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AGRIBUSINESS AND TRADE PROMOTION (USAID ATP)

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Annual Dissemination Strategy for Information on Road Harassment (FY11)

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AGRIBUSINESS AND TRADE PROMOTION (ATP) PROGRAM

FY11 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, Côte d'Ivoire, Ghana, Togo, Benin, Nigeria, Burkina Faso, Mali. 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 which began in January 2009, will be fully implement in 2011 with the recruitment of the third road harassment assistant, and a data analyst. During the years 2009 and 2010, the Project carried on dissemination activities along the first two Value Chain corridors: (1) Kantchari-Fada N'Gourma-Bitou (all in Burkina Faso)-Kulungugu-Bawku-Bolgatanga-Accra-Agbobloshie market (all in Ghana) distance 1036 km for onion, and (2) Fada N'Gourma (Burkina Faso)-Porga-Parakou (both in Benin), distance 469 km for livestock. In July, it set up the maize corridor: from Techiman, the Ghana and West Africa maize biggest maize collection point to Kantchari border, toward Niamey, the biggest West Africa maize importer market, thru Paga, Ghana/BF border, Po, Ouagadougou. Truckers carrying Ghanaian maize for Niamey ply other routes from Bolgatanga in Ghana such as Bolgatanga-Bawku-Koupela, Bolgatanga-Wa-Leo-Ouagadougou-Kaya, Bolgatanga-Guelwongo-Zabre-Bitou-Kantchari. The import of Ghanaian maize is not regular. The dissemination activities towards maize truckers and traders request a permanent presence at the various border towns mentioned above. That justifies the postage of the third road harassment assistant in Po, just distance 14 km from Paga Ghana/Burkina Faso border. So, the Project has three corridors for road harassment dissemination activities: 1st Kantchari-Bitou-Bawku-Bolgatanga-Accra Agbobloshie market for onion, 2nd Fada N'Gourma-Parakou for livestock, and 3rd : Techiman-Paga-Po-Kantchari for maize. All the three USAID ATP products are covered by the dissemination activities with the maize ones starting in October 2010.

2. Objective

From July to September 2010, a road harassment survey was conducted by USAID, following the first two surveys conducted respectively from October to December 2009 for onion, and January-March 2010 for livestock. All the three surveys determine the baseline of bribes cost and numbers of checkpoints along the three ATP products corridors. The first survey found 38 checkpoints between Kantchari and Accra, which makes 2.9 checkpoints per 100 km, whereas the second study disclosed 14 stops, equivalent 3.0 barriers per 100 km, and finally the third survey gave 31 barriers for the 976 km of the corridor, equivalent 3.2 checkpoints per 100 km. Along these stops officers collected respectively US\$ 323 per trip or US\$ 24.6 per 100 km for onion carried, US\$ 335 per voyage or US\$ 71.4 per 100 km for livestock, and finally US\$ 197 per trip or US\$ 20.1 per 100 km for maize. Our objective is to reduce the bribes cost by 7% (cumulatively 20% for onion which has been benefited dissemination activities since July 2009, 13% for livestock which has been benefited dissemination activities since January 2010) for the three products by September 2011 along the corridors through a variety of public

information and training programs designed to raise awareness of the problem and to give traders and transporters the tools they need to operate legally.

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.

The road harassment (HR) assistants distribute RH forms at Kantchari border, Fada N'Gourma cattle loading site, and Techiman maize producers' site, and get them back filled at respectively Agbogbloshie Accra onion consumers' market, Parakou cattle off loading site, and Kantchari border, towards Niamey maize consumers' market. At production centers, the three assistants will train truckers and traders in having all required documents. Each quarter, they will travel along their respective corridors. Each of them will accompany a driver and a trader along the trade route, getting a first-hand experience with road harassment. Along the way, each will observe the trucker and trader interacting with officers and fill out a road harassment form. The quarterly trip along the corridor will give the opportunity to disseminate information, such road harassment reports, signage, and handouts. Other activities will be coaching, road shows, market shows. The following is a breakdown of this strategy:

INFORMATION VEHICLE	INTENDED AUDIENCE	DESSEMINATION ACTIVITY	WHERE & WHEN	WHO	CHALLENGES
Information on West Africa Livestock, Onion, and Maize Production Centers, and Consumers' markets	USAID, USAID ATP, Clients (ECOWAS & UEMOA, Ministries), and Partners	Produce and Print very high size Livestock, Onion/Shallot, and Maize Trade Corridors and Road Harassment (RH) Maps, Pictures, Signage, hand outs in order to situate readers, and convince them on progress accomplished	American Embassies and USAID Offices located in the capital cities of Benin, Burkina Faso, Cote d'Ivoire, Ghana, Mali, Nigeria, Senegal, and Togo, Abuja ECOWAS and Ouagadougou UEMOA Commissions, Trade, Agriculture, Interior, Finance Ministries of the ATP countries, Livestock, Onion/Shallot, and Maize main Production Centers and biggest Consumers' markets COFENABVI (<i>Confederation des Federations Nationales du Betail-Viande</i>), ORO (<i>Observatoire Regionale de l'Oignon</i>), CCIB (<i>Comité Inter-Professionnel des Cereales du Burkina Faso</i>) regional offices, Transporters and Traders' Unions As soon as possible	USAID Communication department	
One-on-one Coaching	Traders and Truckers	From depart points, the assistant will 1 st explain to volunteer drivers the documents they should have as drivers crossing borders, also as representatives of the exporters of goods carried, and finally for the trucks they will be driving, 2 nd give training hand books,	At Kantchari, Niger/Burkina Faso (BF) border, Fada N'Gourma, BF, livestock loading site, and at Techiman maize production center, and along the ways to Agbogloboshie Accra onion market, thru Bitou, Kulungugu BF/Ghana border, Bolgatanga, to Parakou livestock off loading site thru	All the three road harassment assistants	Cost involved per trip: \$2,400

		and hand outs of required documents, summary of the latest OPA reports, maps, success stories to volunteer truckers and traders, 3 rd ask volunteers coached ones to give copies of hand outs to their colleagues 4 th motivate volunteers to persuade and convince their peers in order to <i>be a "how-to drive responsibly", guide in not paying bribes and crossing easily borders</i>	Porga BF/Benin border, and to Kantchari thru Paga and Ouagadougou. These activities will be carried from October 2010 to September 2011		
Road shows	National bodies Chambers of commerce and agriculture Shippers' Council of Burkina Faso, Ghana, 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) At market places exhibit banners showing responsible truckers, checkpoints, required documents	1. Tema in March, June and September 2011 2. Ouagadougou in February, May, and August 2011	The transport and logistics advisor	
Market shows	Traders Truckers Retailers Producers Transporters Municipalities	A market show is a show inside a market to exhibit to marketers required documents for goods, vehicles, travelers destined to others countries; in our case West Africa states; during market shows marketers interact with ATP staff. During market shows, several banners will be exposed, files, handouts, brochures, signage, stickers will be distributed in order to <i>provide information, persuade and motivate</i>	In Parakou in May 2011	The TL advisor & RH assistants	The cost involved may be high

<p>OPA, <i>Observatoire des Pratiques Anormales</i> or Improved Road Transport Governance reports</p>	<p>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 organizations Embassies and aid organizations such as USAID, AFD or <i>Agence Française de Developpement</i> International Funds such as World Bank, Africa Development Bank, <i>Banque Ouest Africaine de Developpement</i> Central Banks such as <i>Banque Centrale des Etats de l'Afrique de l'Ouest</i>, Bank of Ghana</p>	<p>OPA report is a joint quarterly report on road harassment for the three ATP products , and also for any goods carried from Tema, Lome, Dakar, Abidjan ports to Ouagadougou, and Bamako cities provided by Improved Road Transport Governance team of West African Trade Hub</p>	<p>Road harassment data collated and analyzed for the report are given by onion, livestock, and maize traders, and truckers plying the mentioned corridors. The onion, livestock, and maize data are analyzed in Accra by the data analyst whereas the other data are sent to UEMOA IT department for analysis. The report is written by UEMOA, and reviewed by USAID ATP and WATH</p>	<p>The data analyst, and the transport and logistics advisor in collaboration with West African Trade Hub communication department</p>	
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4. Evaluation

As said our objective is to reduce the bribes cost by 7% (cumulatively 20% for onion which dissemination activities started in July 2009, and 13% for livestock which dissemination activities has started one year earlier) by September 2010 along Kantchari-Bitou-Accra, Fada N’Gourma-Porga-Parakou, and Techiman-Paga-Po-Kantchari corridors. 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, market show, 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 to one coaching	Number (#) of Truckers and Traders . 12	The # of volunteer traders and truckers who will be coached should be marked as the process is on	At Kantchari Niger/BF border, and Fada N’Gourma livestock market, and along the corridors. From January to September 2011	The Kantchari and Accra based road harassment assistants	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: 4	ATP and WATH planned one road show per quarter.	In Tema and Ouagadougou in June and September 2011	The TL advisor	Because it is WATH who takes the lead to organize it the traders’ participation may be very low
Market shows	Number: 1	The insecurity in Burkina Faso doesn’t allow us to organize it in Fada N’Gourma and Pouytenga as planned	In Parakou in May 2011	The TL advisor & RH assistants	The cost involved may be high
OPA reports	# OPA reports published jointly with WATH and UEMOA: 3	The OPA report is quarterly based: only 3 is possible for the nine 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			