

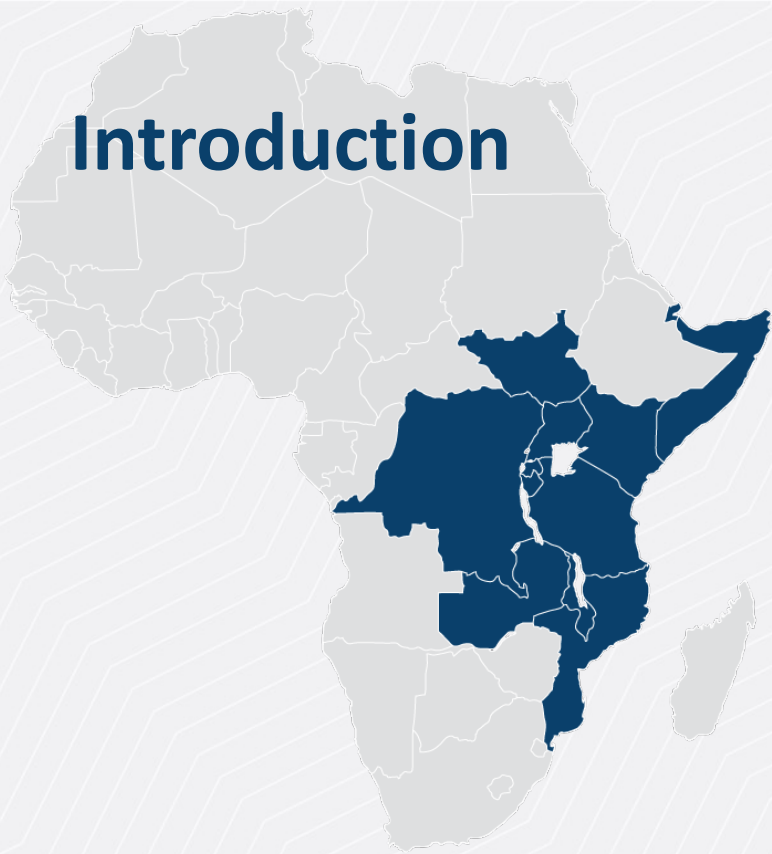
Safe Trade **\$31M** Emergency Facility

MAKING TRADE SAFE AND SUPPORTING
RECOVERY FOR EASTERN AND
SOUTHERN AFRICANS

#SafeTrade

www.trademarkea.com/safetrade

Introduction



In response to the COVID-19 pandemic TMEA created the



- Support critical short to medium term measures to ensure that trade in Eastern and Southern Africa continues safely, thereby contributing to **reduce job losses and protect livelihoods**.
- Safe Trade countries of implementation: EAC Countries, Eastern DRC, Ethiopia, Somaliland, Djibouti, Malawi, Mozambique and Zambia.
- **Safe Trade Emergency facility has 3 main pillars :**



Making ports, borders, and critical supply chains safe for trade.



Ensuring food security and access to critically-required medicines.



Support measures to prevent job and income losses and make the region more resilient to future crisis.

Progress: April 2020- December 2021



- **PARTNERSHIPS FOR SUCCESS:** TMEA engaged with the highest levels of government in our countries of operation to agree on priorities and needs for coordination. Key stakeholders include:

Regional Bodies



- National Task Forces and Key MDAs

- Trucking & Logistics industry:

FEAFA, National Logistics Platforms, Long Distance Drivers' Associations



Private Sector- FPEAK, KTA



- Civil Society Organisations

Progress: April 2020-December 2021



- FUNDING:

A collection of logos for funding partners. From left to right: UKaid (British flag and text "UKaid from the British people"), Canada (red maple leaf and text "In partnership with Canada"), European Union (blue flag with yellow stars and text "European Union"), Ministry for Foreign Affairs of Finland (blue globe with a white lion and text "Ministry for Foreign Affairs of Finland"), Ministry of Foreign Affairs of the Netherlands (blue flag with a white coat of arms and text "Ministry of Foreign Affairs of the Netherlands"), Ministry of Foreign Affairs of Denmark (red flag with a white coat of arms and text "MINISTRY OF FOREIGN AFFAIRS OF DENMARK Danida"), and Irish Aid (green harp and text "Irish Aid An Roinn Gnóthaí Eachtracha agus Trádála Department of Foreign Affairs and Trade").

- STRATEGIC PARTNERSHIPS:

A collection of logos for strategic partners. From left to right: WFP World Food Programme (blue logo with a cornucopia and text "WFP World Food Programme"), IOM UN MIGRATION (blue logo with a globe and text "IOM UN MIGRATION"), UNOPS (blue logo with a globe and text "UNOPS"), and amref health africa (red outline of Africa and text "amref health africa").

Focus Areas

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- The Safe Trade Emergency Facility has 7 key thematic areas:

01



Emergency Personal Protective Equipment, Testing and Vaccination

02



Trade Technology Interventions

03



Trade Policy Interventions

04



Supporting Resilience of Supply Chains

05



Standards and SPS Interventions

06



Advocacy Interventions

07



Gender Inclusion, Women in Trade and Safe Trade Zones



BROAD ACTIONS TO ENSURE CONTINUITY OF SAFE TRADE



Following a partnership approach to building a strong coalition to take on the COVID-19.



Working on a corridor-based approach to interventions.



Using a multi-disciplinary approach to meet COVID-19 trade-related challenges.



Supporting informal cross border trade to get back on its feet, and



Developing a joint health and trade response for logistics and borders.



Understanding regional and local politics and accordingly adapting STEF to these dynamic environments.



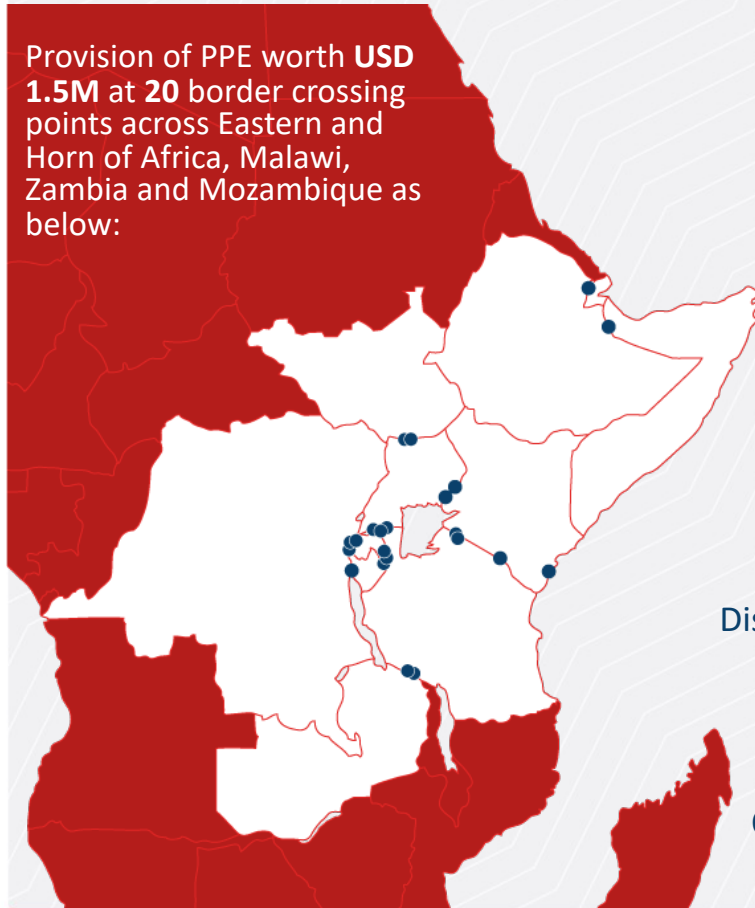


Emergency Personal Protective Equipment, Testing and Vaccination




- Partnership between TMEA and UNOPS to support timely delivery of PPEs to all capital cities in target countries.
- Targeted frontline border workers and traders: Customs, Immigration, Security, Health workers and women traders.
- Provision of testing equipment and supplies to increase testing capacity uptake.


Provision of PPE worth **USD 1.5M** at **20** border crossing points across Eastern and Horn of Africa, Malawi, Zambia and Mozambique as below:



12,000 cross-border truck drivers and traders vaccinated at **4 border posts in Kenya.**



Provision of campaign support to Governments to boost efforts in mobilizing vaccine uptake.




Disposable gloves



Quarantine Facilities



N95 masks



Disinfectant liquid



Disposable aprons



Infrared thermometers



heavy-duty gloves



Technology Interventions To Keep Trade Moving

- Facilitated development of EAC's Regional Electronic Cargo and Driver Tracking System (RECDTs) App tracking app:

BENEFITS

- Eliminated need for multiple testing of drivers at the borders.
- Provides a platform to share COVID-19 test certificates that are recognised in Kenya, Uganda, Rwanda, Burundi (implementation ongoing in DRC).
- Enabling efficient use of scarce testing resources.

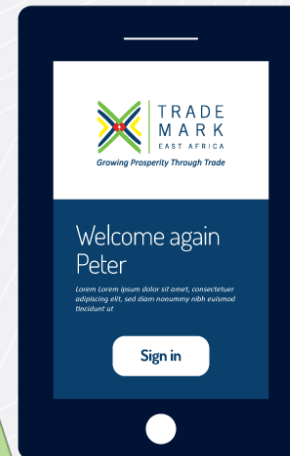
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113,000

Drivers registered in RECDTs by December 2021



70% of these drivers have received at least one COVID-19 Certificate since inception with majority having received multiple certificates over the past year since the roll-out.



Trade Policy Interventions

- Development of COVID-19 protocols indicating step by step border clearance process flows, to facilitate faster movement across borders. Disseminated across all EAC borders.
- Sensitisation of border officials and communities across the region
- Development of administrative guidelines on movement of goods and services, which were translated into French and Swahili and distributed across the region to raise awareness.
- With the support from UNCTAD – **a Reform Tracker which is an online tool to monitor trade facilitation** reform projects has been piloted in Kenya and Rwanda. Well embraced by stakeholders as an important tool to reduce unnecessary barriers to trade.

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Taxi drivers engage in a conversation about the dangers of ferrying passengers arriving from other countries using uncharted routes at Mchinji Border during a sensitisation exercise in Malawi.



Supply Chain Support for Resilience, Relief and Recovery in Essential Goods and Exports



SUPPLY CHAINS



Ecommerce

Partnership with **KEPSA** to train MSMEs on utilisation of digital platforms to access markets and efficient logistics services.



The Programme targeted 2,000 SMEs.

2545 MSMEs registered for the programme, with 1,605 onboarding onto various platforms



Food Supplies

In partnership with FEAFFA and other apex bodies, TMEA had engagement in Kenya, Uganda, Tanzania and Rwanda on addressing disruptions in food supplies related to access to information and markets, availability and efficiency of logistics service providers and harassment of transporters along key supply chains.

Beneficiary Quote

“The KEPSA E-Commerce Booster Programme was central to my taking the leap to position my business online, thus reaching more customers. I applied the tips given at the training to register my company and standardise my products with Kenya Bureau of Standards in readiness to tap into regional markets. I learned to separate business expenditure from household expenditure, and subsequently opened different accounts, one through which clients can directly pay to the business. I opened facebook, twitter and instagram accounts and now venturing to create content for the platforms. I now understand personal branding and marketing. I now understand digital marketing and what I need to do to reach international markets.”

Lilian Bitok, the founder of Acacia Woods Honey, Eldoret Town, Kenya.



Supply Chain Support for Resilience, Relief and Recovery in Essential Goods and Exports

EXPORT VALUE CHAINS



Horticulture

The Tanzania Horticultural Association (TAHA) partnered with Ethiopian Airlines to increase export to the Arabian, European and American markets and increased weekly frequencies in March 2020. This was made possible through an on-going TMEA – TAHA project that aims to establish a logistics hub in Songwe International Airport, and improve the country’s airfreight and sea freight systems.

“We created a revolving credit line for air freighters to sustain cargo capacity in the region. We have adopted a “fill the shelves” strategy as response to the skyrocketing food prices and increasing demand for food globally hence we worked to boost production across the horticulture sector.”
Jacqueline Mkindi, CEO, TAHA



Tourism

42

Promotional packages published on Tembea Nyumbani Portal targeting East Africans over the festive season.



\$63,891

Estimated monetary value generated through the campaign. This is after 453 leads conversion, with an average of \$1,419 per package sold.



Potential travellers reached in East Africa through the campaign

2,744,000





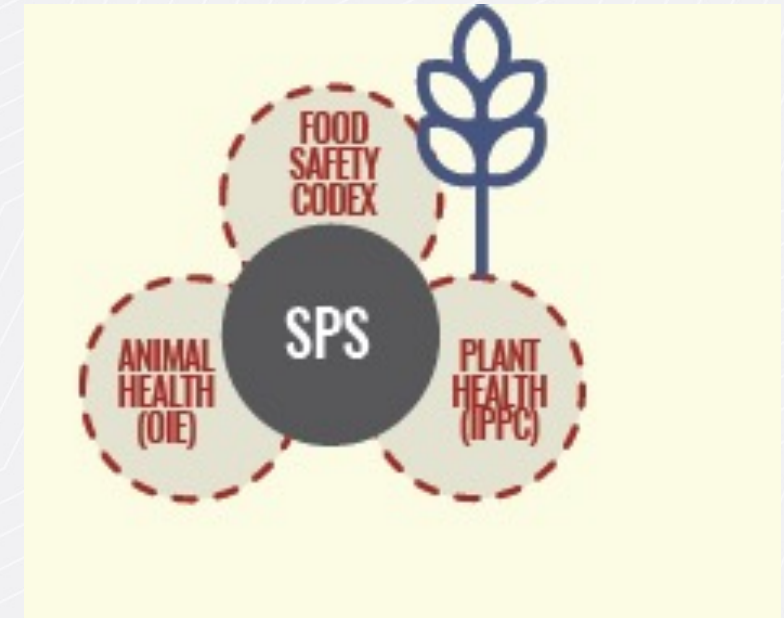
Standards and SPS Interventions

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- **Standards and Quality Infrastructure:** Facilitating Bureaus of Standards to procure equipment to support the calibration and testing of key aspects and innovations related to Covid-19 e.g. test kits, ventilators;
- A committee drawn from EAC Secretariat and Partner States Technical institutions formed to guide in adoption of SQI and SPS focused food safety and protocols within frameworks of regionally harmonised standards.
- **Enable local manufacturing of PPE's:** TMEA working with the EAC consolidated the health and safety protocols to guide domestic production and supply of PPEs and medicaments;
- Development of Guidelines for **Mutual Recognition** Arrangements for COVID-19 Test Results





Advocacy interventions

- Advocacy by EABC to reduce a backlog of trucks at key East African Borders of Busia, Malaba, Isebania, Rusumo, and Namanga, and promoting mutual recognition of COVID-19 health certificates.
- Inclusion of small business and informal traders in the dialogue and definition of trade and allowable to cross the borders (small aggregated truck business) and establishment of Safe Trade Zones.
- Prioritisation of regional and national value chains engaged in production of essential medical equipment and supplies including PPE.





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A historic backlog of trucks at Busia border between Kenya and Uganda, of which with TMEA's support EABC mobilised governments to come to an agreement and facilitate quicker clearance through mutual recognition of COVID-19 certificates. This was complemented by development of RECDTS which issued EAC-COVID-19 certificates...



Gender inclusion, Women in Trade, and Safe Trade Zones

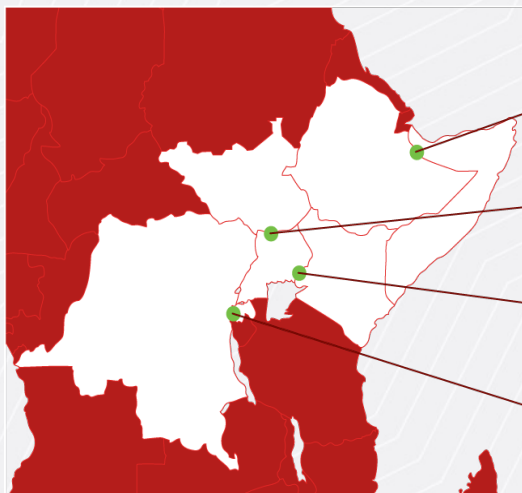
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- Concept and design of *Safe Trade Zones (STZs)* with clear procedures to ensure safety for traders, buyers and users of various border markets.

Elements of Safe Trade Zone: Sub division for various commodities; Stall distanced at 2.5 metres, prayer room, breastfeeding area, a cold chain room, a kitchen and handwashing points, water harvesting tanks, steel hangers for meat section.



Tog Wajaale

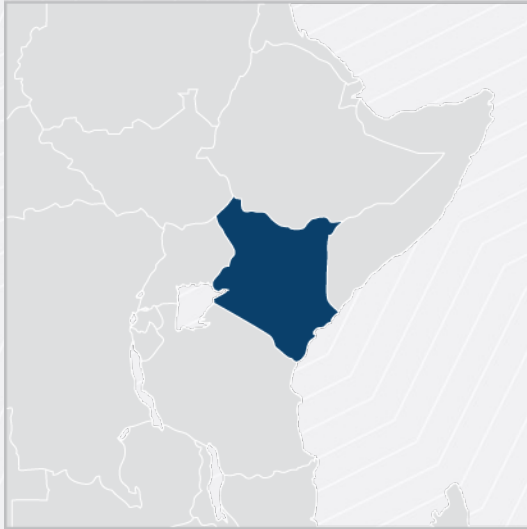
Elegu/Nimule

Busia

Rusizi



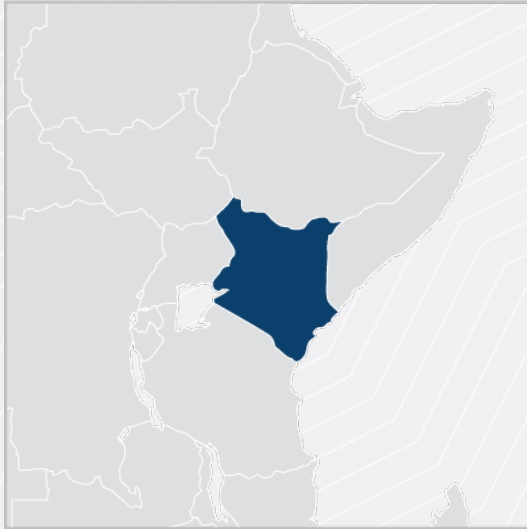
- Tog Wajaale Somaliland- Complete and 200 traders occupied space
- Tog Wajaale Ethiopia – Completed and 200 traders occupying space
- Busia-Kenya –Construction ongoing
- **Partners:** AMREF, EASSI, ProFemme, cross border trader associations, national and county governments representatives, private sector associations.



- **Personal Protective Equipment (PPE) worth US\$772,000 distributed to 5,000** frontline trade workers at the Port of Mombasa; at Busia, Malaba, Isebania and Namanga
- Provided the Ministry of Health with PCR lab equipment, consumables and reagents to enhance its COVID-19 testing capabilities and track the spread of the disease.
- To sustain operations in line with the COVID-19 health protocols: 1,131 farmers trained on compliance with food safety standards;



Kenya

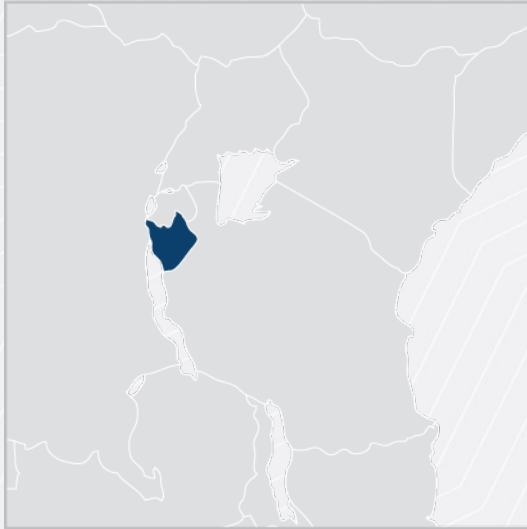


- In partnership with KEPSA, **2,545 SMEs** trained on digital strategies, 1605 of those were onboarded onto e-commerce platforms such as Jumia, DHL Express and Google, enabling them to trade despite the lockdowns.
- **1,200 households benefited** from TMEA and Financial Sector Deepening Kenya (FSD-K) cash transfer programme. **900 women** traders received startup capital after a UNECA and TMEA report established that many **lost over 90 percent of their incomes** and capital due to COVID-19



COUNTRY PROGRAMME PROGRESS

Burundi



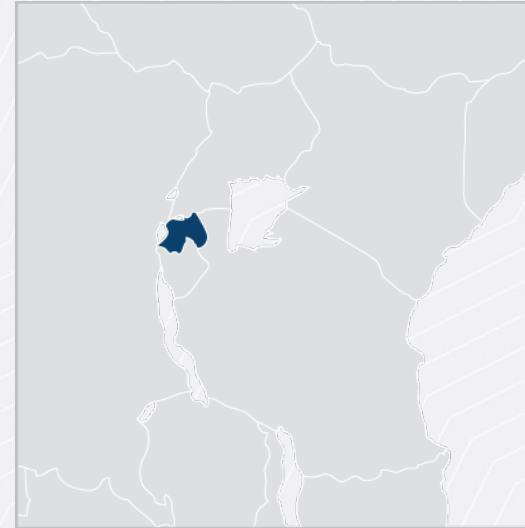
- PPE to Kobero/Kabanga, Mugina/Manyovu and Gatumba/Kavinvira Borders.
- **Resilience of supply chains:** 23 suppliers of corn, bean and potato seeds were connected to an online platform and over 25 tons of seeds purchased via the digital platform so far.
- **110,700** households are now connected to the digital market enabling remote payment thus avoiding COVID-19 propagation.

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Rwanda



PPEs, through the World Food Programme delivered to Kagitumba, Rubavu, Rusizi and Rusumo OSBPs and they are being used by the border officials



Somaliland



- **Tog Wajaale Women Market – Somaliland** completed and occupied by 200 women traders. All market stalls are approximately 2.5M apart and has hand washing points, clear entry and exit gates as well as nurse to check temperature routinely.
- **Communication campaigns to create sensitisation undertaken on TV and Radio** COVID 19 while of IEC Materials related to COVID 19 were distributed
- **Study Impact of C-19 on truck drivers crossing Tog-Wajaale border** Economic impact of SMEs at Tog-Wajaale border.

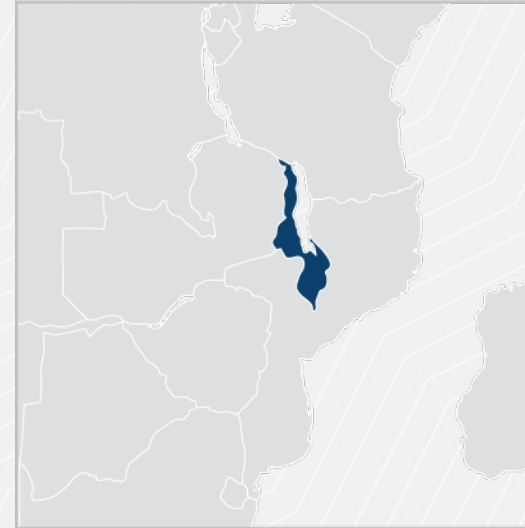
Ethiopia



- PPEs distributed to Galafi, Metema and Togo Wajaale border.
- Safe Trade Zone at Tog Wajaale, completed and women traders occupied.



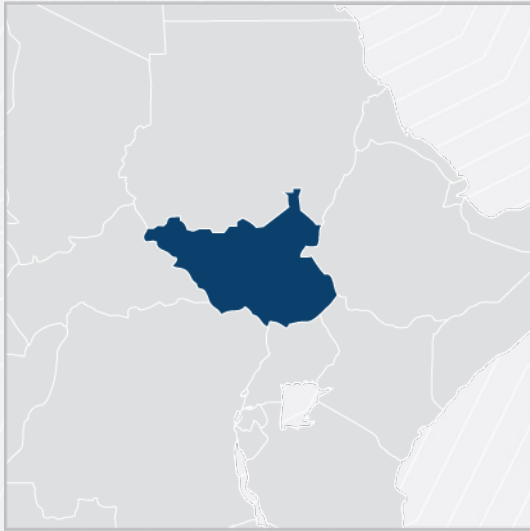
Malawi



- Installation of 4 quarantine and screening facilities at Dedza, Mchinji, Mwanza and Songwe borders..
- Distribution of PPE, hygiene and sanitation facilities that served over 150,000 traders.
- Community sensitisation on COVID-19 Protocols through radio estimated to reach of **292,000** people (according to Malawi Communications Regulatory Authority). 2,000 leaflets distributed , reaching 4,000 people from the border communities.



South-Sudan



- PPEs delivered to Nimule border benefiting over 200 border officials
- With support from AMREF safe trade zone protocols were developed and rolled out at Nimule cross border markets -where about 500 informal cross border traders have been sensitised on measures to combat the spread of Covid-19;
- Design work for safe trade zone -Market has been completed and validated. This market will host about 420 women traders and would enable them conduct their business and a proper and hygienic environment;



Tanzania

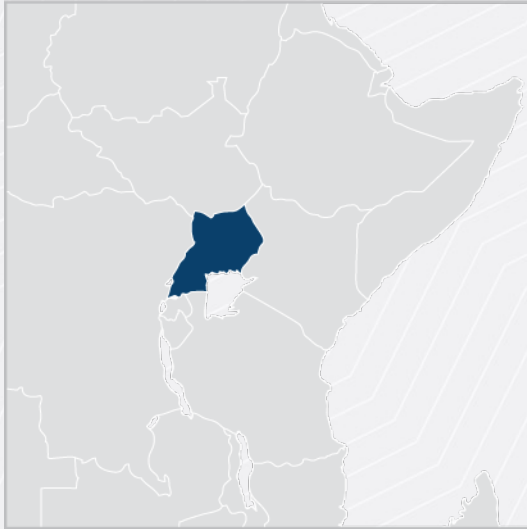


- Personal Protective Equipment (PPE) distributed to frontline workers in Zanzibar.
- Vaccination and testing campaign to be undertaken



COUNTRY PROGRAMME PROGRESS

Uganda



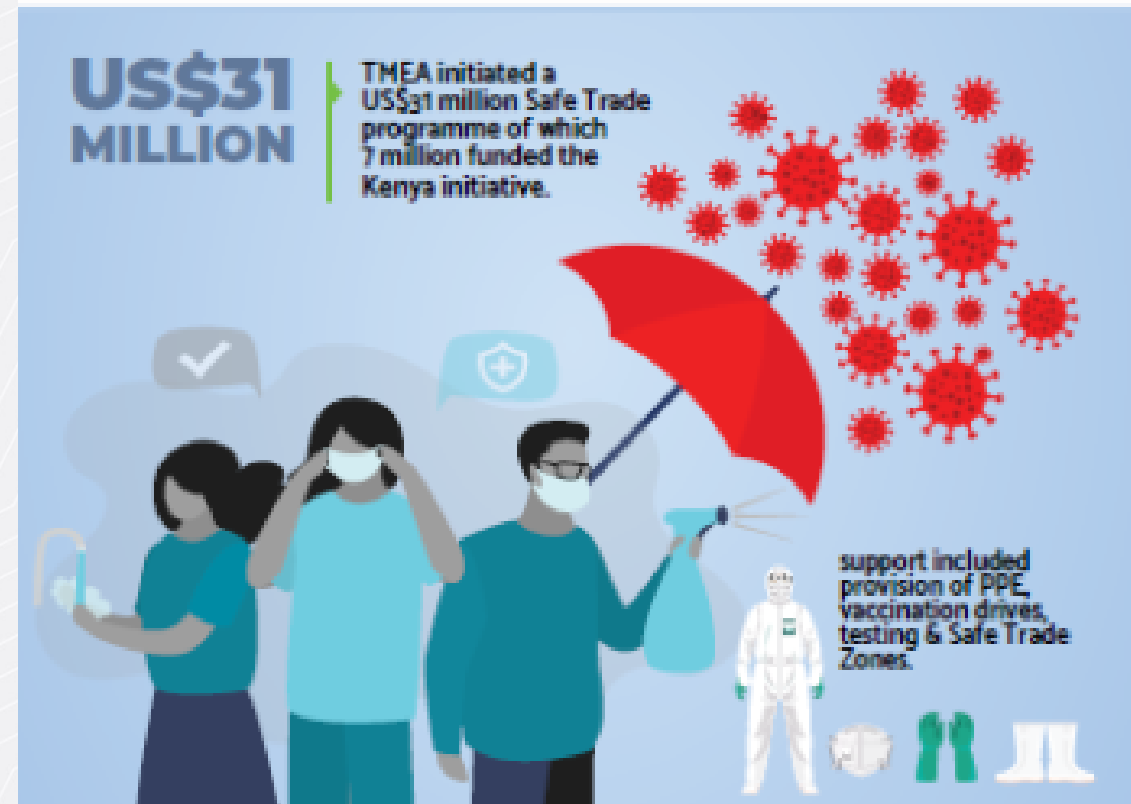
- Personal Protective Equipment to staff working at seven border crossings of Mutukula Uganda, Mutukula Tanzania and, Mirama Hills
- RECDTS app operational. Integration of Ministry of Health MIS and RECTs system registered over **212,000** COVID19 results by close of April 2021.
- Support advocacy for consolidation of cargo with fresh produce exporters for key value chains (maize, cereal, and horticulture in the pilot safe trade zones). Research and policy measures undertaken

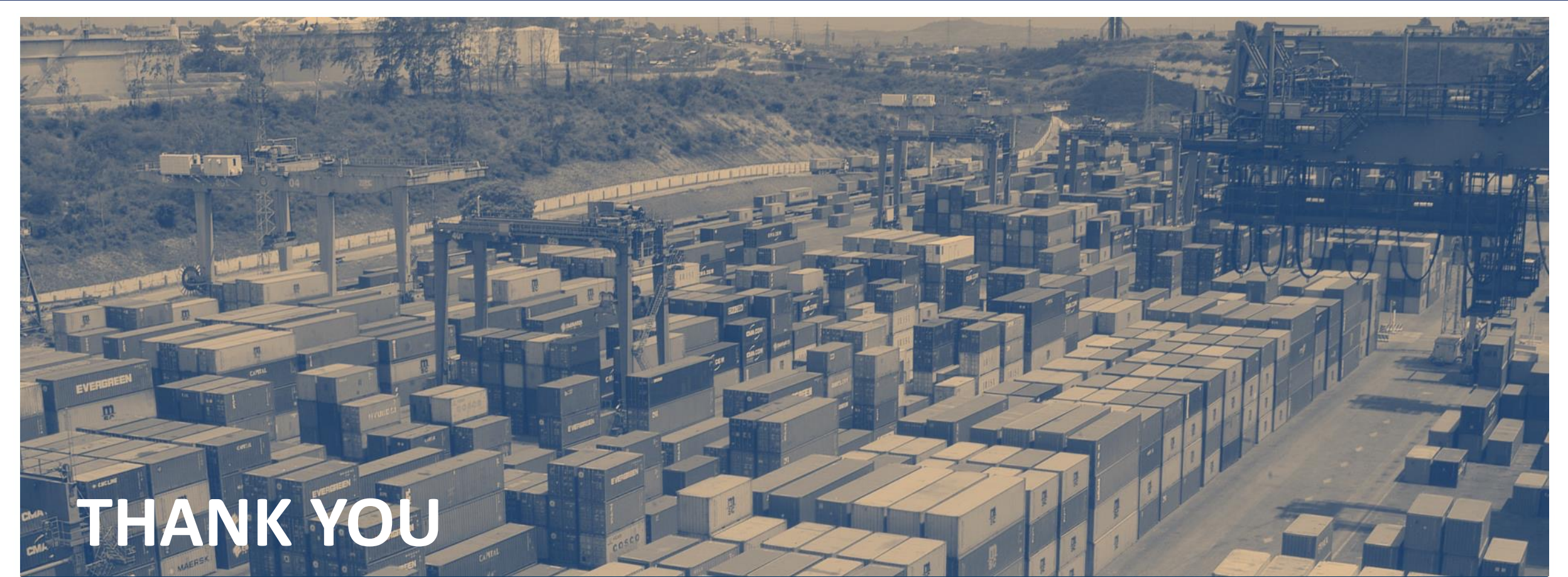
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Key Take aways

1. Health related NTBs are easily a trade facilitation “blind spots”. Now we will take them on board in our strategies
2. Innovations such as RECDTS lay the basis for other regional applications
3. Major issues with global supply chains, pushes us to look more at regional value chains (BIAT) and to future preparedness and resilience from possible shocks





THANK YOU

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