

# 9. COORDINATING MARKET BASED PROGRAMMES

One of the main challenges around MBP and CVA mainstreaming is the lack of clarity around the coordination of CVA, particularly because cash can be cross-sectoral and multipurpose by nature, and therefore does not always easily fit in to the current sector/cluster-centric humanitarian coordination architecture.

The challenge of cash coordination is exacerbated by the increased use and scale-up of multipurpose cash transfers (MPC). When using MPC, there is a stronger need for cross-sectoral engagement and leadership as it challenges traditional sector-based coordination systems and mandate-based organizations. Cash coordination historically has tended to be set up on an ad hoc basis, according to resources available, the actors involved, and the existing relationships between coordination bodies in country.



Defining coordination arrangements for MBP & CVA is still a work in progress. Guidance presented below is non-prescriptive and likely to evolve, as cash coordination arrangements are being developed further.

As a reference, be sure to check the [ICCG standard terms of reference for inter-cluster \(sector\) coordination groups](#).

## I) Main coordination actors for MBP & CVA

### 1 National WASH Humanitarian Coordination Platforms

The primary objectives of National WASH Humanitarian Coordination Platforms are to ensure coordination of humanitarian WASH interventions, improve prioritization and reduce duplication, ensuring that assistance and protection reach the people who need it most. Coordination should also help with mobilizing and optimizing resources for humanitarian WASH assistance.

As such, the platforms will mobilize partners and deliver the coordination functions in accordance with those defined by the Inter-Agency Standing Committee in the [Cluster Coordination Reference Module](#).

### 2 Cash (and Markets) Working Groups (CWG/CMWG)

Cash Working Groups (CWGs) [or Cash & Markets Working Groups (CMWGs)] have been set up in many countries, including some sub-regional CWGs depending on the context. CWGs initially tended to be created among operational I/NGOs, or under specific clusters/sectors, but are increasingly being formally established by, and integrated into, the Inter-Cluster Coordination Group (ICCG). CWGs aim to coordinate actions and approaches related to CVA, to develop joint activities and tools (e.g. Market Assessments, Minimum Expenditure Baskets, etc.), to provide support to clusters implementing CVA and fill coordination needs in a flexible manner.

It's important for cluster coordinators to consistently engage with CWGs. A consistent exchange of information between CWGs and clusters will contribute to consistency in approaches, more effective and efficient delivery of assistance, and ultimately better outcomes across sectors. CWG co-leads should thus also be invited to cluster meetings whenever relevant.

Appropriate and timely strategic coordination of CVA. CVA and in-kind assistance must be coordinated through the same mechanisms to ensure coherent and flexible implementation and monitoring. OCHA supports the Humanitarian Country Team (HCT) and Inter-Cluster Coordination Group (ICCG) to address cash-related issues, and it ensures that Cash Working Groups (CWGs) are linked to the formal coordination architecture. Specifically, OCHA's role is to:

- Ensure, on behalf of the Humanitarian Coordinator (HC), appropriate and timely strategic coordination of cash transfer programming. Cash and in-kind assistance must be coordinated through the same mechanisms to ensure coherent and flexible implementation and monitoring;
- Ensure the establishment of context appropriate cash-coordination mechanisms as needed, including providing strategic coordination support. Where cash-coordination mechanisms already exist, ensure they are appropriately linked to the ICCG and the HCT;
- Integrate cash transfer programming, including multipurpose cash, throughout the humanitarian programme cycle (HPC);
- Facilitate multi-stakeholder feasibility studies to determine whether cash is an appropriate response option, and support an evidence-based approach to decision-making;
- Ensure that OCHA coordination tools, information management (IM) services, public information products and financial tracking mechanisms systematically capture cash transfer programming, including multipurpose cash;
- Support cash transfer programming using OCHA-led humanitarian financing mechanisms

## II) Good practice for field practitioners on coordination



- Consult with the WASH cluster and Cash and Markets WG (if existing) on market assessment and analysis and cash feasibility assessments that may have been conducted;
  - Seek to conduct coordinated inter-agency market assessments and analysis and cash feasibility assessments with other WASH (and sector) stakeholders;
  - Coordinate WASH market assessments with other actors, and make sure they are coordinated with other connected sectors;
  - Ensure of the inclusion of WASH in any multi-sector joint assessment process regarding basic needs, beneficiaries' priorities and economic situation, and definition of an MEB
- Cash and Markets WG (if existing) may be able to provide technical guidance, tools and also information on the general context for cash and market-based programming. Proactively seek out this information;
  - Ensure cash and market-based modalities are properly evaluated together with other modalities – the choice of modality should be driven by humanitarian needs and context;
  - Ensure joint response analysis with other sectors, especially regarding the identification of the most appropriate modality, delivery mechanisms, transfer value and frequency
- Consult with the WASH cluster, WASH actors and other cash actors when determining targeting mechanisms, transfer value, frequency, duration, modality, and FSP / delivery mechanisms for CVA to ensure harmonization whenever possible;
  - Contribute to determining a recommended transfer value among WASH actors to encourage harmonization, particularly if complementary to sector-specific initiatives;
  - Rationalize different approaches and look for gains in efficiency and effectiveness, such as common delivery mechanisms;
  - Coordinate MBP interventions with possible complementary WASH interventions, including coordinating the geographical presence of WASH actors
- When designing market monitoring systems, consult with the WASH Cluster and Cash and Market WG (if existing) to see what information is already being collected and analyzed, if inter-agency efforts are appropriate, and to share information;
  - Ensure WASH markets are properly monitored (e.g. price, availability, quality of WASH commodities and services over time and possible impact of the response); ensure involvement of WASH actors in joint output monitoring of cash interventions (e.g. are beneficiaries spending their cash on WASH goods / services?)

NB: most points mentioned above are not under the direct responsibility of a WASH Program Manager, however, WASH practitioners should be aware of these good practices and liaise with the WASH Cluster coordinator for support