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AGRIBUSINESS AND TRADE PROMOTION (USAID ATP)

In fulfillment of the following deliverable under task A 3.1.2:

Annual Dissemination Strategy for Information on Road Harassment (FY09)

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AGRIBUSINESS AND TRADE PROMOTION (ATP) PROGRAM

FY09 DISSEMINATION STRATEGY FOR INFORMATION ON ROAD HARASSMENT

I. Background

USAID ATP aims to increase the value and volume of intra-regional agricultural trade in its value chains and their associated activities along the major commercial corridors linking Senegal, Mali, Burkina Faso, Benin, Togo, Ghana, Côte d'Ivoire, Niger, and Nigeria. A significant impediment to this project goal is road harassment – in the form of an extensive number of road stops and illegal payments demanded by customs, police, gendarmerie officers, and other public agents – along the trade routes. This harassment, which comprises one of many barriers to the free movement of goods, as agreed upon by the 15 ECOWAS country members, is exacerbated when drivers overload their trucks, undervalue their cargo, fail to have the right documents, or don't have a professional demeanor – all of which make them highly vulnerable to extortion.

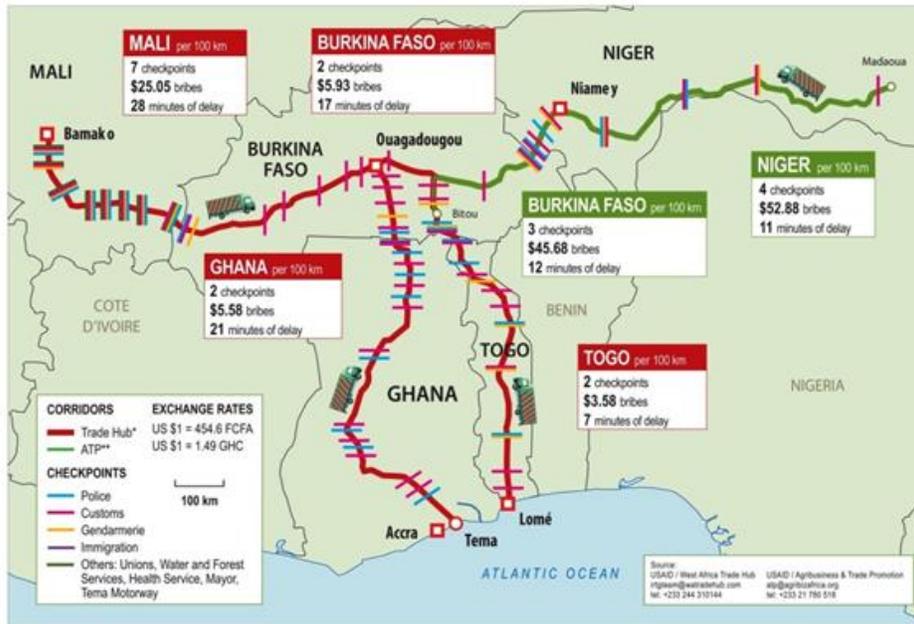
The USAID ATP road harassment activities began in January 2009 with the recruitment of the transport and logistics advisor. The employment of two road harassment assistants started only in April 2009. Road harassment activities require two assistants per value chain corridor. For FY 09, the transport dissemination plan is focused only on one value chain, which is onion, and one corridor, which is Galmi-Bitou.

2. Objective

At the beginning of the ATP project, there were 38 checkpoints between Galmi (Niger onion producing center) and Bitou, Burkina Faso a distance of 1048 km, which makes 3.6 checkpoints per 100 km (see the Map below). Along these stops officers collected US\$ 531 per trip¹. Our objective is to reduce the bribes cost by 6% by September 2009 along this unique corridor through a variety of public information and training programs.

¹ Improved Road Transport Governance on the Madaoua – Bitou corridor, results for the period April 1-June 30, 2009

IMPROVED ROAD TRANSPORT GOVERNANCE (IRTG): 8th REPORT 1st APRIL – 30th JUNE



3. Strategies

When traders and truckers are aware of their rights and responsibilities, they are less vulnerable to being targeted for fines, bribes or unnecessary delays. When public officials are made aware of the regional trade rules and regulations, they are less inclined to engage in illegal behavior. When national and regional policy-making bodies, such as individual country's ministers of trade, and UEMOA and ECOWAS, are aware of the problems of harassment along trade routes, they are more likely to do something about it.

USAID ATP's Transport & Logistics staff will collect information on road harassment in Tahoua, Madaoua, Galmi, all production areas for onion in Niger. A Galmi-based road harassment assistant will train truckers and traders in the documentation requirements for hauling the types of goods they are hauling on this corridor. He will also distribute road harassment (RH) forms to be filled by traders and truckers, carrying onion from Galmi to Bitou, Burkina Faso where it joins the WATH corridor, Ouagadougou-Bitou-Bolgatanga-Accra (see the map below). At Bitou parking, the local road harassment assistant will collect the completed forms. Each quarter, one of the two assistants will travel along the corridor, accompanying a driver and a trader along the trade route and getting a first-hand experience with road harassment. Along the way, he will observe the trucker and trader interacting with officers and fill out a road harassment form. The quarterly trip along the corridor gives the opportunity to disseminate information, such road harassment reports, signage, and handouts. Other activities will include road shows and coaching. The following is a breakdown of this strategy:

INFORMATION VEHICLE	INTENDED AUDIENCE	DESSEMINATION ACTIVITY	WHERE & WHEN	WHO	CHALLENGES
One-on-one coaching	Traders and Truckers	From depart point, the Galmi based assistant explains to one volunteer driver ready to start the journey with his onion truck the documents he should have as driver crossing borders, also as representative of the exporters of onion carried, and finally for the truck he is driving	In Galmi, Niger, at Kantchari (Niger/Burkina Faso border), and along the way to Bitou, Burkina Faso borders town from May to September 2009,	The Galmi based road harassment assistant	Cost involved: a trip from Galmi to Bitou costs \$2,400
Road shows	National bodies Chambers of commerce and agriculture Shippers' Council of Burkina Faso, Ghana, Niger, and Togo Transporters Traders Truckers and their mates	Road shows are public debates on road harassment in order to sensitize for change (care driving, all required documents on board, no bribes)	1. Tema in June and September 2009 2. Ouagadougou in May and September 2009	The transport and logistics advisor	
OPA, <i>Observatoire des Pratiques Anormales</i> or Improved Road Transport Governance reports	The two regional bodies: UEMOA, <i>Union Economique et Monetaire Ouest Africaine</i> or in English West African Economic and Monetary Union, and ECOWAS, Economic Community of West Africa States National bodies International	OPA report is a joint quarterly report on road harassment for onion carried from Galmi to Bitou and also for any goods carried from Tema Harbour to Bamako city through Ouagadougou city or from Lome to Bamako or Dakar to Bamako provided by Improved Road Transport	Road harassment data collated and analyzed for the report are given by onion traders, and truckers plying the mentioned corridors. The onion data are analyzed in Accra by the TL advisor whereas the other data are sent to UEMOA IT department for analysis. The report is written	The transport and logistics advisor in collaboration with West African Trade Hub communication department	

	<p>organizations Embassies and aid organizations such as USAID, AFD or <i>Agence Française de Développement</i> International Funds such as World Bank, Africa Development Bank, <i>Banque Ouest Africaine de Développement</i> Central Banks such as <i>Banque Centrale des Etats de l'Afrique de l'Ouest</i>, Bank of Ghana</p>	<p>Governance team of West African Trade Hub</p>	<p>by UEMOA, and reviewed by USAID ATP and WATH</p>		
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PRIORITY CORRIDORS IDENTIFIED BY ECOWAS AND UEMOA



4. Evaluation

As our objective is to reduce the bribes cost by 6% by September 2009 along Galmi-Kantchari-Bitou corridor, the ultimate evaluation is the comparison of the level of bribes at the beginning and end of the period. The reduction of bribes will be achieved thru a combination of one-on-one coaching, road shows, and the other information dissemination activities described above. The table below explains how each is measured.

INFORMATION CHANNELS	EVALUATION OF INTENDED AUDIENCE	EXPLANATION	WHERE & WHEN	WHO	CHALLENGES
One-on-one coaching	Number (#) of Truckers and Traders	The # of volunteer traders and truckers who will be coached should be marked as the process is on	In Galmi and along the corridor, and from May to September 2009	The Galmi based road harassment assistant	Although ATP training form available for filling, it is will be not submitted because if done the truckers and traders coached will ask for payment
Road shows	# of road shows organized conjointly with WATH	ATP and WATH planned one road show per quarter. For the FY09 it is planned only 2	In Tema in May and in Ouagadougou in August 2009	The TL advisor	Because it is WATH who takes the lead to organize it the traders participation may be very low

		because the transport activity started fully in May 2009			
OPA reports	# OPA reports published jointly with WATH and UEMOA	The OPA report is quarterly based: only 2 is possible for the five months	See table below	The TL advisor	It takes time to get the final document because it is a joint ATP/UEMOA/WATH report

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
UEMOA gathers Trade Hub raw data	Trade Hub data clean-up		Draft Trade Hub report issuance		Draft report issuance	UEMOA provides feedback	Final report issuance
ATP gathers raw data		Draft ATP report issuance	ATP provides feedback				