



ECOWAS COMMISSION
COMMISSION DE LA CEDEAO
COMISSÃO DA CEDEAO

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ECOWAS E-Commerce Strategy and Implementation Plan (2023- 2027)

Intergovernmental Group of Experts on E-Commerce and the Digital Economy

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ECOWAS Commission



OVERVIEW

- ELABORATION AND CONSULTATIVE PROCESS
- VISION AND STRATEGIC GOALS
 - SG1: INSTITUTIONAL STRENGTHENING
 - SG2: SECURING TRUST
 - SG3: E-COMMERCE INTELLIGENCE
 - SG4: INCLUSION
- IMPLEMENTATION PLAN: STRATEGIC OBJECTIVES AND MEASURES
- GOVERNANCE FRAMEWORK: COMPOSITION, MISSION, ROLE AND RESPONSIBILITIES
 - GOVERNANCE FRAMEWORK 1: REGIONAL COMMITTEE ON E-COMMERCE
 - GOVERNANCE FRAMEWORK 2: EXPERT GROUPS
 - GOVERNANCE FRAMEWORK 3: E-COMMERCE COMMUNITY FORUM
 - GOVERNANCE FRAMEWORK 4: INTERNAL WORKING GROUP ON E-COMMERCE

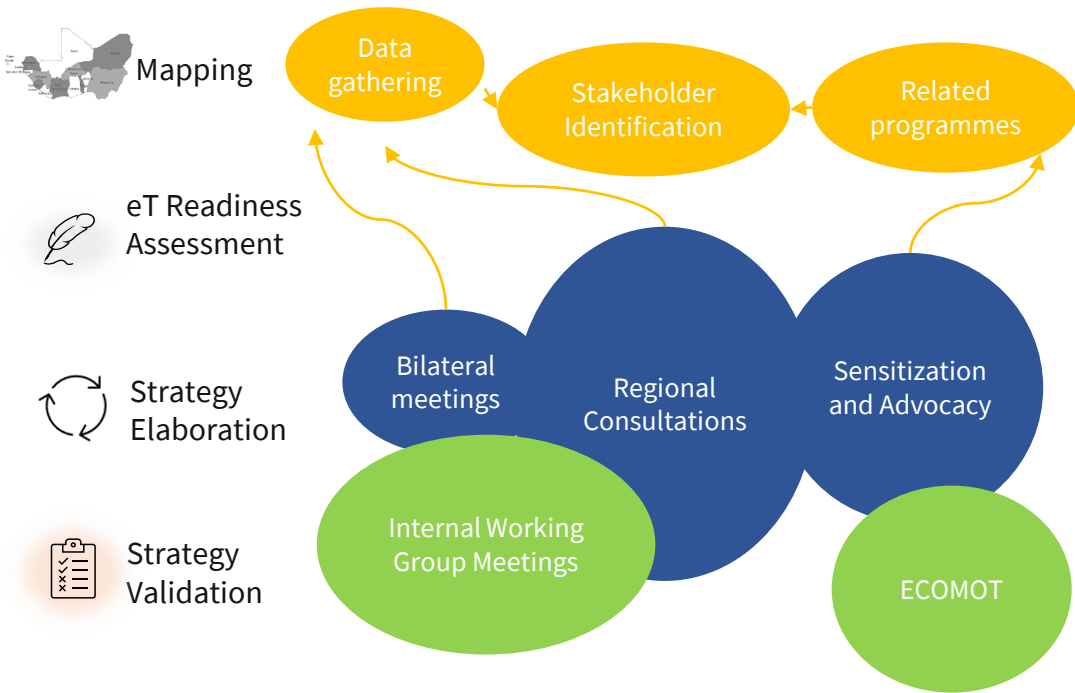


ELABORATION AND CONSULTATIVE PROCESS: CONSULTATIVE FRAMEWORK

Strategy Elaboration

Actors

Authorization Management



- Actors 1 (Yellow box):**
 - ECOWAS IWG
 - National Focal Points
 - Public Sector Actors
 - Development Partners
- Actors 2 (Orange box):**
 - ECOWAS IWG
 - National Focal Points
 - Public Sector Actors
 - Private Sector
 - Development Partners
- Actors 3 (Dark Blue box):**
 - ECOWAS IWG
 - National Focal Points
 - Senior Trade Officials
 - Private Sector
- Actors 4 (Light Green box):**
 - ECOWAS IWG
 - National Focal Points
 - Senior Trade Officials
 - ECOMOT

Legitimacy

Legality

Consultative Framework



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VISION AND STRATEGIC GOALS

SCOPE AND RELATED REGIONAL INITIATIVES

African vision 2063_The Africa We Want

“ An integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in the international arena.”

African Digital Transformation Strategy (2020 -2030)

“ An Integrated and inclusive digital society and economy in Africa that improves the quality of life of Africa’s citizens, strengthen the existing economic sector, enable its diversification and development, and ensure continental ownership with Africa as a producer and not only a consumer in the global economy”

ECOWAS Vision 2050

“ A fully integrated Community of peoples, living in a peaceful and prosperous region, with strong institutions and respect for fundamental rights and freedoms, striving for inclusive and sustainable development”



VISION AND STRATEGIC GOALS

“A sustainable, inclusive and secure e-commerce ecosystem supportive of ECOWAS' efforts to use technology to accelerate structural change and foster regional integration through economic diversification and job creation.”

SG1: INSTITUTIONS INSTITUTIONAL STRENGTHENING

- STRENGTHEN DIRECTORATES OF TRADE
- ACCOMPANY AND SUPPORT E-COMMERCE DEVELOPMENT

SG2: SECURE TRUST E-COMMERCE SUPPLY CHAIN

- TRUST IN TERMS OF THE DIGITALIZED PART OF THE TRANSACTION
- TRUST IN TERMS OF THE PHYSICAL/LOGISTICS PART OF THE TRANSACTION

SG3: E-COMMERCE INTELLIGENCE POTENTIAL AND ACTUAL USERS

- STATISTICS AND MONITORING/FOLLOW-UP OF THE E-COMMERCE MARKET
- ENTRY POINT TOWARDS THE E-COMMERCE MARKET

SG4: INCLUSION DIGITALLY VULNERABLE

- WOMEN
- YOUTH
- PEOPLE WITH DISABILITIES
- INFORMAL SECTOR
- SMALL (RURAL) PRODUCERS



VISION AND STRATEGIC GOALS:

INSTITUTIONAL STRENGTHENING

SG1: INSTITUTIONAL STRENGTHENING

- **STRENGTHEN DIRECTORATES OF TRADE**
- **ACCOMPANY AND SUPPORT E-COMMERCE DEVELOPMENT**

STRATEGIC OBJECTIVES

- 1.1- Anchor e-commerce development at the core of Trade Ministries
- 1.2- Provide sectoral orientations for e-commerce development
- 1.3- Support the elaboration and implementation of national e-commerce strategies in every Member State
- 1.4- Monitor national and regional e-commerce initiatives in the region

SG1 IS NOT

- Replication of the national/regional industrial strategies (either ECOWAS or MS)
- Replication of the national export strategies
- Competition with the ICT and digital economy departments and strategies (either ECOWAS or MS)



VISION AND STRATEGIC GOALS:

SG2: SECURE TRUST

→ TRUST IN TERMS OF THE
DIGITALIZED PART OF THE
TRANSACTION

→ TRUST IN TERMS OF THE
PHYSICAL/LOGISTICS PART
OF THE TRANSACTION

SECURING TRUST

STRATEGIC OBJECTIVES

- 2.1- Harmonize and update the ECOWAS Digital Economy legal and regulatory framework
- 2.2- Adopt a regional policy for electronic certification
- 2.3- Generalize access to secure digital payment services
- 2.4- Design an ECOWAS labelling policy to ensure the quality of e-commerce marketplaces and products
- 2.5- Design a regional e-commerce delivery/logistic services strategy
- 2.6- Adopt ECOWAS guidelines for the development and promotion of secure point of sales systems
- 2.7- Review digital addressing experiences and agree on an approach for ECOWAS

SG2 IS NOT

- Update of the new legal framework
- Postal strategy
- Infrastructure (railway, roads) strategy
- Customs reform strategy
- Digital payment strategy



VISION AND STRATEGIC GOALS: E-COMMERCE INTELLIGENCE

SG3: E-COMMERCE INTELLIGENCE

- **STATISTICS AND MONITORING/FOLLOW-UP OF THE E-COMMERCE MARKET**
- **ENTRY POINT TOWARDS THE E-COMMERCE MARKET**

STRATEGIC OBJECTIVES

- 3.1- Improve data and statistics to monitor e-commerce trends in the region
- 3.2- Support the growth of potential and actual e-commerce merchants
- 3.3- Identify the needs of e-commerce merchants and consumers and provide targeted assistance
- 3.4- Support and communicate on capacity building programmes

SG3 IS NOT

- Replication of digital skills programs
- National statistical agency
- Private sector development strategy



VISION AND STRATEGIC GOALS:

INCLUSION

SG4: INCLUSION DIGITAL VULNERABILITY

- **WOMEN, YOUTH,
PEOPLE WITH
DISABILITIES**
- **INFORMAL SECTOR**
- **SMALL & RURAL
PRODUCERS**

STRATEGIC OBJECTIVES

- 4.1. Make e-commerce development inclusive by focusing on women and youth
- 4.2- Make e-commerce development inclusive by focusing on people with disabilities
- 4.3- Support and provide incentives for informal cross-border traders (ICBTs) to formalize
- 4.4- Facilitate access to e-commerce for small (rural) producers

SG4 IS NOT

- Replication of inclusion program (ECOWAS youth programs)
- Social policy/program for ECOWAS countries
- Agricultural policy
- Gender policy
- ICBTs strategy

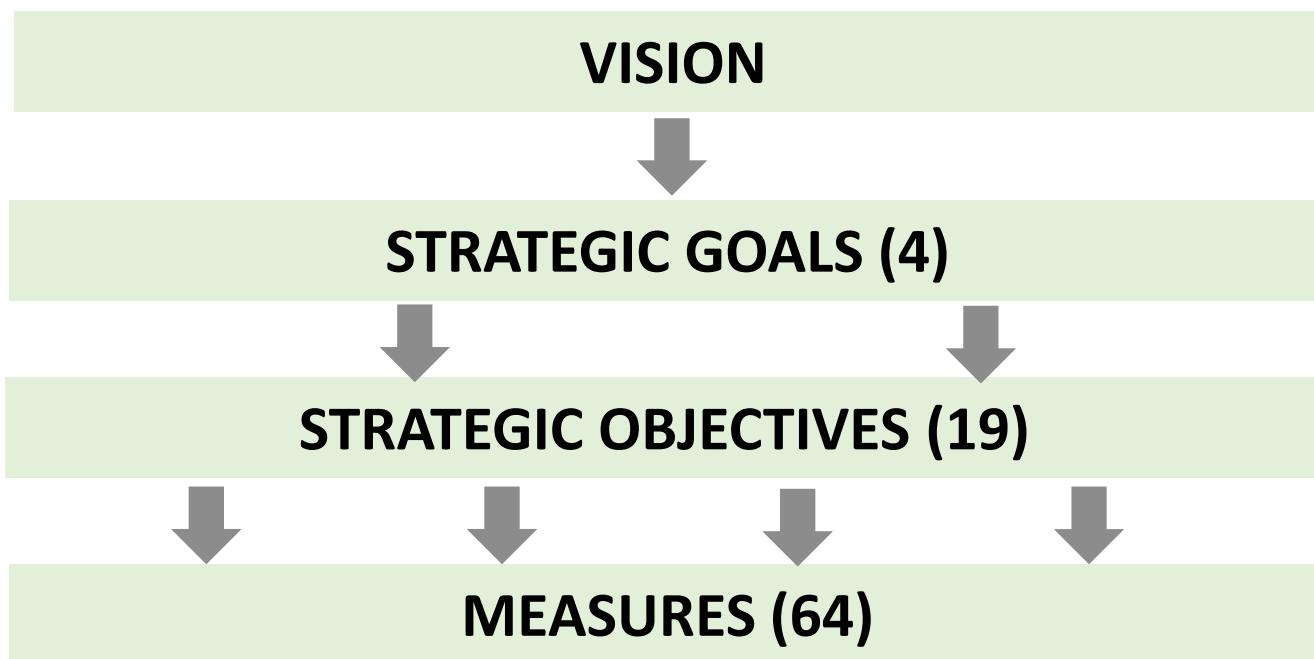


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IMPLEMENTATION PLAN: 2023-2027





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GOVERNANCE FRAMEWORK

REGIONAL COMMITTEE
ON E-COMMERCE

E-COMMERCE
COMMUNITY FORUM

EXPERT GROUPS

INTERNAL WORKING GROUP ON E-
COMMERCE



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Thank you

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