

**EAST AFRICAN COMMUNITY** 

### PRODUCTIVE SECTORS UPDATE

**DECEMBER 2020** 



Productive Sectors Update - December 2020

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# PRODUCTIVE SECTORS UPDATE

**DECEMBER 2020** 



#### Provisions

EAC TREATY
Articles 105 to 110

COMMON MARKET PROTOCOL
Article 45

#### Key Interventions

Sanitary & Phytosanitary Measures (SPS Measures)

Comprehensive Africa Agriculture Development Program (CAADP)

Food and Nutrition Security (FNS)

Agricultural Inputs System Development Programme

Promoting Youth & Women Employment in Agriculture

Transboundary Crop and Animal Pests and Diseases

**Livestock & Fishery Development** 



- Protocol adopted by the Council of Ministers and Summit in 2013. Ratified by 5 Partner States, Burundi, Kenya, Rwanda, South Sudan and Uganda.
- Sanitary Measures developed for Fish and Fishery Products, Plant Health Measures and Measures on Food & Feed Safety.
- EAC SPS Bill has been drafted to provide a legal framework for enforcement of EAC SPS measures and instruments. Draft SPS regulations and harmonized SOPs required to facilitate implementation of SPS Bill have alfso been developed.
- Aflatoxin strategy and action plan has been developed along the food and feed value chains and adopted by the 36th Council in February 2018
- A total of 11 evidence -based Technical Papers and 9 policy briefs have been developed and disseminated through strategic forums. They contain recommendations on interventions required to mitigate the multi-sectoral impacts and effects of aflatoxin. The policy briefs are available on EAC website.

#### Challenges

- Contextual Understanding of the Instrument required.
- Several Institution in each Partner State handling World Trade Organisation (WTO) Agreement on Application of Sanitary and Phytosanitary Measures (WTO-SPS Agreement), International Plant Protection Convention (IPPC), World Organisation for Animal Health (OIE) and (FAO/ WHO) Codex Alimentary food safety issues.
- The cross –cutting nature of the SPS matters.

#### Innovative measures to address challenges

- SPS Act-needed to ensure cooperation in SPS Measures to facilitate Trade and realise the aspirations of Article 38 of the EAC Customs Union.
- Identification of reference Centres in the region to handle the seven (7) SPS purposes (product criteria, quarantine measures, processing requirements, certification, inspection, testing and health-related labelling).
- National SPS committee are in place in most of EAC Partner States, However, they are not active due to financial challenges.

### **2:**Comprehensive Africa Agriculture Development Programme (CAADP)

Strengthening coordination and joint capacities towards the implementation of the CAADP commitments.

#### Where we are

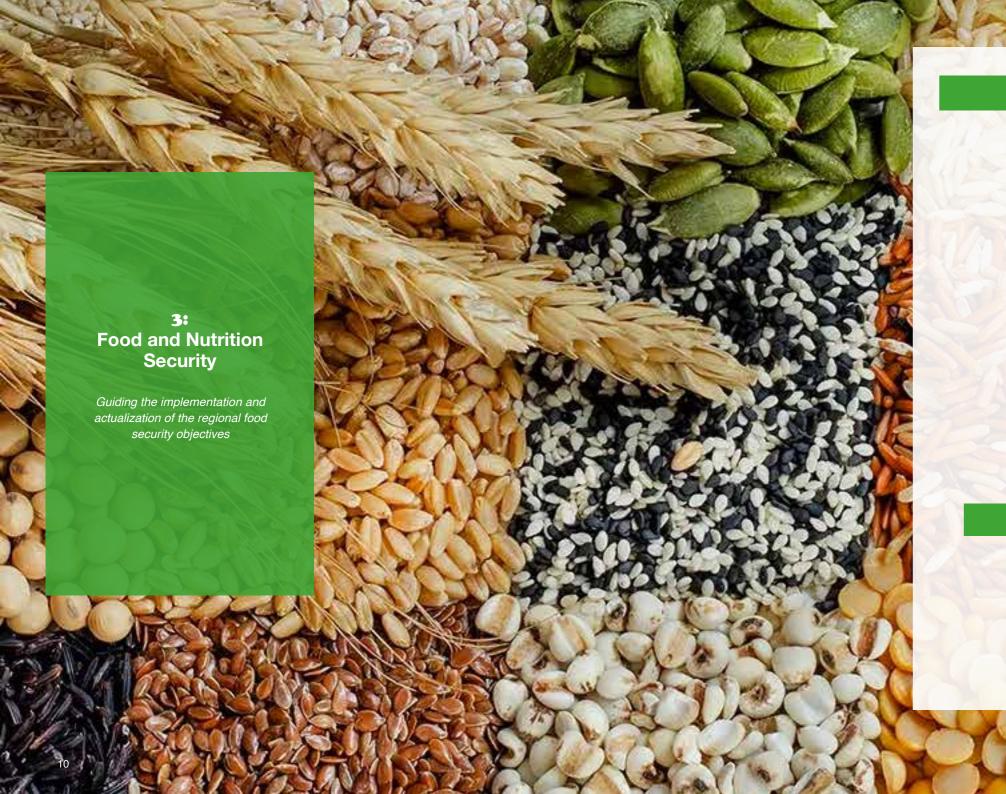
- EAC CAADP Compact approved by Council of Ministers in September 2016 and formally signed in June 2017.
- The Regional Agriculture Investment Plan (RAIP) adopted by the 38th Extra Ordinary Council in January 2019.
- EAC RAIP wants to catalyze the realization of the CAADP goals in the following five investment thematic areas: (i) Regional food supply, (ii) Food utilization, (iii) Value addition, (iv) Building capacity for sustainable natural resource management and (v) strengthening capacities for regional agricultural institutions.
- EAC Partner States developed Malabo compliant National Agriculture Investment Plans (NAIPs) that are aligned to the EAC RAIP.
- NAIPs are the main vehicles for implementation and actualization of Malabo Declaration commitments at national level.

#### Challenges

- Financing of the RAIP
- Understanding by the intended beneficiaries: private sector, youth, women, farmers and pastoralists.
- Concentration of youth and businesses in other sectors than Agriculture

#### Innovative measures to address challenges

- Funding Options: i) Public resources; ii) Sovereign wealth funds; iii) AfDB non-sovereign investment; iv) The African Agribusiness and Agro-Industries Initiative (3ADI); vi) Donor funding; and, vii) Private equity finance.
- Partner States and non-state actors to domesticate and implement the EAC CAADP Agricultural Investment Plan (RAIP).
- Reach out to our intended beneficiaries, youth, women, farmers and pastoralists and show them how agriculture can be turned into a business that make money with a focus on investment.



- Five years (2019-2024) EAC Regional Food and Nutrition Security Strategy (FNSS) and Action Plan (FSAP) adopted by the 38th Extra-ordinary Council of Ministers in January 2019.
- EAC Partner States are expected to integrate the two instruments into their national policies and agriculture investment plans to achieve food and nutrition security.
- Two online systems, the Regional Food Balance Sheet (RFBS) and Animal Resources Information System (ARIS) providing information on the region 'supply capacities, on the demand and gaps to be offset by imports from outside EAC.
- In 2017 and 2018, EAC Secretariat organized forums to deliberate on challenges and opportunities impacting on the rice value chain.

#### Challenges

- Partner States being at different levels of development in terms of the major components of the Strategy.
- National Strategies having different time lines and base year for the information used.

#### Innovative measures to address challenges

- Alignment of National strategies to the EAC FNSS
- Require synchronization of timeline and base year of strategies moving forward to ensure comparability and benchmarking whenever possible.
- EAC Partner States dedicated support to ensure long term sustainability of these systems is fundamental

### 4: Agricultural Inputs System Development Programme

Facilitating the harmonization of agricultural inputs policies and regulations, including seeds, fertilizers and pesticides to enhance agricultural productivity, food and nutrition security and intra-regional trade.



#### Where we are

- EAC Seed Harmonization Initiative: EAC Seed and Plant Varieties Bill adopted by the Sectoral Council of Agriculture & Food Security in December 2018.
- 11th Sectoral Council on Agriculture and Food Security held in June 2018 adopted the EAC pesticides management guidelines and urged Partner States to pilot implementation of the pesticide efficacy guidelines for the first three years in order to pave way for operationalization of full mutual recognition.
- In January 2019, the EAC harmonized pesticides guidelines on efficacy trials, residue trials and registration requirements were approved by the 38th Extra Ordinary Council of Ministers.
- Additional guidelines on Data Requirements for Registration of Biopesticides and Biocontrol agents for Plant Protection and Guidelines for Protection of Confidential Business Information were developed and adopted by the 39th Council of Ministers in November 2019. Following the approval of the guidelines by the Council of Ministers, piloting of efficacy trials guidelines on potential products that could be used to control the Fall Army Worm has been prioritized and are on-going in the Partner States.

#### Challenges

- Inadequate access to appropriate technologies and farm inputs is one of the factors contributing to low agricultural production and productivity in the EAC.
- The regional initiative of collectively promoting two fertilizer production facilities one in Kenya and another in Tanzania has not been sustained.

#### Innovative measures to address challenges

- Operationalization of full mutual recognition to allow the private sector take the lead in the pesticide sector.
- Prioritize joint testing of pesticides and to share information on products that can control the Fall Army Worm.

#### 5: Promoting Youth Employment in Agriculture

Supporting the reduction of rural poverty and boosting economic growth through facilitating the creation of better opportunities for youth and women in the agricultural sector.

#### Where we are

- Promoting youth employment in agriculture: top priority under Malabo Declaration Commitment 4. Focuses on halving poverty by the year 2025. Key targets include creating job opportunities for at least 30% of the youth in agricultural value chains.
   Remarkable progress made in the implementation of the EAC-FAO project on "Promoting Youth Employment in Agriculture in the EAC Region".
- Comprehensive documentation of Best Youth Agribusiness Models in the EAC completed. The report provides detailed information to Governments and Development Partners on identified models to replicate, adapt, and upscale in line with promoting youth employment in agriculture.
- A total of 18 EAC Youth Champions in Agriculture were identified and supported to participate in a hands-on Incubation Training in Agribusiness and Sustainable Agro-ecological Practices at Songhai Center in Porto Novo, Benin.
- The outstanding top 6 youth champions (one per Partner State) were recognized and awarded prizes on the margins of the 11th Sectoral Council on Agriculture and Food Security. A total sum of US\$ 55,000 was awarded in grants.
- Resource mobilization to upscale and sustain implementation of the project is on-going.

#### Challenges

- Some public officers in Partner Sates still have the bias on who to consider to enter the recognition scheme screening process.
- Follow ups on the use of the grant award.

#### Innovative measures to address challenges

- EAC should set up an interactive digital engagement platform for youth agribusiness in the EAC region to facilitate intra-regional trade and targeted interventions.
- Setting up a regional grant facility for the EAC youth for scaling up agripreunership in the EAC
- Establish an EAC SMES incubation Centre of Excellence that cater also for youth start-ups in agriculture sector



- Animal Pests and Diseases: Foot and Mouth Disease (FMD), Contagious Caprine Pleuropneumonia (CCPP), Trypanosomiasis, Avian Influenza and Rift Valley. EAC Secretariat has collaborated with strategic regional and international partners that have adequate technical capacities and infrastructure for effective management of such diseases
- Crop Pests and Diseases: Fall Army Worm (FAW) reported in 2016 and is the latest transboundary crop pest in the EAC and Africa continent as a whole. The Maize Lethal Necrosis Disease (MLND) has also been a threat in the EAC since 2011.
- EAC has been implementing a strategy on Transboundary Animal Diseases (TADs). The process of updating the strategy on TADs and developing an action plan for its implementation is underway.
- Fora on FAW & Rift Valley Fever were organized to chat possible ways of controlling for them. Rift valley Fever was contained.

#### Challenges

- EAC region is a hot spot for many transboundary animal crop pests and diseases.
- EAC has no adequate technical capacities and infrastructure for effective management of such diseases.
- FAW & MLND have both threatened the productivity and availability of key staple and commercial crops such as Maize which many people depend on directly or indirectly in terms of food, employment and income
- FAW seem to be resisting existing pesticides & chemicals.

#### Innovative measures to address challenges

- A coordinated collective regional action is needed.
- Resources permitting, establish cross border testing and quarantine facilities

#### 7: Livestock & Fishery Development

Promoting sustainable development of the livestock and fisheries sub-sectors in the region.



#### Where we are

- In 2016, the EAC Livestock Policy was adopted by the 34th Council of Ministers. The policy envisions a "vibrant livestock industry contributing significantly to improved living standards of EAC citizens, economic growth and sustainable natural resources management by 2025."
- Mutual Recognition Procedures (MRPs) for registration of vaccines for the management of animal diseases were adopted by the 30th EAC Council of Ministers in November 2014 to ease access to and use of safe and quality vaccines for control of animal diseases.
- The first application for market authorizations (licenses) of a veterinary vaccine submitted under MRP involved Rwanda and Uganda and issued in June and October 2018. The second involved Kenya, United Republic of Tanzania and Uganda while the third MRP application involved Kenya, Rwanda and Uganda.
- Mutual Recognition Agreement among Veterinary Professionals (MRAs): Mutual Recognition Agreement among Veterinary
  Professionals in the EAC has been adopted by the Council of Ministers. MRA will promote increased availability of veterinary
  services across the region; spread best practice in regulation and raise standards of qualification, which would help to support
  the development of the livestock sub sector.
- Under the AU-IBAR VetGov project, National Livestock Policy hubs have been formed in all the EAC Partner States to stimulate a more conducive policy and institutional environment for public and private investments in the livestock sector.

#### Challenges

The sector is faced with many challenges. Existing policies and regulatory frameworks are often restrictive and act as barriers to market participation of producers and traders.

#### Innovative measures to address challenges

- Build Capacity of Pastoralist for Climate Change Resilience in Arid and Semi-Arid Drylands
- EAC diary regulations developed & harmonized
- Promotion of Climate Smart Agriculture (CSA), Agro-forestry, and income generating activities.



#### Provisions

EAC TREATY

Articles 5, 79 & 80

COMMON MARKET PROTOCOL
Article 44

#### Key Programmes

Development of the Cotton, Textiles and Apparels Sector; Leather and Leather Products and Automotive sector;

**Development of the Pharmaceutical** sector

Support the Development of Extractive Industries (EI) and Mineral Value Addition (MVA)

EAC-PTB Programme on Quality Infrastructure for the Region's Pharmaceutical Sector and Good Manufacturing Practices

Agro-processing and Natural Resources Value addition including minerals;

The EAC Manufacturing Business Summit



#### Key Implementation Challenges and Lessons

- Institutional gaps-to provide support services to backstop implementation of plans;
- Financing the implementation of the Plans at Regional and at Partner States level;
- Limited Resources including under developed financing markets; limited affordable financing to finance development of the various sectors;
- Building quality infrastructure: Infrastructure challenges including industrial Infrastructure such as industrial parks, roads, railways, electricity among others;
- shortages of essential industrial skills: due to the underdevelopment of human capital, there are shortages of industrial sector skills and skills mix and productivity.
- Limited Research and Development and Technological Innovation;
- Slow pace to getting regional consensus on critical issues affecting the industry and implementation of policy directives;
- Instituting a conducive legal, regulatory framework and business environment. This area is improving.



# **Cotton, Textiles & Apparels sector**

#### Where we are

- The Secretariat through support from Trade Mark East Africa (TMEA) commissioned a study in September 2018, to facilitate preparation of regional strategies for the Cotton, Textiles and Apparels (CTA); and Leather & Footwear Sectors.
- The Strategy was adopted on 13th September 2019;
- The Council of Ministers directed the Secretariat to prioritize implementation of the Strategy and to provide budget for the activities, as relevant to respective countries, in the next financing period and undertake resource mobilization to ensure implementation of the Strategy;
- A meeting of Owners of Cotton, Textiles and Apparels Industries to kick off the implementation of the CTA Strategy was held on 17th to 18th October 2019 and proposed Terms of Reference (TORs) for the CTA Platform.

#### Challenges

- High Cost of energy industrial development to take place.
- Sourcing raw materials from outside EAC

#### Innovative measures to address challenges

- Initial visible step would be for governments to enforce local procurement of raw materials by manufacturers and of finished products/made in EAC by public institutions (schools, police, hospitals,...)
- List of raw materials that cannot be found within the EAC and issue licenses to the importers after verification that they can't get the raw materials from within EAC.

3:
Development of the
Leather and Leather
Products Sector

- Comprehensive study carried out on the leather & footwear Value Chains through financial support of Trade Mark East Africa
- The Strategy was adopted on 13th September 2019;
- The Council of Ministers directed the Secretariat to prioritize implementation of the Strategy and to provide budget for the activities, as relevant to respective countries, in the next financing period and undertake resource mobilization to ensure implementation of the Strategy;
- A meeting of Owners of Leather and Leather Products meet to discuss Investment Opportunities in the sector and proposed Terms of Reference (TORs) for the Leather Platform

#### Challenges

- High Cost of energy industrial development to take place.

#### Innovative measures

 Partner States to harmonize export levy on wetblue and crust traded outside the Community to 10% from FY 2019/2020 and to increase it by 10% every financial year for the next 10 years.

Table I: Potential of hides and skins that can be produced by each country and the demand from the footwear market

Country	Cattle Population (millions - 2016/17 estimates)	Cattle Population (millions - 2016/17 estimates)	Actual pieces (60 percent collection rate adjusted for defects)	Population (Millions - EAC 2014)	Demand for finished leather (footwear market) – million pairs	Demand for finished leather (footwear market) – million pairs	Required Hides (million pieces)	Gaps/ surplus (%)
Burundi	0.801	0.1	0.04	9.7	7.3	2.3	0.29	14
Kenya	20	3	0.75	43	32.3	13	1.63	46
Rwanda	1.4	0.21	0.08	10.9	8.2	3.3	0.42	19
Uganda	14.4	2.16	0.65	34.7	27	10.8	1.35	48
Tanzania	25.8	3.87	0.78	47.2	36	14.4	1.8	43.3
RSS	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Note: per capita footwear consumption is 0.75 pairs/person/year (assume 40% market share of leather footwear, and I hide produces 8 pairs of shoes).

# **Development of the of the** Pharmaceutical & **Vaccines Sector**

#### Where we are

- The region is currently implementing the EAC Regional Pharmaceutical Manufacturing Plan of Action (EACRPMPOA) is currently under implementation to address the challenges of local manufacturing of essential medicines.
- In addition in 2019 SCTIFI approved the EAC Regional Good Manufacturing Practices (GMP) Roadmap Framework for the Pharmaceutical Manufacturing Industry and the following activities were undertaken:

GMP audits conducted in all Partner States with pharmaceutical manufacturing capacities

Currently Manufacturers are taking corrective action to improve their production;

- The region has developed a list Essential List of Locally Manufactured Pharmaceutical Products to be accorded preferential treatment in public procurement. The list is waiting adoption in the next SCTIFI
- The region is working on a Pharmaceutical Manufacturing Bill

#### Challenges

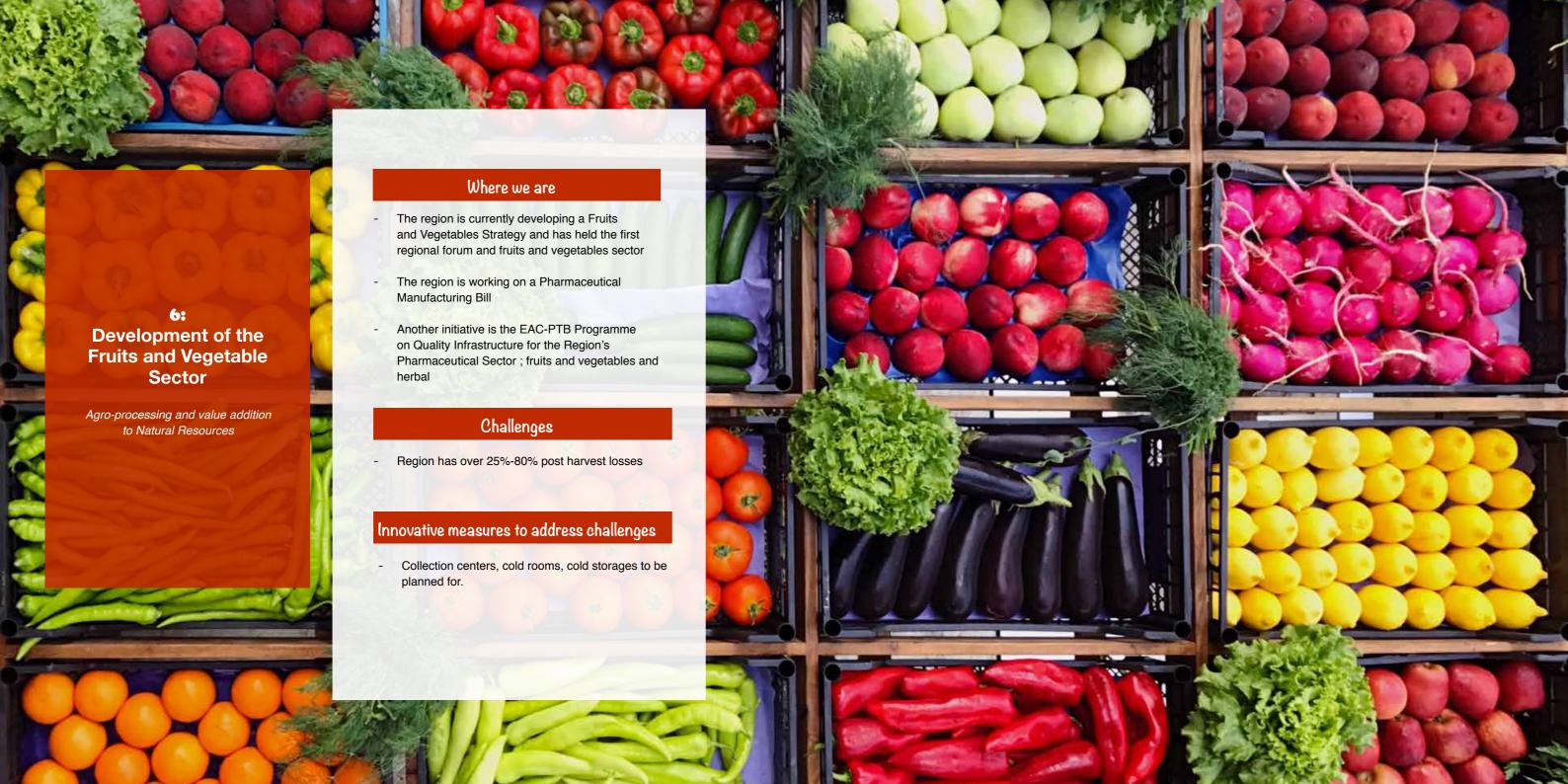
National Procurement Agencies do not give preference to companies in the region.



- In 2015 the region undertook work on, "Harmonization of Regulations Impacting on the Development of Micro, Small and Medium Enterprises in the EAC Region', with a view to identifying regulatory and business environment challenges affecting MSMEs and how to overcome them;
- In 2017, the region formulated a SME Charter that indicates an inventory of regulations, and administrative requirements at various stages of MSMEs development that would facilitate benchmarking of regulatory and administrative regimes for MSMEs in the region';
- The region developed an SME Upgrading and Modernization Programme to enable SMES take advantage of common market opportunities and integrate into regional and global value chains. It has not been implemented due to lack of resources.

#### Challenges

Budget given by EAC Partner States is less than USD 100,000. Currently only 2500 has been allocated



# **Strengthening Research & Development, Technology** and Innovation capabilities

#### Where we are

- In 2013 the region prepared a Regional Action
  Plan that identified interventions to promote regional
  cooperation in research, technology and innovation
  with a view to accelerating technology acquisition,
  adaptation, transfer and diffusion; and fostering of
  emergence of new enterprises and enhancement of
  industrial competitiveness;
- In 2015 the region undertook an assessment study of the feasibility of establishing a regional Centre for Adaptation & Transfer of Manufacturing & Industrial Technologies (CATMIT);
- Memorandum of Agreement signed among research and technology organizations to enable joint undertaking of industrial research and technology development initiatives

#### Challenges

Limited financing to get the activities of research and development



- UNIDO, through financial support by the Government of Korea, and in collaboration with the Secretariat, implemented in (2015-2017) a joint programme on "Strengthening Capacities for Industrial Policy Formulation and Implementation in the East African Community" and produced the first, EAC Industrial Competitiveness Report.
- It enhanced the technical and management competencies national and regional institutions to design, implement and monitor industrialisation policies and related regulations effectively
- Development of the Action Plan for Implementation of the EAC Industrialization Policy and Strategy 2021-2026.

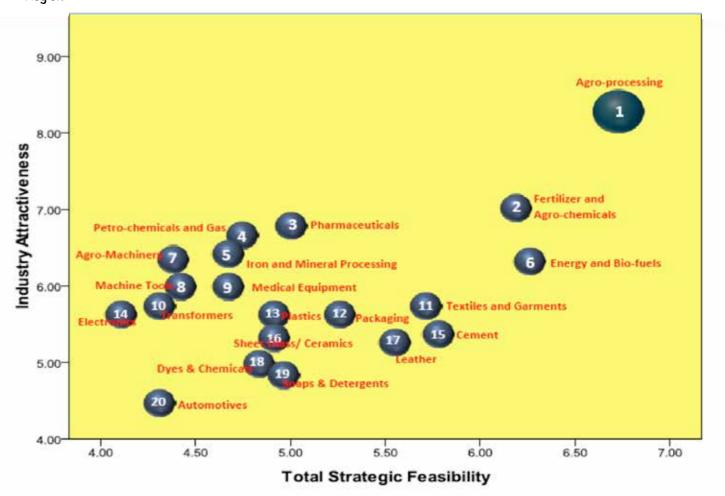
#### Challenges

- Limited Resources including under developed financing markets;
- limited affordable financing to finance development of the various sectors after donor support

Table 2: Industrialization Policy and Strategy: Key Targets

Objective	Present 2011	Target 2032				
Diversifying the manufacturing base and raising local value added	Estimated value of 8.62%	To at least 40%				
Manufacturing industry's contribution to the regional GDP	Currently at an average of 9.7%	To an average of 25%				
Manufacturing based employment	456,000	About 2.3 million				
GDP per capita	\$ 558	\$ 1,300				
Transforming micro small and medium enterprises into viable and sustainable business	Contribution 20%	Contribute 50 % of manufacturing GDP				
Increasing manufactured value added per capita	\$ 50	\$ 258				
Strengthens Institutional capabilities to deliver support services						
Strengthen Research, Development Technology and Innovation						

Figure 1 : Graphical illustration on the attractiveness and strategic feasibility of a targeted industry in the East African Region



Source: FAO Statistics on Eastern Africa Sub-Region, 2008 rebased in 2013



#### Provisions

EAC TREATY
Article 101

COMMON MARKET PROTOCOL Article 47 & 23

#### Key Programmes

Power Sub Sector

Fossil Fuel Sub Sector

Renewable Energy & Energy Efficiency

EAC Energy Security Policy Framework



Table 3: Electricity Access & Consumption per Capita still low

Country	Installed Capacity (MW)	System Peak Demand (MW)	Connectivity %	Access %
Burundi	94	79	5.6	-
Kenya	2711	1882	73	-
Rwanda	220.7	148	52.7	-
South Sudan	-	-	-	-
Tanzania	1620.78	1116.58	32.8	67.5
Uganda	1272.94	661.05	25	-

- N.B:
  1. Connectivity is the percentage of the population that is connected to electricity.
  2. Access is the percentage of the population that are in a radius of 600 meters from the secondary distribution transformer.

1: Power Sub Sector

#### Where we are

- Regional Cross Border Electrification
   Policy: Interconnections, Small Hydro powers study;
- Regional Power Master Plan
- Generation and Power Interconnection Projects
- 1st Joint SC meeting between
  Uganda and Tanzania at Kigati/
  Murongo HP project site

#### Challenges

- The energy cost/price is very high.
  The averge price at the grid is more than 15 US cents in the EAC region.
  Among the highest in the world. Most countries are below 10 US cents.
  USA 7cents, China 5cents, Ethiopia 8 cents.
- We have been relying on hydropower and we have seen that this conventional source of energy has become very vulnerable due to the impacts of climate change and disasters, thus, not more reliable.

#### Innovative measures

- Building blocs for an Regional EAC Energy Exchange Market.
- We have surpluses but need optimal distribution which can only be done through interconnections (11 out of 28 identified now completed) and central energy market exchangetrade of energy.

# 2: **Fossil Fuel** - CRUDE O

#### Where we are

- The East African Petroleum Conference and Exhibition (EAPCE).
- Study on analysis of petroleum policies, legal and regulatory frameworks in EAC Region.
- Feasibility Study for Mbarara-Mwanza-Isaka-Dar-es-Salaam Oil Products Pipeline Project.

#### Challenges

 AfDB Oil Pipeline Projects were temporarily cancelled (unilateral cancellation by the Bank).
 Discussions between EAC Secretariat are underway to revive them and accelerate their implementation.





- Popularize the EAC Energy Security Policy Framework
- Engage in joint planning at the regional level
- Agree to share information and energy resources across borders
- Streamline energy security in the existing national policy frameworks.
- Support the development of regional market
- Develop, promote and enforce energy standards

#### Challenges

- Energy not a priority at the regional level as it is at national level
- Under funded as energy budget from Partner States budget contribution.

#### Innovative measures to address challenges

- How can member States move towards designing and implementing national energy security strategies?



#### Provisions

EAC TREATY
Articles 111, 112, 113 & 114

#### Key Programmes

**Terrestrial Ecosystems** 

**Aquatic Ecosystems** 

**Climate Change** 

**Pollution & Waste Management** 

**Biosafety** 

**Disaster Risk Reduction (DRR)** 



- Regional Strategy to combat poaching and illegal trafficking of wildlife and wildlife products
- Finalize and implement the Protocol on Environment and Natural Resources Management

#### Challenges

- Depletion of natural resources

#### Innovative measures to address challenges

- Harmonize and implement forestry and mineral resources policies, strategies and legislation
- EAC Mining Policy and Strategy; EAC Forestry Policy, Strategy)

## Where we are **Aquatic Ecosystems** Develop and implement an EAC framework of water governance and management of shared water resources in the region- EAC Water Vision, Policy, Integrated Water Resource Management Strategy, EAC Water Resources Management Centre of Excellence established ecosystems; Wetland and aquatic

#### 3: Climate Change

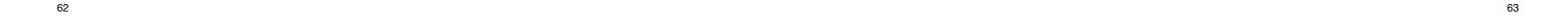
Climate change adaptation; Climate change mitigations; Climate change science; and Climate finance

#### Where we are

 Paris Agreement on Climate Change: existence of an implementation roadmap customized to the EAC region where only resolutions that are relevant to the EAC Partner States will be implemented.

#### Innovative measures to address challenges

 implement the EAC climate change framework in line with Paris Agreement





#### 5: Biosafety

Control of Genetically Modified
Organisms(GMOs); and
Harmonization of policy frameworks

#### Where we are

 Develop mechanisms to ensure safety and efficient development of biotechnology in the region - An EAC Regional Bio-safety and Biotechnology Policy

#### Challenges

 The department is understaffed with only one established staff i.e. PENRO who is supported by Project Staff i.e. Climate Change Adaptation Specialist (CCAS) supported by USAID.





- EAC DRR Framework in line with the Sendai Framework for Disaster Risk Reduction (2015-2030)
- EAC DRRM Strategy (2012-2017)
- Disaster mapping and disaster evacuation centres mapped out

#### Challenges

- Multiplication of Natural and manmade hazards.
- Rapid urbanization and Populations growth
- Poverty: including lack of knowledge
- Lack of technology to adapt, or prepared to disasters
- Inadequate data/information
- Inadequate financial and human resources

#### Innovative measures to address challenges

- EAC Climate Change Fund
- Road Map for Implementation of the Paris Agreement,2018
- EAC accreditation as RIE to AF and GCF

7:
Conservation and
Management of
Trans-boundary
Ecosystems

#### Where we are

Strategy for Management and Conservation of the Arid and Semi-Arid Areas developed.

#### Challenges

- Multiplication of Natural and manmade hazards.
- Rapid urbanization and Populations growth
- Poverty: including lack of knowledge
- Lack of technology to adapt, or prepared to disasters
- Inadequate data/information
- Inadequate financial and human resources

#### Innovative measures

- EAC Climate Change Fund
- Road Map for Implementation of the Paris Agreement,2018
- EAC accreditation as RIE to AF and GCF



#### Provisions

EAC TREATY
Articles 115 & 116

## Key Programmes

Development and implementation of a collective approach and strategy on promotion and marketing of quality tourism.

Enhance cooperation in tourism and wildlife management

Collective approach in wildlife conservation and management

Build and strengthen capacity in tourism and wildlife sectors

Promote tourism investments opportunities



#### Where we are

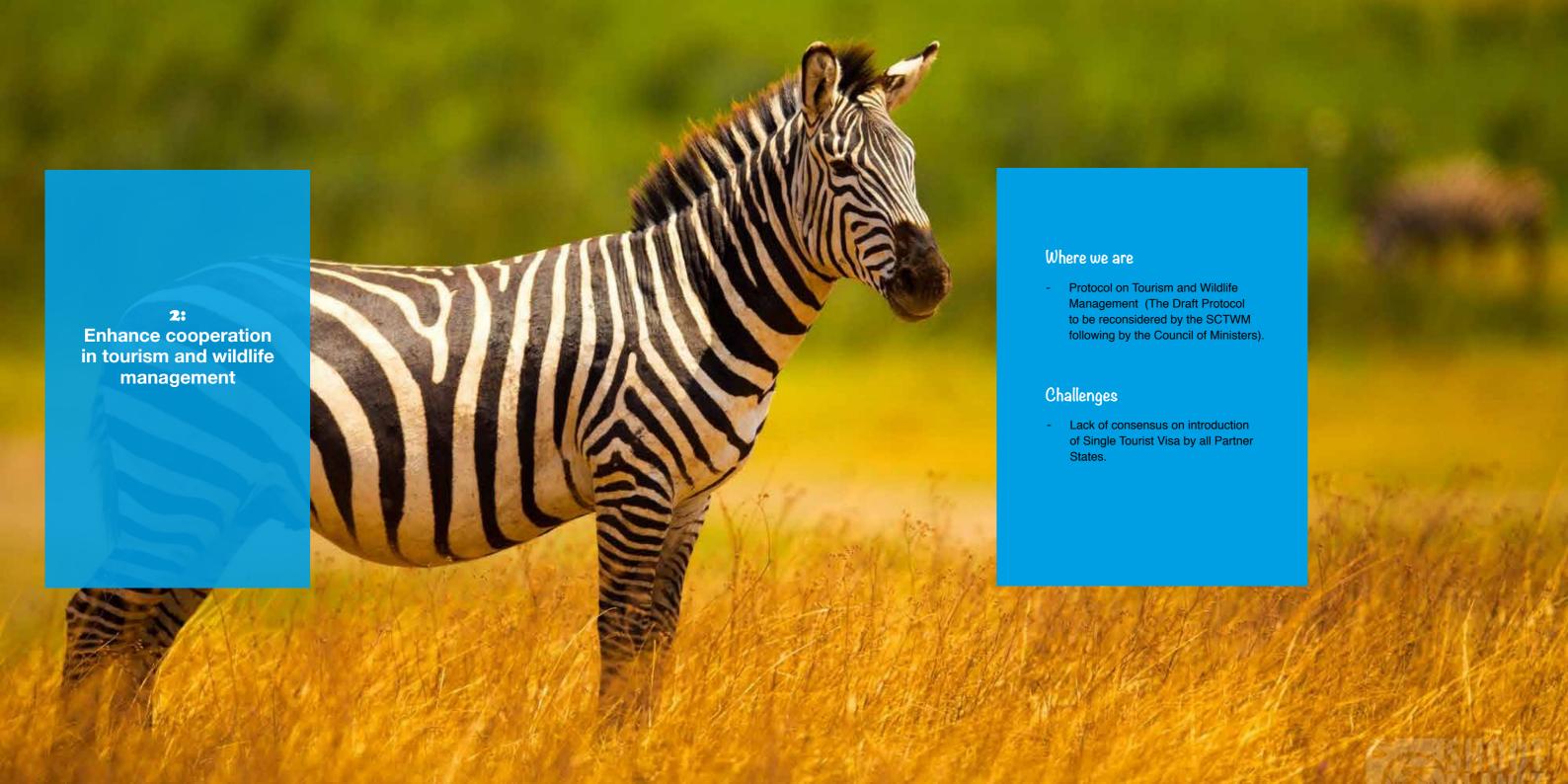
- Development and implementation of Classification
   Criteria for tourism accommodation establishments
   and restaurants.
- Joint Tourism Promotion in international trade fairs WTM and ITB.
- Single tourist visa introduced by Republics of Kenya, Rwanda and Uganda.
- The Draft EAC Tourism Marketing Strategy is awaiting approval by the Session of Ministers and Cabinet Secretaries.

#### Challenges

- Over dependence on beach and safari products.
- High cost of travel within the region.
- Funding product development and marketing.

#### Innovative measures to address challenges

- Multi-destination/thematic tourism products.
- Implementation of a Joint Tourism Recovery Plan in collaboration with the Private Sector.
- Digital Marketing and e-platforms.
- Branding East Africa as a single tourism destination.
- Harmonization of tourism statistics.
- Policy and institutional framework.
- Innovative Financing.
- Full implementation of the single tourist visa.





#### Where we are

- Strategy to combat poaching and illegal trade and trafficking of wildlife and wildlife products developed.
- Commenced development of a Regional Tourism Policy.
- Undertaking Economic Valuation of Natural Capital in priority Transboundary Wildlife Landscapes to inform policy decision making.

#### Challenges

- Poaching.
- Loss of wildlife habitats.
- Wildlife Conservation Revenue affected by COVID-19 due to low volume of visitors.

#### Innovative measures to address challenges

- Provide Opportunities to Private Sector and Entrepreneurs to show case their conservation friendly innovative technologies and where possible Financial cooperating partners explain existing opportunities and avenues for financing –annually
- Increase awareness on Wildlife Conservation and Management by engaging regional media, youth, musicians, local communities, and people from all walks of life.

# 4: Build and Strengthen Capacity in Tourism and Wildlife sectors

#### Where we are

- A total of 100 EAC Hotel Classification Assessors already trained
- Capacity building of Technical Experts on Transboundary Wildlife Conservation Areas, Economic Assessment of Natural Capital on-going
- Trade in Wildlife Information Exchange (TWIX) for Wildlife Law Enforcement Officials established

#### Challenges

- Inadequate human resource at the Secretariat

#### Innovative measures to address challenges

- Park Rangers, Guides and Managers equipped with knowledge and skills on conservation and management of biodiversity by 2018.
- Use of digital platforms to reach out to tourism service providers, wildlife law enforcement officers, women, youth and local communities.



### **Promote Tourism Investment Opportunities**

#### Where we are

EAC Investment Guide developed

#### Challenges

- Infrastructure inadequate connectivity within the region and to tourist attractions
- Inadequate awareness of EAC tourism investment opportunities

#### Innovative measures to address challenges

- Organize bi-ennual Regional Tourism EXPO

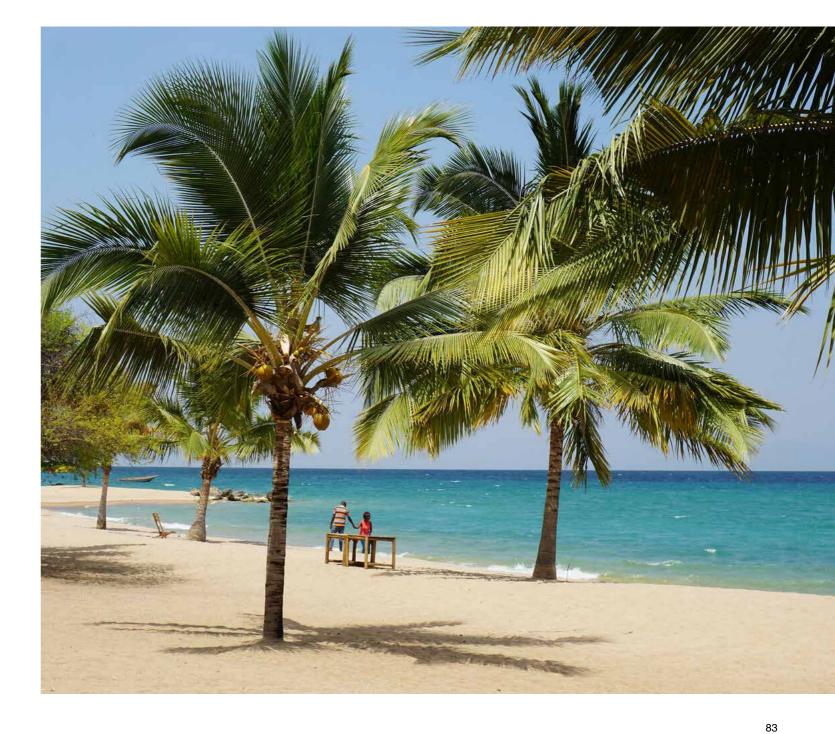
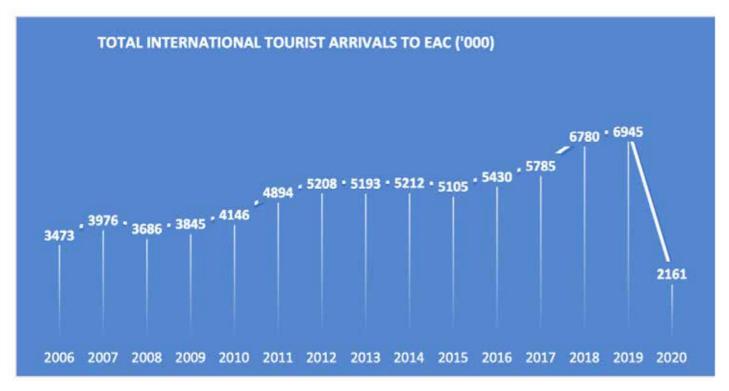
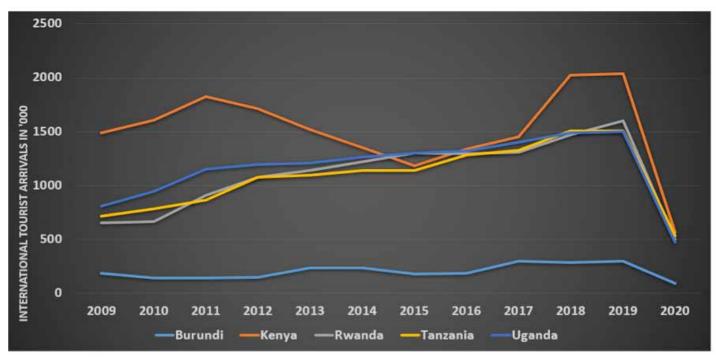


Figure 2: Total International Tourist Arrivals in EAC



Source: National Statistical Reports

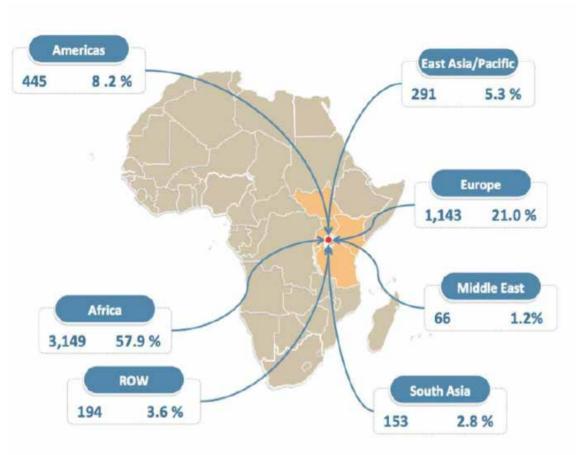
Figure 3: Tourist Arrivals by Partner State



85

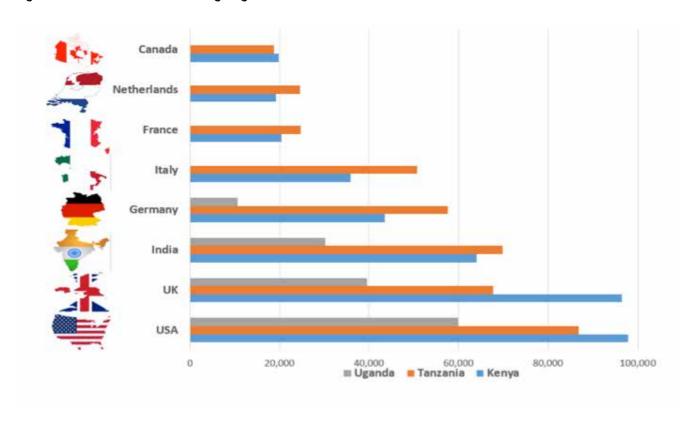
Source: UNWTO and National Statistical Reports

Figure 4: Tourist Source Markets by Region



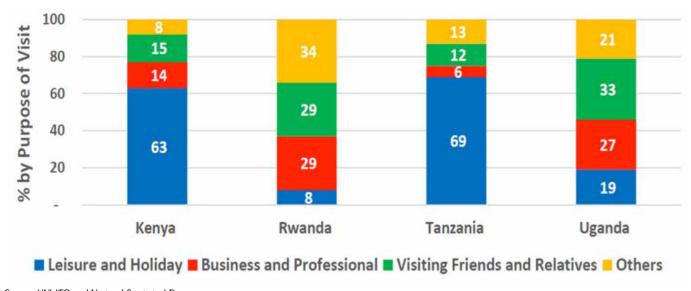
Source: National Statistical Reports (Latest Data Available)

Figure 5: Tourist Source Markets by Region



Source: National Statistical Reports (Latest Data Available)

Figure 6: Market Segments by Partner State



Source: UNWTO and National Statistical Reports

# RECOMMENDATIONS & WAY FORWARD

1:

Low and declining funding of the productive sectors from Partner States contributions.

2:

Require sustainability of the programmes beyond funding from Development Partner States.

3:

Low pace of implementation of regionally adopted instruments (SPS Protocol, Tourism Marketing Strategy, East African Single Tourist Visa, etc.).

4:

Limited Staff in the directorate – three (3) out of five (5) departments of the Directorate are one man-department: Energy, Environment and Natural Resources, Tourism & wildlife. Currently, no single staff for Industry.

5:

Low pace of implementation of regionally adopted instruments (SPS Protocol) and frameworks.

6

Package and translate information, communication and education (ICE) materials on EAC sectoral policies, strategies and action plans for dissemination through relevant regional stakeholders in each sector.



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