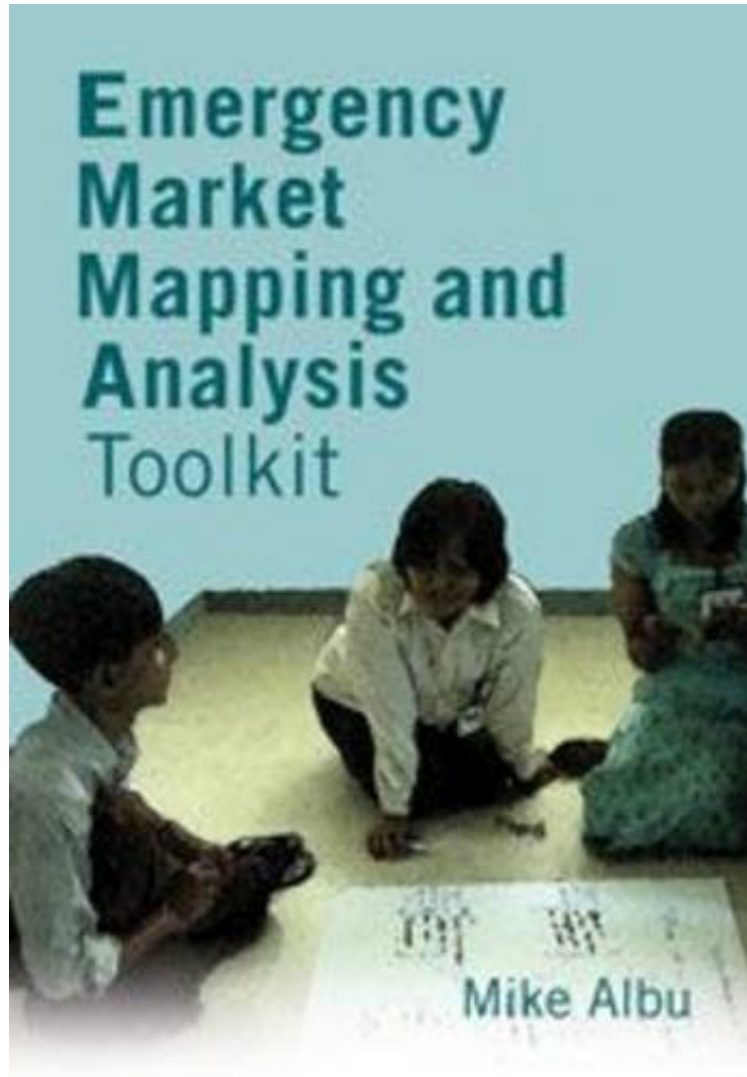


The Emergency Market Mapping and Analysis Toolkit

Mike Albu

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Mike Albu : The Emergency Market Mapping and Analysis Toolkit before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Emergency Market Mapping and Analysis Toolkit:

0 of 0 people found the following review helpful. A great work on a new way of seeing ways of helping others By Jason Philbrick The contents of this book are real paradigm-shifting ideas that have the potential to significantly help those who are assessing needs in underdeveloped or crisis-affected areas. The ideas developed in this book help the would-be assistant to those in need think beyond immediate local needs to intelligently consider what needs will be in the future, and how to best develop local markets for providing income and sustainable development for local stakeholders.

Markets are a crucial component of how people survive. Understanding how markets function and are disrupted in emergencies is critical to any analysis of hunger, and of food and livelihood security. The Emergency Market Mapping and Analysis (EMMA) techniques described in this toolkit assist frontline staff in undertaking rapid assessments of market systems in the first few weeks of a crisis. Its purpose is to improve early response planning so that resources are used effectively, and to ensure that opportunities to bolster future recovery in the local economy are not missed. This toolkit can help prevent lasting damage to the livelihoods, jobs and businesses on which peoples long-term security depends. EMMA assumes limited previous experience of economic or market analysis. Instead, the focus is on simple visual, graphical and largely qualitative ways of describing the impact of emergencies on people and on the critical market systems upon which they most rely. The Emergency Market Mapping Analysis Toolkit is designed for generalists, as well as specialist staff working in the food security, shelter, water and sanitation sectors. The author takes readers through ten practical steps in order that they can both understand the important market aspects of an emergency situation, and are able to communicate this knowledge promptly and effectively to decision-makers. The toolkit contains a CD-ROM with an electronic version of the toolkit, supplementary reading, and associated training materials.

The IFRC has been proud to support the development of the EMMA toolkit and recognizes the value it brings to improving post-disaster needs assessment. (Simon Eccleshall, Head, Disaster Services Department)The recent collaboration between market development practitioners and emergency response practitioners is to be greatly celebrated and encouraged. The EMMA manuals is one excellent result. (Mayaga El-Zoghbi, Senior Microfinance Specialist)The EMMA toolkit effectively brings comprehensive market analysis approaches to the rapid emergency context. Its a critical step forward." (Timothy H. Nourse, Chief of Party, Expanded and Sustained Access to Financial Services Programs)EMMA is a clear and accessible framework. (Adina Saperstein, Associate, Enterprise Development Practice Manager)About the AuthorMike Albu works for Practical Action and has been employed as both consultant and international NGO manager in the field of pro-poor market development for over 10 years. He also has many years prior practical experience of community-based livelihoods and appropriate technology development projects in Africa and South Asia.