



## **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 (FY 2012)**

**Contract/ Project No.:** EDH-1-00-00005-08

**Submitted to:** Danielle Knueppel, COR  
Agribusiness and Trade Promotion Project  
USAID/WA  
Accra, Ghana



Abt Associates Inc. ■ 4550 Montgomery Lane, Suite 800 North ■  
Bethesda, Maryland 20814 ■ Tel: 301.347.5000 ■ Fax: 301.913.652.9061  
■ [www.abtassociates.com](http://www.abtassociates.com)

*In collaboration with:*  
ACDI/VOCA  
CARANA Corporation



**USAID**  
FROM THE AMERICAN PEOPLE

# **ANNUAL DISSEMINATION STRATEGY FOR INFORMATION ON ROAD HARASSMENT**

**USAID AGRIBUSINESS AND TRADE PROMOTION (ATP) PROJECT  
JUNE 2012**

June 4, 2012

This publication was produced for review by the United States Agency for International Development. It was prepared by Abt Associates Inc. for the USAID Agribusiness and Trade Promotion Project.

**Recommended Citation:** Dahoui, Kossi. June 2012. “Annual Dissemination Strategy for Information on Road Harassment.” Prepared for the USAID Agribusiness and Trade Promotion Project by Abt Associates Inc., Bethesda, MD.

**Contract/Project No.:** EDH-I-00-05-00005-08

**Submitted to:** Danielle Knueppel, COR  
Agribusiness and Trade Promotion Project  
USAID/WA  
Accra, Ghana



Abt Associates Inc. ■ 4550 Montgomery Avenue ■ Suite 800 North ■  
Bethesda, Maryland 20814 ■ T. 301.347.5000 | F. 301.913.9061 ■  
[www.abtassociates.com](http://www.abtassociates.com)

*In collaboration with:*  
ACDI/VOCA  
CARANA Corporation  
J.E. Austin

ASVELIS  
Banyan Global  
Global Cold Chain Alliance

# **ANNUAL DISSEMINATION STRATEGY FOR INFORMATION ON ROAD HARASSMENT**

**USAID AGRIBUSINESS AND TRADE PROMOTION  
(ATP) PROJECT  
JUNE 2012**

## **DISCLAIMER**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development (USAID) or the United States Government.

# CONTENTS

- Contents..... i
- 1. Background..... 1
- 2. Objectives ..... 3
- 3. Strategies ..... 5
- 4. Evaluation..... 7

# I. BACKGROUND

The Agribusiness and Trade Promotion (ATP) Project aims to increase the value and volume of intra-regional agricultural trade in targeted value chains and their associated activities along the major commercial corridors linking Senegal, Côte d'Ivoire, Ghana, Togo, Benin, Nigeria, Niger, Burkina Faso, and Mali. A significant impediment to this project goal is road harassment along the trade routes, in the form of an extensive number of road stops and illegal payments demanded by customs, police, and gendarmerie officers, as well as other public agents. This harassment, which comprises one of many barriers to the free movement of goods as agreed upon by the 15 country members of the Economic Community of West African States (ECOWAS), is exacerbated when drivers overload their trucks, undervalue their cargo, fail to have the right documents, or do not have a professional demeanor. All of these factors make drivers highly vulnerable to extortion.

ATP road harassment activities to monitor bribe costs began in October 2009. In January 2010, the project began monitoring the number of checkpoints and delays; in April 2010, it began dissemination activities. These activities have covered the following value chain corridors:

- **Onion:** Kantchari–Fada-N’Gourma–Bitou in Burkina Faso; Kulungugu–Bawku–Bolgatanga–Accra–Agbogbloshie market, in Ghana. Distance = 1,964 km
- **Livestock:** Fada N’Gourma, Burkina Faso–Porga–Parakou, Benin. Distance = 469 km
- **Maize:** Techiman–Paga in Ghana and Po–Ouagadougou–Kantchari in Burkina Faso. Distance = 976 km

The road harassment baseline surveys conducted by the ATP transport team found 38 checkpoints along the onion corridor between Kantchari and Accra, which makes 2.9 checkpoints per 100 km. The second survey disclosed 14 stops along the livestock corridor, equivalent to 3.0 barriers per 100 km; and the third survey identified 31 barriers for the 976 km of the maize corridor, equivalent to 3.2 checkpoints per 100 km. Along these corridors, officers collected \$323 per trip, or \$24.60 per 100 km for the transport of onion; \$335 per trip or \$71.40 per 100 km for livestock; and \$197 per trip or \$20.10 per 100 km for maize.

Dissemination activities started three months after the baseline surveys were carried out. As of September 2011, these efforts led to reductions in bribery costs of 39 percent (onion), 70 percent (maize), and 14 percent (livestock). The target reduction for onion and maize had been 26 percent.

ATP will continue to implement the strategies it has been using, including market shows, where traders are trained on-site at major markets to understand their rights and responsibilities. In addition, the ATP transport team is suggesting another strategy (shown on page 5) for reducing

bribery in the livestock value chain, which comprises 80 percent of the total value of ATP products traded, and is proposing to produce good practice guides.

## 2. OBJECTIVES

ATP objectives are to 1) concentrate on the livestock corridor in order to reduce the bribes for transport trade in this value chain by at least 26 percent; 2) maintain the 39 percent and 70 percent reductions in bribes in the onion and maize value chains, using a variety of public information, training, advocacy, and lobbying programs to raise awareness of the problem and give traders and transporters the tools they need to operate legally; and 3) produce good practice guides.

### 3. STRATEGIES

The project has been implementing dissemination strategies since 2009, as indicated in the bulleted items below; all will be continued in FY 2012. For FY 2012, ATP has developed a new strategy for tackling high levels of corruption along the livestock value chain corridor, with special attention to Porga, where the problem is very serious. This strategy is described in the table below.

#### Strategies implemented since FY 2009:

- Reporting bribe costs, numbers of checkpoints, and delays (sent electronically and published in hard copy to a very large audience)
- Reporting on ATP activities through websites and ATP information packets
- Conducting one-on-one coaching along the three corridors (once per quarter per corridor)
- Carrying out road and market shows (once per quarter per corridor)

#### NEW DISSEMINATION STRATEGY TO ADDRESS CORRUPTION ALONG LIVESTOCK CORRIDOR

Information Vehicle	Intended Audience	Dissemination Activity	When	Who
Professional checking of cattle trucked	PDG (police douanes (customs)/ gendarmerie) chief officers and agents	▲ ATP management informs stakeholders and high officials of Benin and Burkina Faso; ATP discusses strategies and requests their collaboration.	▲ Information to officials of the two countries: February–March 2012	▲ ATP Transport and Logistics Advisor ▲ ATP Deputy Chief of Project (Ouagadougou) ▲ Representatives of the <i>Confédération des fédérations nationales de la filière bétail/viande de l’Afrique de l’Ouest</i> (COFENABVI)
		▲ High officials from the two countries meet and agree on a strategy to be used.	▲ Discussions between the two countries: April 2012	
		▲ The officials make appropriate decisions.	▲ Decision: April 2012	
		▲ ATP Transport and Logistics Advisor follows implementation of decisions and informs project management team.	▲ Implementation, follow-up, and feedback to ATP management team: April–September 2012	

## 4. EVALUATION

As noted above, ATP's objective is to reduce bribe costs by 26 percent by September 2012 along the Kantchari–Bitou–Accra onion value chain corridor, the Fada N'Gourma–Porga–Parakou livestock value chain corridor, and the Techiman–Paga–Po–Kantchari maize value chain corridor. The ultimate evaluation will be a comparison of the level of bribes at the beginning of the monitoring of route harassment (October 2009 for onion, January 2010 for livestock, and April 2010 for maize) with data in September 2012. The table below explains how each dissemination and advocacy strategy will be measured.

### MEASUREMENT OF DISSEMINATION AND ADVOCACY STRATEGIES

Strategies Used	Evaluation Methodologies	Measures of Successes
Distribution of reports from the <i>Observatoire des pratiques anormales</i> (OPA)	Number of times the OPA reports are quoted	OPA reports are clear. OPA reports are shared. Strategies to reduce the cost of bribes are discussed. Bribe costs along the livestock corridor are reduced by 24%; along the maize Techiman-Kantchari corridor, bribe costs are reduced by 70%. Business in ATP products is now possible.
Production of two series of maps: those showing baseline surveys and those showing final data from September 2012 Printing of maps	Number of persons exposed to the maps	Maps clearly explain ATP road facilitation activities. At the end of transport activities, final maps show differences when compared with baseline surveys maps.
Training (including coaching) of drivers and traders	Number of drivers and traders trained Number of pro-active responses challenging the status quo	Drivers/traders refuse to pay more than they did at baseline. Drivers/traders succeed in paying less than they did at baseline. Drivers/traders succeed in not paying at some checkpoints. Cost of bribes per 100 km is reduced.
Meetings with ministries of interior, finance, trade, and agriculture	Number of institutions met	Corrupt agents are removed. There is zero corruption at Porga (which accounts for 80% of total amount collected).