



USAID
FROM THE AMERICAN PEOPLE

MICROLINKS SEMINAR SERIES | Exploring Frontiers in Inclusive Market Development

microlinks.org/events

November 10, 2015

Economic Recovery and Resilience in Crisis Environments





USAID
FROM THE AMERICAN PEOPLE



Sarah Ward

The SEEP Network

Sarah Ward is the lead technical advisor for the Minimum Economic Recovery Standards (MERS) initiative. She is a post-conflict/post-disaster market systems specialist with more than 17 years technical experience adapting market development approaches to some of the world's most challenging contexts. She is currently an independent consultant supporting economic resilience and recovery and recently the Technical Advisor for Enterprise Development at the International Rescue Committee as well as the Director of Market Development for Mercy Corps'. She has lived for many years in West Africa in Guinea, Sierra Leone, Liberia, and Benin and worked in counties across Africa, Asia and the Middle East.



USAID
FROM THE AMERICAN PEOPLE



William Wallis

The SEEP Network

William is a senior program associate at the SEEP Network. He is responsible for managing the Minimum Economic Recovery Standards (MERS) Initiative. Together with the MERS Steering Committee and Practitioners Network, he promotes the widespread use and adoption of the Standards, and coordinates its training and capacity building program. William has over 10 years of experience in humanitarian response and economic development. He holds a Master's degree in International Development from the Institute of Social Studies in The Hague, and a Bachelor's in Political Science from the University of Maryland.



USAID
FROM THE AMERICAN PEOPLE



Dina Brick

Catholic Relief Services

As head of CRS' Food Security and Markets Team, Geraldine (Dina), supports CRS programs as they prepare for and respond to emergencies through market-based approaches, including cash and voucher programs. Her support involves proposal development, technical assistance in implementation, tool development, trainings, and assessments with a focus on market-based approaches in food security. Dina has over 10 years of experience in international agriculture, environment, and food security programming. She holds a Master's degree from the Fletcher School at Tufts University.



USAID
FROM THE AMERICAN PEOPLE



William Martin

Catholic Relief Services

A specialist of economic and early recovery in highly challenging contexts, William supports the development and implementation of market-based/cash transfer programs for CRS' emergency response around the globe. He is also responsible for analysis of the market impact of humanitarian crisis and relief efforts, protection mainstreaming and adherence to humanitarian standards. With a Master's Degree in Local Development Studies from the Sorbonne's Institute for Economic and Social Studies, he has more than eight years of experience working on cash and voucher transfers, food security, livelihoods and microfinance programming.



USAID
FROM THE AMERICAN PEOPLE



Vaidehi Krishnan

Mercy Corps

Vai has more than 10 years of experience in complex conflicts and disasters in Asia, the Middle East and Africa. She is currently working with Mercy Corps' teams in the Middle East focused on the Syria response. Recently, Vai managed Mercy Corps' GSMA award winning TabangKO program in the Philippines. The TabangKO program worked to build resilience for 25,000 disaster-affected households in post-Haiyan Philippines by providing them with access to mobile bank accounts. Linking households with financial service providers helped ensure that program participants could continue to access products like interest-bearing savings accounts and livelihood loans.



USAID
FROM THE AMERICAN PEOPLE

Minimum Economic Recovery Standards (MERS)

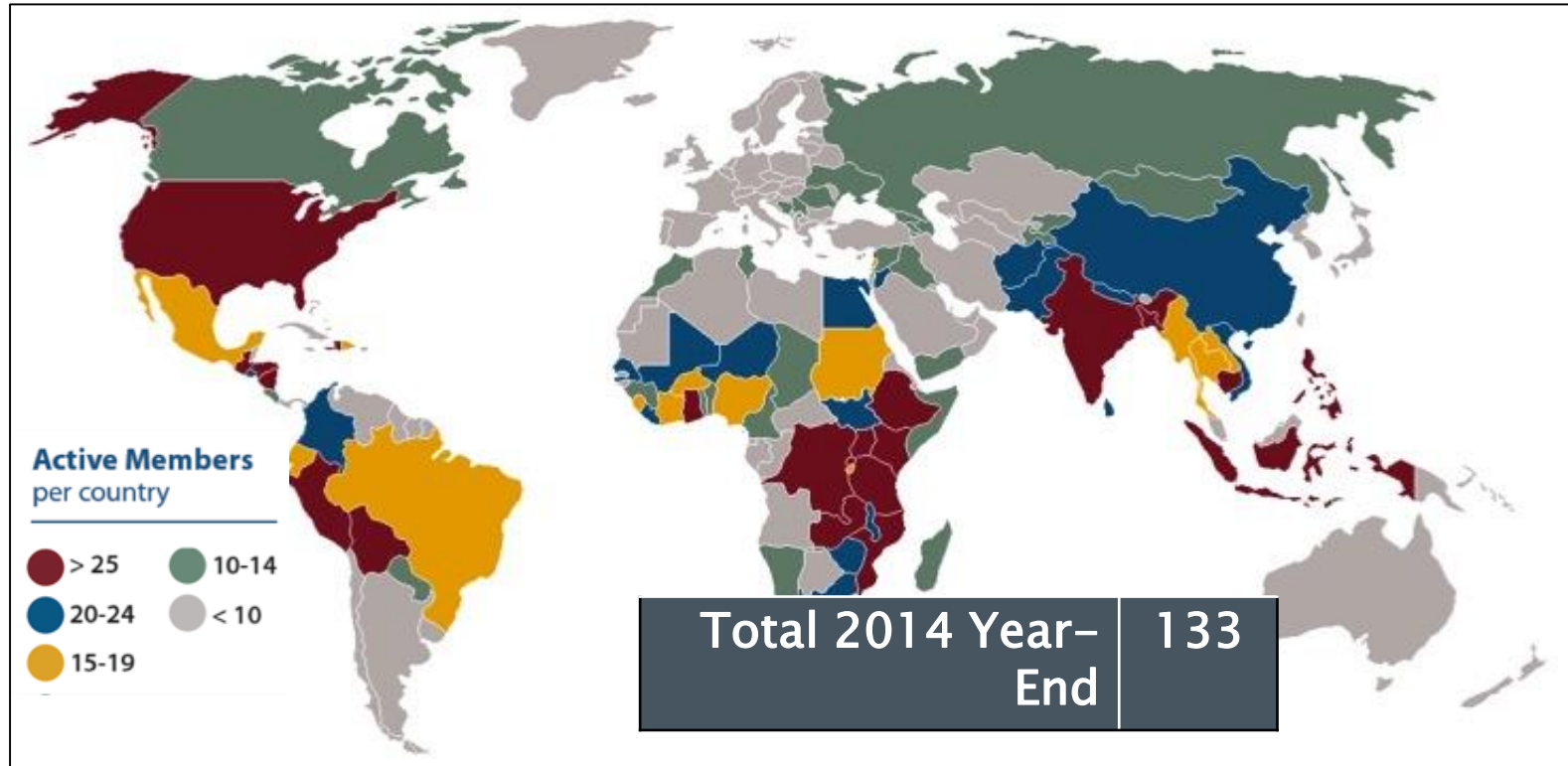


**Minimum
Economic
Recovery
Standards**



USAID
FROM THE AMERICAN PEOPLE

The SEEP Network

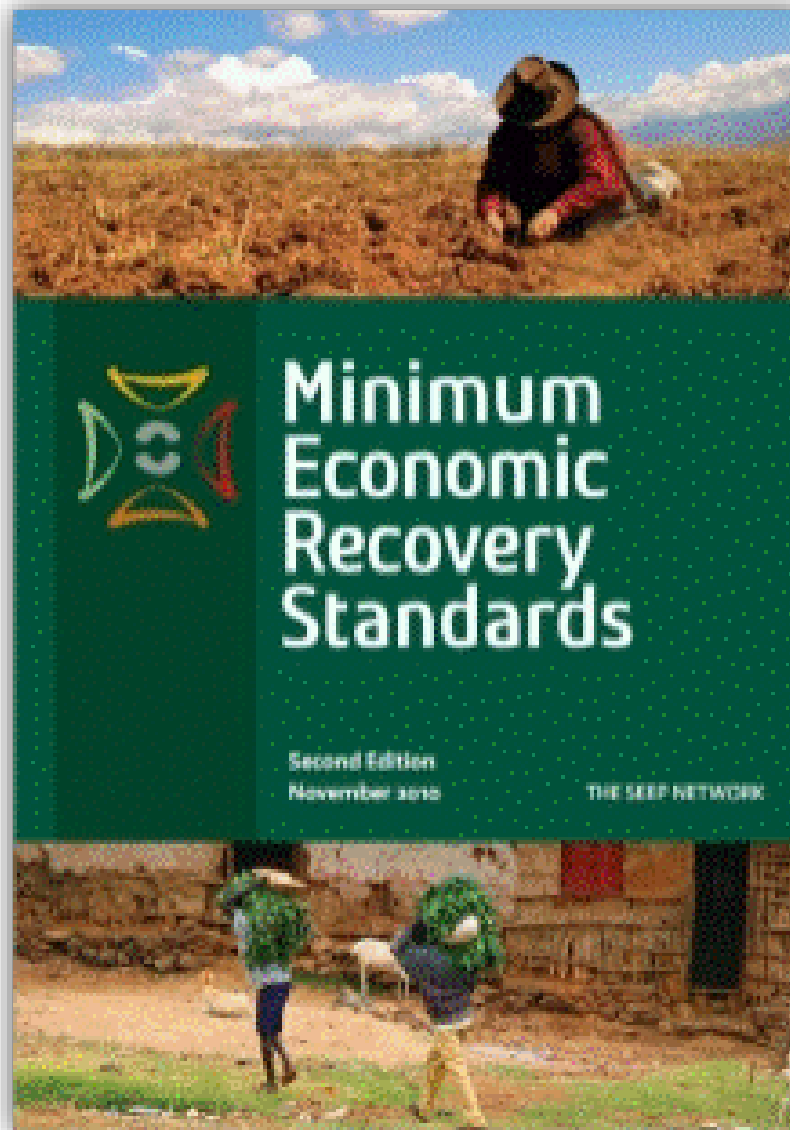


SEEP is a global network of practitioner organizations dedicated to combating poverty through promoting inclusive markets and financial systems.



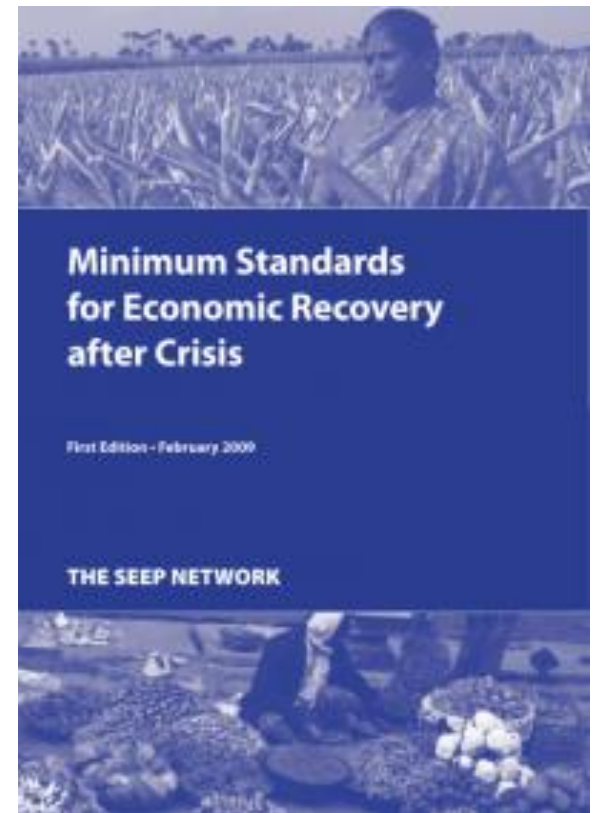
USAID
FROM THE AMERICAN PEOPLE

Minimum Economic Recovery Standards (MERS)



(MERS) Minimum Economic Recovery Standards

- First edition published in 2009
- Second edition published in 2010
- Recognized as a Sphere Companion Standard in 2011
- Translated into Spanish, French and Arabic
- Third Edition should be ready by end of 2016

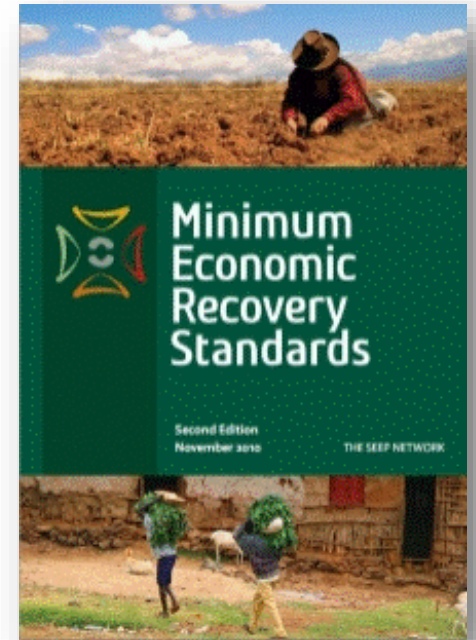




USAID
FROM THE AMERICAN PEOPLE

The What and Why of MERS

- Why were the standards needed?
- What is the focus of the standards?
- When should the standards be used?
- What MERS resources are available?



The Audience of the Standards

- Practitioners experienced in humanitarian situations, but less familiar with economic recovery initiatives
- Practitioners experienced in economic development, but unaccustomed to crisis environments
- Practitioners and programs working in multiple sectors in crisis environments (e.g. health, education, infrastructure, or HIV and AIDS)



USAID
FROM THE AMERICAN PEOPLE

How do you use the standards?

Standards	Qualitative in nature; specify the minimum levels to be attained	Financial Services Standard; Good Financial Services Practice
Key Actions	Necessary activities and inputs to meet the minimum standards	Verify local laws, regulations
Key Indicators	Signals whether a minimum standard has been attained	Long term financial services
Guidance Notes	Guidance on tackling practical difficulties	Work through local partners



USAID
FROM THE AMERICAN PEOPLE

What is in the MERS handbook?





USAID
FROM THE AMERICAN PEOPLE

How MERS can help you in your work

- They provide help in planning and designing economic recovery programs
- Indicators help design monitoring and evaluation
- Assessment and analysis standards help define scope, methods and dissemination formats
- Technical standards help protect assets, improve income, cash flow, and growth of enterprises

Examples of standard responsive practice and poor programming; help to avoid repeating mistakes of the past



USAID
FROM THE AMERICAN PEOPLE

***"It helps to change mindsets.
A lot of our local partners
are used to handouts."***

-Training Participant, CRS Guatemala

***"I have it on my iPad and
its part of my daily toolkit."***

**-Training Participant, World
Vision South Africa**

***"It's been a useful tool for
advocating with government."***

**-Training Participant,
Mercy Corps Ethiopia**

What users are saying...

***"We used the guide for planning
and negotiating with donors."***

**-Training Participant,
Save the Children (Beirut)**

***"Great for proposal development in
our livelihoods projects."***

**-Training Participant, UNHCR and
Partners, Dadaab Refugee Camp.**

***"For mainstreaming economic
recovery into our tools, and in our
function of coordinating early
recovery."***

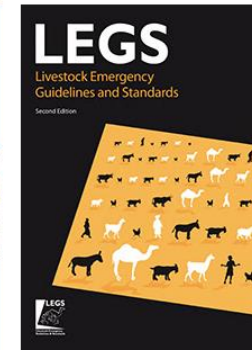
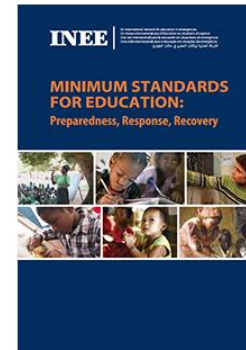
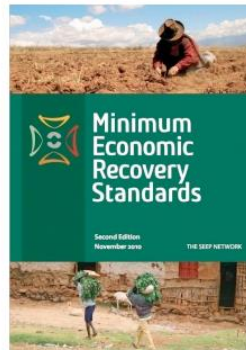
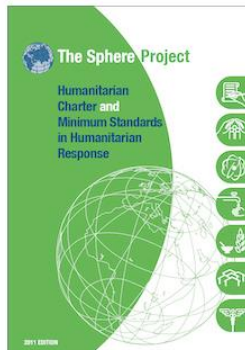
**-Training Participant, UNDP
(Washington, DC)**



USAID
FROM THE AMERICAN PEOPLE

Where can I get a copy of the MERS Handbook?

- Free download:
<http://www.seepnetwork.org/the-handbook-pages-20106.php>
- Available for purchase:
Available on Amazon/Practical Action Publishing
Or contact: Wallis@seepnetwork.org





USAID
FROM THE AMERICAN PEOPLE



MERS in CRS's Earthquake Response in Nepal

Dina Brick and William Martin

Market-Based Rapid Response and Recovery Team/HRD

Microlinks webinar

November 10, 2015

faith. action. results.



USAID
FROM THE AMERICAN PEOPLE

24,342 beneficiaries

**April 25 in
GKA**
Total
damaged
houses: 72,955

May 2-June 3
Market rapid
assessment
and analysis
In-kind
distribution

**June 7-
July 10**
Cash for
Shelter
\$150 per
household
7,948
beneficiaries

**June-
November**
Cash grant of
\$300 per
vendor
394 vendors
for market
rehabilitation

**August 11-
October 31**
CRS MPG
program
\$75 per
household
16,000
beneficiaries

Coordination

- **Standards**
- **How did CRS use them?**
- **Challenges**



USAID
FROM THE AMERICAN PEOPLE

24,342 beneficiaries

April 25 in GKA
Total damaged houses: 72,955

May 2 - June 3
Market rapid assessment and analysis
In-kind distribution

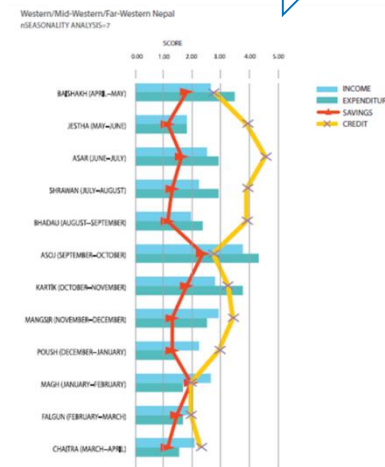
June 7 - July 10
Cash for Shelter
\$150 per household
7,948 beneficiaries

June - November
Cash grant of \$300 per vendor
394 vendors for market rehabilitation

August 11 - October 31
CRS MPG program
\$75 per household
16,000 beneficiaries

Coordination

- **Assessment and Analysis Standards**
- www.humanitarianresponse.info
- Livelihood briefer
- CGI/Labor market assessment & integrated needs assessments
- Chamber of Commerce
- KoBo
- Gender-sensitive
- **Timing**
- **Updating**





USAID
FROM THE AMERICAN PEOPLE

24,342 beneficiaries

April 25 in GKA
Total damaged houses: 72,955

May 2 - June 3
Market rapid assessment and analysis
In-kind distribution

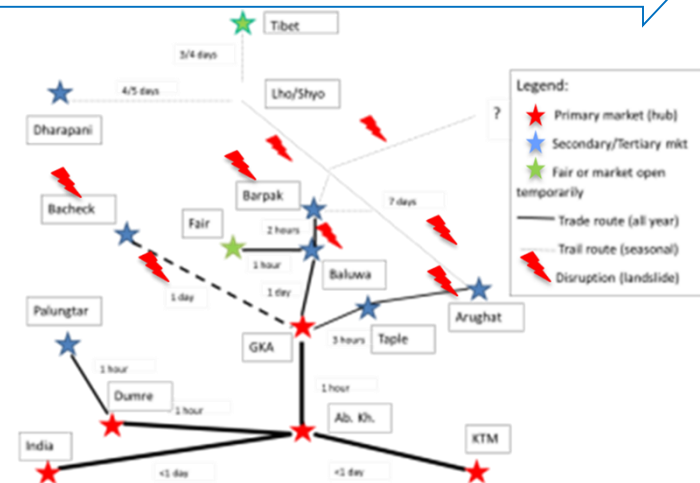
June 7 - July 10
Cash for Shelter
\$150 per household
7,948 beneficiaries

June - November
Cash grant of \$300 per vendor
394 vendors for market rehabilitation

August 11 - October 31
CRS MPG program
\$75 per household
16,000 beneficiaries

Coordination

- **Core standards 1: market-oriented programming**
- **Integrated approach from start of project cycle**
- **Expert to advocate**
- **Capacity building**
- **Early recovery strategy +3 months**
- **Misuse of cash theory**
- **Formal vs. informal businesses**
- **Vendors of essential goods vs. all vendors**





USAID
FROM THE AMERICAN PEOPLE

24,342 beneficiaries

April 25 in GKA
Total damaged houses: 72,955

May 2 - June 3

Market rapid assessment and analysis

In-kind distribution

June 7 - July 10

Cash for Shelter

\$150 per household

7,948 beneficiaries

June - November

Cash grant of \$300 per vendor

394 vendors for market rehabilitation

August 11 - October 31

CRS MPG program

\$75 per household

16,000 beneficiaries

Coordination

- **Technical enterprise development 2**
- **Technical financial standards 1 and 2**
- **Chamber of Commerce**
- **RAM**
- **Identified private and financial sector**
- **Integration of financial systems**
- **MERS coverage when NGOs act as financial service provider**
- **Grant vs. loan**





USAID
FROM THE AMERICAN PEOPLE

24,342 beneficiaries

April 25 in GKA
Total damaged houses: 72,955

May 2 - June 3
Market rapid assessment and analysis
In-kind distribution

June 7 - July 10
Cash for Shelter
\$150 per household
7,948 beneficiaries

June - November
Cash grant of \$300 per vendor
394 vendors for market rehabilitation

August 11 - October 31
CRS MPG program
\$75 per household
16,000 beneficiaries

Coordination

- **Core standard 2: Coordination**
- **Core standard 4: Do no harm**
- **Cash coordination group**
- **Negotiation, communication and advocacy with GoN through UNs**
- **Gender-sensitive approach**
- **Standard context-specific & evidence-based eligibility criteria**
- **Sub-working group within cluster system**





USAID
FROM THE AMERICAN PEOPLE

What are some of the key lessons we need to focus on when revising the MERS?

- Standards when NGO is service provider
- Standard common indicators for
 - Faster decision amongst coordination bodies
 - Benchmarking the effectiveness of different market- and cash-based interventions
- Recommendations formal vs informal
- Targeted market support to cover only essential needs vs market “blanket coverage” to use trickle down effect
- Actionable recommendations for market- and cash-based intervention coordination bodies for better fit w/ Clusters



USAID
FROM THE AMERICAN PEOPLE



Dina Brick
Food Security and Markets Team Leader
Humanitarian Response Department
Geraldine.brick@crs.org

William Martin
Technical Advisor-Market
Humanitarian Response Team
william.martin@crs.org

South Sudan: 2011



Photo Credit: M Rouquette / Mercy Corps

Philippines: 2013



Photo Credit: Skye Fitzgerald for Mercy Corps



RESILIENCE AT MERCY CORPS



Program Approach: South Sudan, 2011

Cash Transfers for -
Horticulture production
Small business development
Access to informal financial services



Photo Credit: M Rouquette / Mercy Corps



RESILIENCE AT MERCY CORPS



Program Approach: Philippines, 2013

Access to Formal Financial Services
Emergency Cash Transfers
Mobile bank accounts
Savings encouragement
Livelihood Loan Product



Photo Credit: V Krishnan / Mercy Corps



RESILIENCE AT MERCY CORPS



Philippines and Nepal - Determinants of Resilience Study



What did we learn from these two crises?



RESILIENCE AT MERCY CORPS



Resilience and MERS

- Emergency relief -> Economic Recovery -> Development ❌
- Resilience thinking in crisis
- Markets and communities adapt to crisis – what can we learn?
- Disaster Risk Reduction vs. Resilience



USAID
FROM THE AMERICAN PEOPLE

MICROLINKS SEMINAR SERIES

Exploring Frontiers in Inclusive Market Development

Thank you for joining us!



Share Feedback

Please take a few minutes to fill out the webinar poll questions!



Stay In Touch

Contact us:

microlinks@microlinks.org

Subscribe today:

<https://www.microlinks.org/learning-marketplace/email-updates>



Upcoming Events

Online Discussion on Entrepreneurship:
November 17 and 18

Find upcoming events & past presentations:
<https://www.microlinks.org/new-events-page>