



**USAID**  
FROM THE AMERICAN PEOPLE

## **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 (FY10)**

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

**Submitted to:** Michael L. Wyzan Ph.D.  
COTR  
Agribusiness and Trade Promotion Project  
USAID/WA/RAO  
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

# **AGRIBUSINESS AND TRADE PROMOTION (ATP) PROGRAM**

## **FY10 DISSEMINATION STRATEGY FOR INFORMATION ON ROAD HARASSMENT**

### **1. 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, 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 which began in January 2009 with the recruitment of the transport and logistics advisor, started covering the Galmi-Kantchari-Bitou corridor from April 2009 with the employment of two road harassment (RH) assistants who distribute and collect road harassment (RH) forms, but the activities in Niger were stopped on November 1st, 2009 due to the suspension of US funds to Niger. The Project set up a new corridor: from the Niger/Burkina Faso border, Kantchari to Accra, thru Bitou. The Niger based RH assistant was moved to Kantchari in Burkina Faso, in order to distribute RH forms at Kantchari border for onion truckers and traders, and in January at Fada N'Gourma cattle market, distance 146 km from Kantchari, for trucks carrying cattle to Parakou, Benin. So, the Project has two corridors for road harassment dissemination activities: (1) Kantchari-Fada N'Gourma-Bitou (all in Burkina Faso)-Kulungugu-Bawku-Bolgatanga-Accra-Agbogbloshie 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.

### **2. Objective**

In October-December 2009, and January-March 2010 two road harassment surveys were respectively conducted respectively by USAID ATP to determine the baseline of bribes cost and numbers of checkpoints along the onion, and livestock corridors mentioned above. 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. Along these stops officers collected respectively US\$ 323 per trip or US\$ 24.6 per 100 km, and US\$ 335 per voyage or US\$ 71.4 per 100 km. Our objective is to reduce the bribes cost by 7% (cumulatively 13% for onion which has been benefited dissemination activities since July 2009) for both products by September 2010 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.

USAID ATP's Transport & Logistics staff collect information on road harassment At Kantchari border and Fada N'Gourma cattle market, the Kantchari based road harassment assistant will train truckers and traders in having all required documents. He will also distribute road harassment (RH) forms to be filled by traders and truckers, stopped at the Niger/Burkina Faso border, and to those loading cattle at Fada N'Gourma cattle market. At Agbogloboshie biggest West Africa Niger onion market, the Accra based local road harassment assistant will collect forms filled by onion traders and truckers. Those filled by cattle traders and drivers will be returned to the Kantchari based assistant each Sunday, the Kantchari's cattle market day. Each quarter, the Accra based assistants will travel along the onion corridor whereas the Kantchari one will do the same along the livestock route. Each of both 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 road shows, coaching. The following is a breakdown of this strategy:

<b>INFORMATION VEHICLE</b>	<b>INTENDED AUDIENCE</b>	<b>DESSEMINATION ACTIVITY</b>	<b>WHERE &amp;WHEN</b>	<b>WHO</b>	<b>CHALLENGES</b>
One-on-one coaching	Traders and Truckers	From depart points, the Kantchari and Accra based assistants will explain to volunteers 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	At Kantchari, Niger/Burkina Faso (BF) border and at Fada N’Gourma, BF, livestock market, and along the ways to Agbobloshie Accra onion market, thru Bitou, Kulungugu BF/Ghana border, Bolgatanga, and to Parakou livestock market thru Porga BF/Benin border. from December to September 2010,	The Kantchari and Accra based road harassment assistants	Cost per trip: \$2,400
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)	<ol style="list-style-type: none"> <li>1. Tema in March, June and September 2010</li> <li>2. Ouagadougou in February, May, and August 2010</li> </ol>	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,	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	Road harassment data collated and analyzed for the report are given by onion and livestock traders, and truckers plying the mentioned corridors. The onion and livestock data are analyzed in Accra by the TL advisor whereas the	The transport and logistics advisor in collaboration with West African Trade Hub communication department	

	<p>Economic Community of West Africa States National bodies International 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>provided by Improved Road Transport Governance team of West African Trade Hub</p>	<p>other data are sent to UEMOA IT department for analysis. The report is written by UEMOA, and reviewed by USAID ATP and WATH</p>		
--	--	--	--	--	--

#### 4. Evaluation

As said our objective is to reduce the bribes cost by 7% (cumulatively 13% for onion which dissemination activities has started one year earlier) by September 2010 along Kantchari-Bitou-Accra and Fada N’Gourma-Porga-Parakou corridor. The ultimate evaluation is the comparison of the level of bribes at the beginning and end of the period. The reduction of bribes cost will be done thru the one-on-one coaching, road shows, and OPA reports information channels. The table below explains how they are measured.

INFORMATION CHANNELS	EVALUATION OF INTENDED AUDIENCE	EXPLANATION	WHERE & WHEN	WHO	CHALLENGES
One to one coaching	Number (#) of Truckers and Traders . 4	The # of volunteer traders and truckers who will be coached should be marked as the process is on	At Kantchari border, and at Fada N’Gourma cattle loading site, and along the corridorsIt will take place in May, and September 2010	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: 2	ATP and WATH planned one road show per quarter. For the FY09 it is planned only 2 because the transport activity started fully in May 2009	In Tema in May and in Ouagadougou in August 2010	The TL advisor	Because it is WATH who takes the lead to organize it the traders participation may be very low
OPA reports	# OPA reports published jointly with WATH and UEMOA: 4	The OPA report is published each quarter.	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				