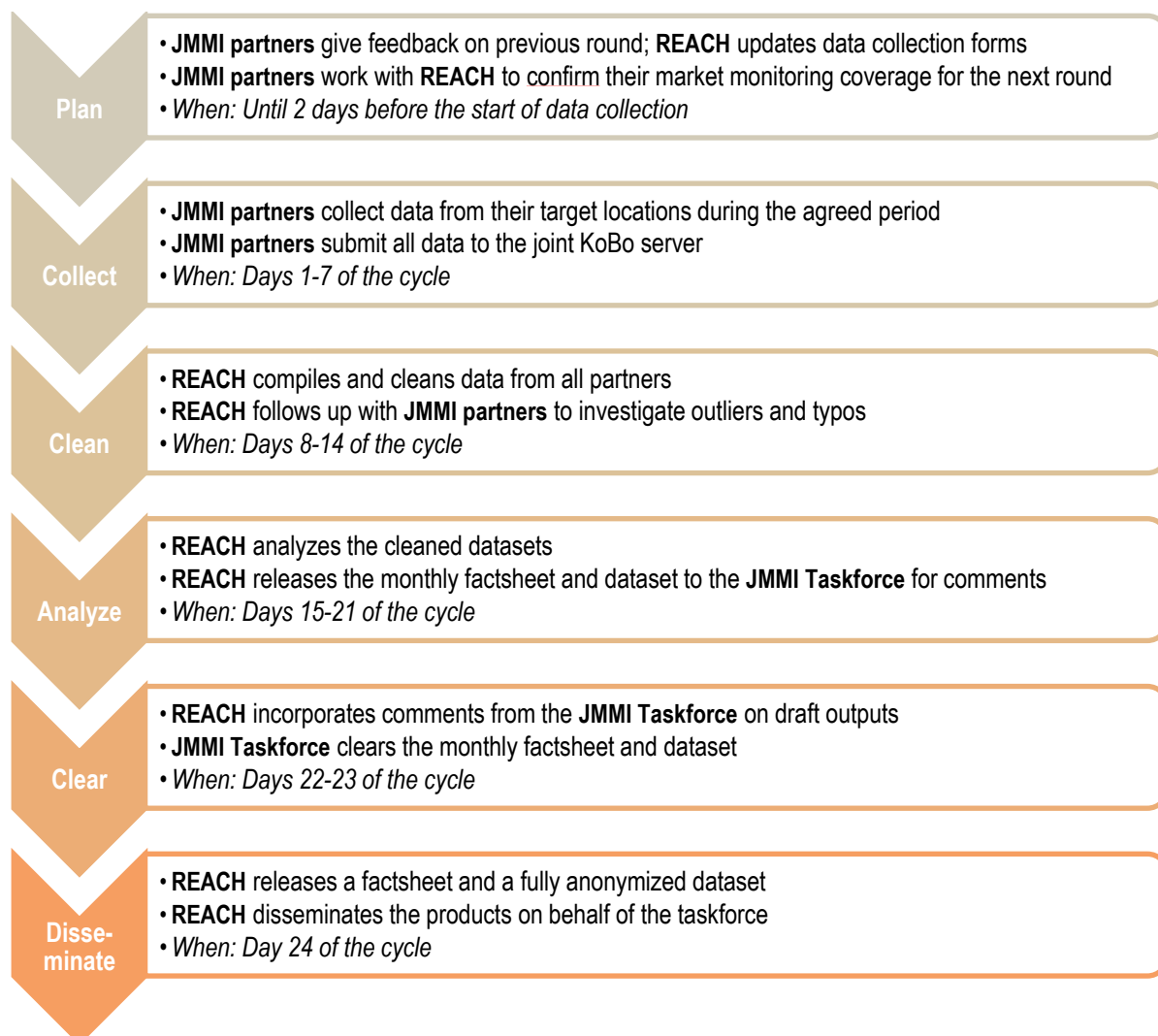
The JMMI Taskforce will determine the priority geographical locations for the Ethiopia JMMI based on a combination of the locations with the greatest number of persons of concern and those with the greatest presence of humanitarian actors. The JMMI will initially prioritize markets in key urban areas, with expansion to rural areas dependent on the availability of contributing partners with capacity in such locations.

After field teams have been identified to contribute to the exercise, REACH will train them on the common JMMI framework and methodology, as well as on remote data collection techniques and methods for developing a KI network remotely. Afterwards, once per month, field teams will collect price and stock levels from traders in the identified marketplaces, based on the questionnaire and technical guidelines that they have been trained to use.

Data is collected via the KoBo mobile data collection platform. REACH and the CCD will set up a devoted JMMI KoBo account for the use of partners participating in the Ethiopia JMMI. A new set of forms will be uploaded to this account for each round. Field teams will receive the URL of this account to download the new KoBo forms 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 Ethiopia 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 2: Partner Commitment

The Ethiopia JMMI will be enriched through the full commitment of all partners in 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 the local context, 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 REACH 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, 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 location where partner organizations implement market monitoring activities, enumerators should aim to dedicate between 1 and 3 days per monthly cycle 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 the difficulties of remote data collection. But ultimately, rapid, timely data collection will be key to a successful 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 2-hour introductory JMMI training (required for JMMI focal points, enumerators welcome to attend)
- Identify marketplaces and traders to monitor based on criteria defined in the JMMI guidelines
- 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 2-hour introductory JMMI training with REACH. Due to COVID-19 travel restrictions, 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 per month, which will generally correspond to one round every 4 weeks. 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 three days per round, and all data must be collected and uploaded by the end of those three days. In the days following data collection, JMMI focal points and field enumerators are expected to respond quickly to any follow-up queries from REACH.

In case an enumerator or JMMI focal point is unable to contribute to the JMMI 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. 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 Ethiopia 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.

In the event that movement restrictions are lifted and enumerators are able to begin collecting market data in person, 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 PDF forms 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 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 are evolving.

Application & feedback

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

- Support REACH to produce final products, through iterative reviewing and commenting on drafts.
- Actively incorporate the JMMI's findings into organizational response planning, proposals, situation reports, etc.
- Promote dissemination of final products and findings to the wider humanitarian community, including within their own organizations.
- Provide feedback through the JMMI Taskforce and directly to REACH on the process and usefulness of the findings.