

Third Development Plan Completion (2015-2021):

Main Achievements

Africa Transport Policy Program's (SSATP)
Fourth Development Plan (DP4) Stakeholders Engagement Meetings
Brussels, Belgium. June 16-17, 2022



- The Genesis of SSATP
- What do we do
- DP3 Main Achievements:
 - Thematic Area 1: Regional Integration
 - Thematic Area 2: Urban Mobility
 - Thematic Area 3: Road Safety
 - Communications & Stakeholder Engagement
- Overview of the Fourth Development Plan (DP4): 2021-2025

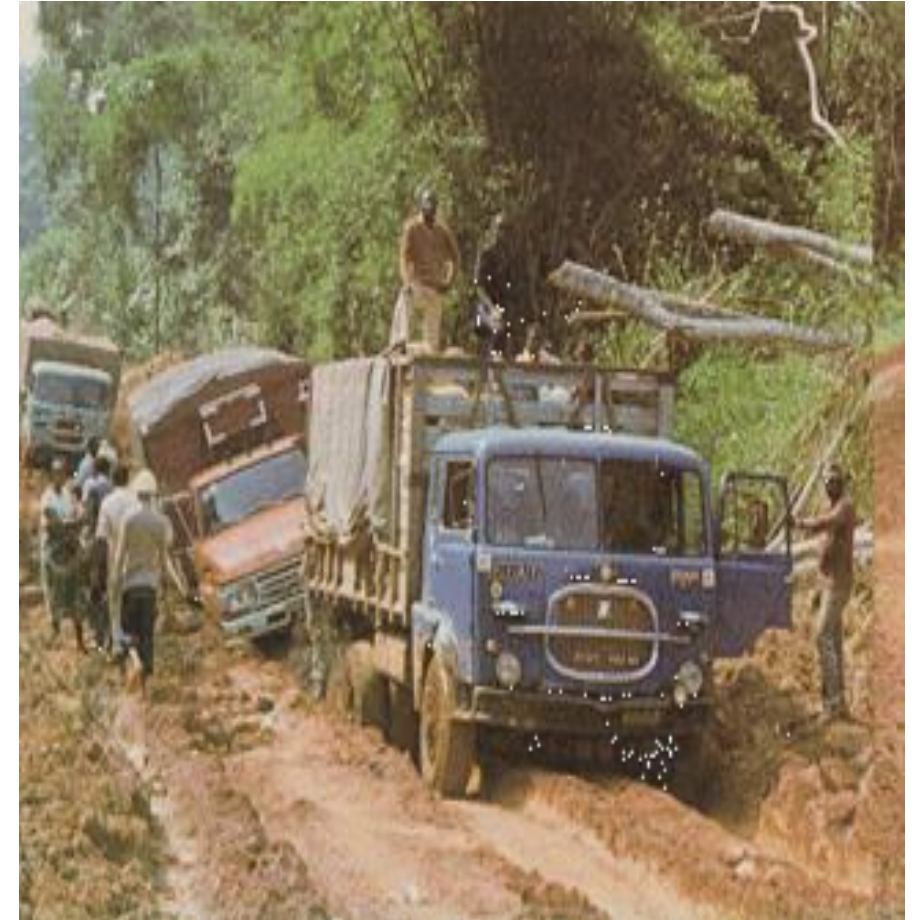


- Practice Manager: **Ibou Diouf**
- Acting Program Manager: **Mustapha Benmaamar**
- SSATP Administrator: **Zeina Samara**
- Regional Integration Acting Pillar Leader: **Olivier Hartmann**
- Urban Mobility Acting Pillar Leader: **Fatima Arroyo-Arroyo**
- Road Safety Pillar Leader: **Tawia Addo Ashong and Haileyesus Adamtei**
- Communications Officer: **Kaori Niina**
- Program Assistant: **Konjit Negash Gebreselassie and Barbara Ombasa**



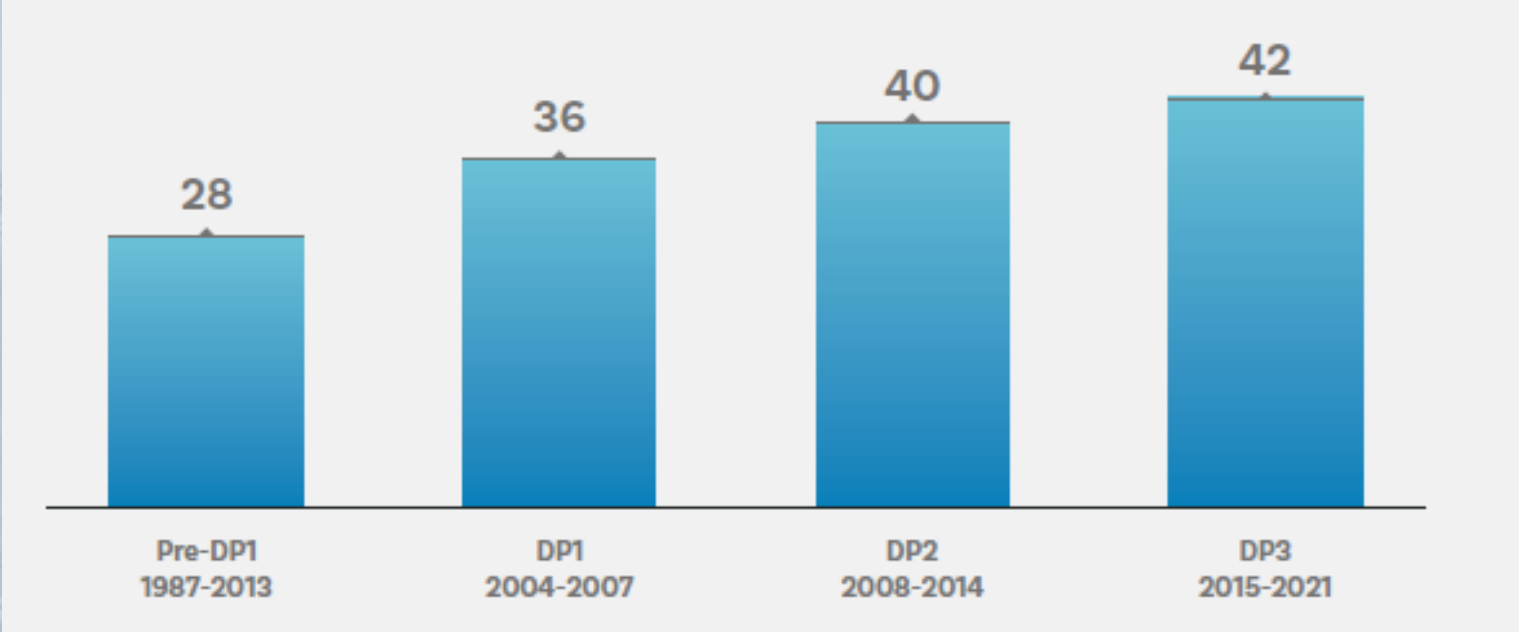
The Genesis of SSATP

- **1987 - SSATP Creation** - Historically, SSATP started with championing Road Maintenance Initiatives (**RMI**) and evolved into an African program to promote sound policies and strategies in all aspects of transport.
- **1992** - Supported by a small group of donors, the nine founding member countries called on UNECA and the World Bank to: (i) continue as executing agencies and (ii) implement and **extend the scope of the Program** through seven components.
- **2000's** - Donor support was enhanced through the **adoption of a programmatic approach**, which pooled funds into a multi-donor trust fund
- **Donors** - EU, Switzerland, France, AfDB, WB, Canada, Germany, Italy, Norway, Ireland, Sweden, Belgium, UNECA, and AfDB.



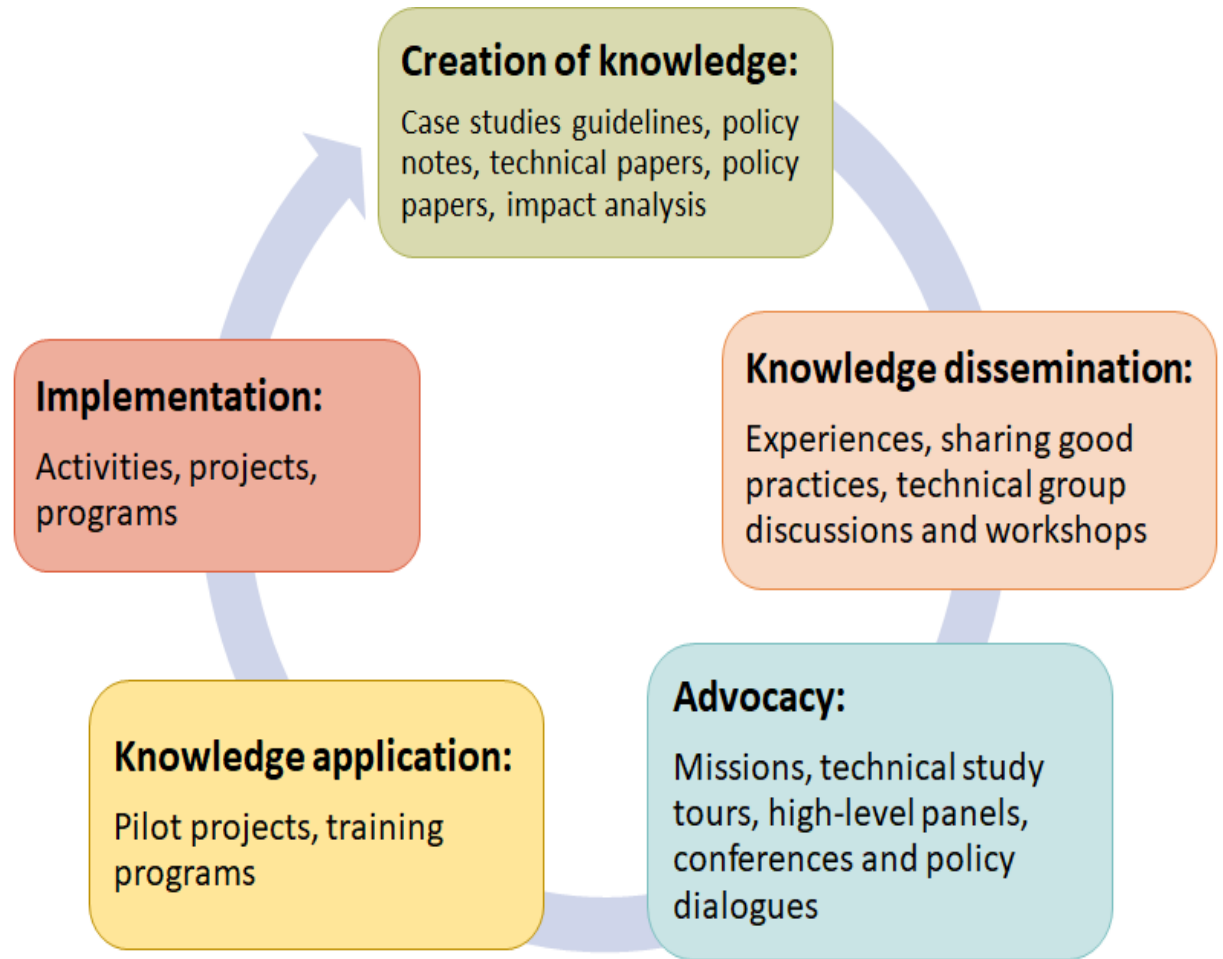
SSATP Country Membership is Growing

Membership grew from 28 countries in 2003 to 42 today



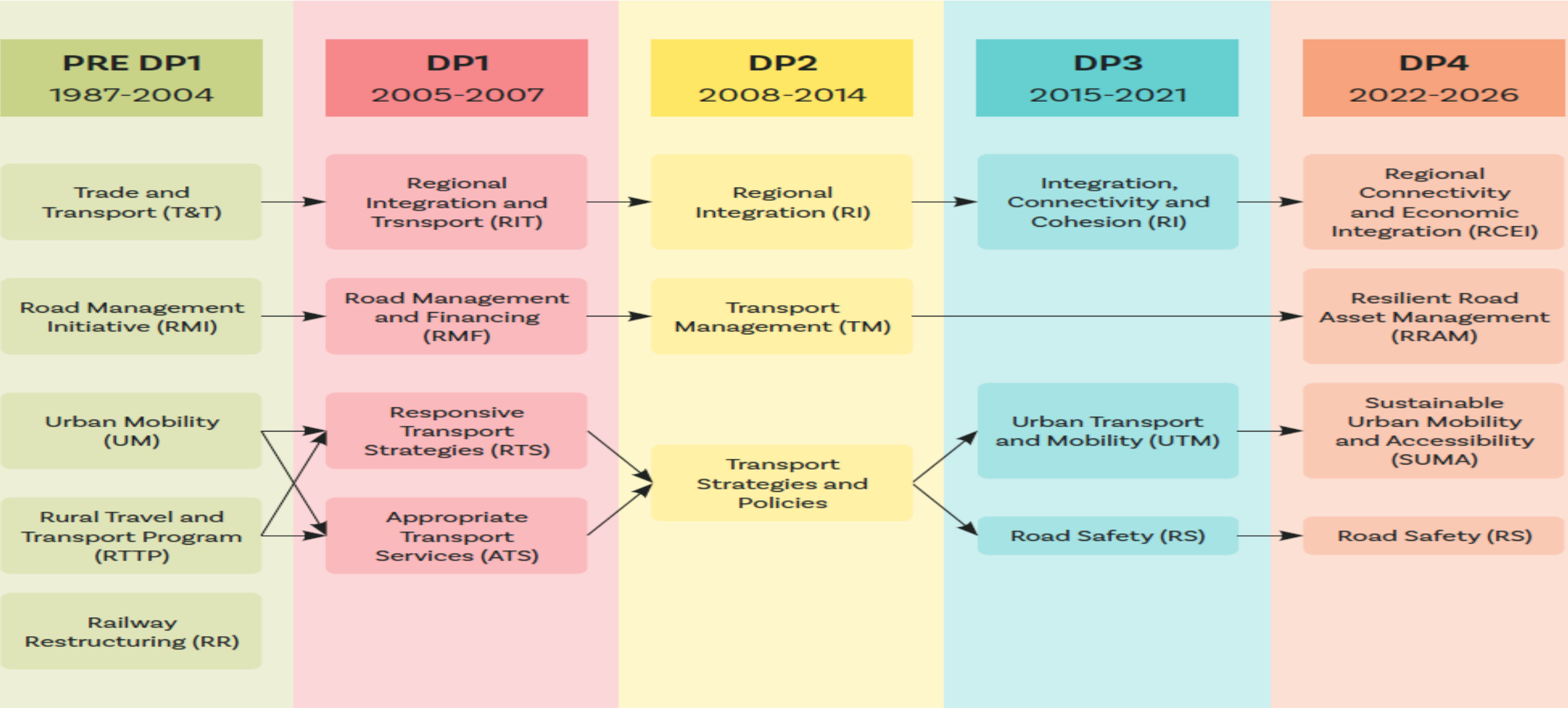
What do we do

- **A knowledge broker to share experiences among 42 Africa country members**
- **Advocacy to raise awareness of key transport issues and support for developing sound transport policies and regulations**
- **Bringing knowledge products and best practices to the beneficiary countries**
- **Drawing lessons from experiences and preparing working papers and guidelines**
- **Developing knowledge training programs and their deployment through Africa**

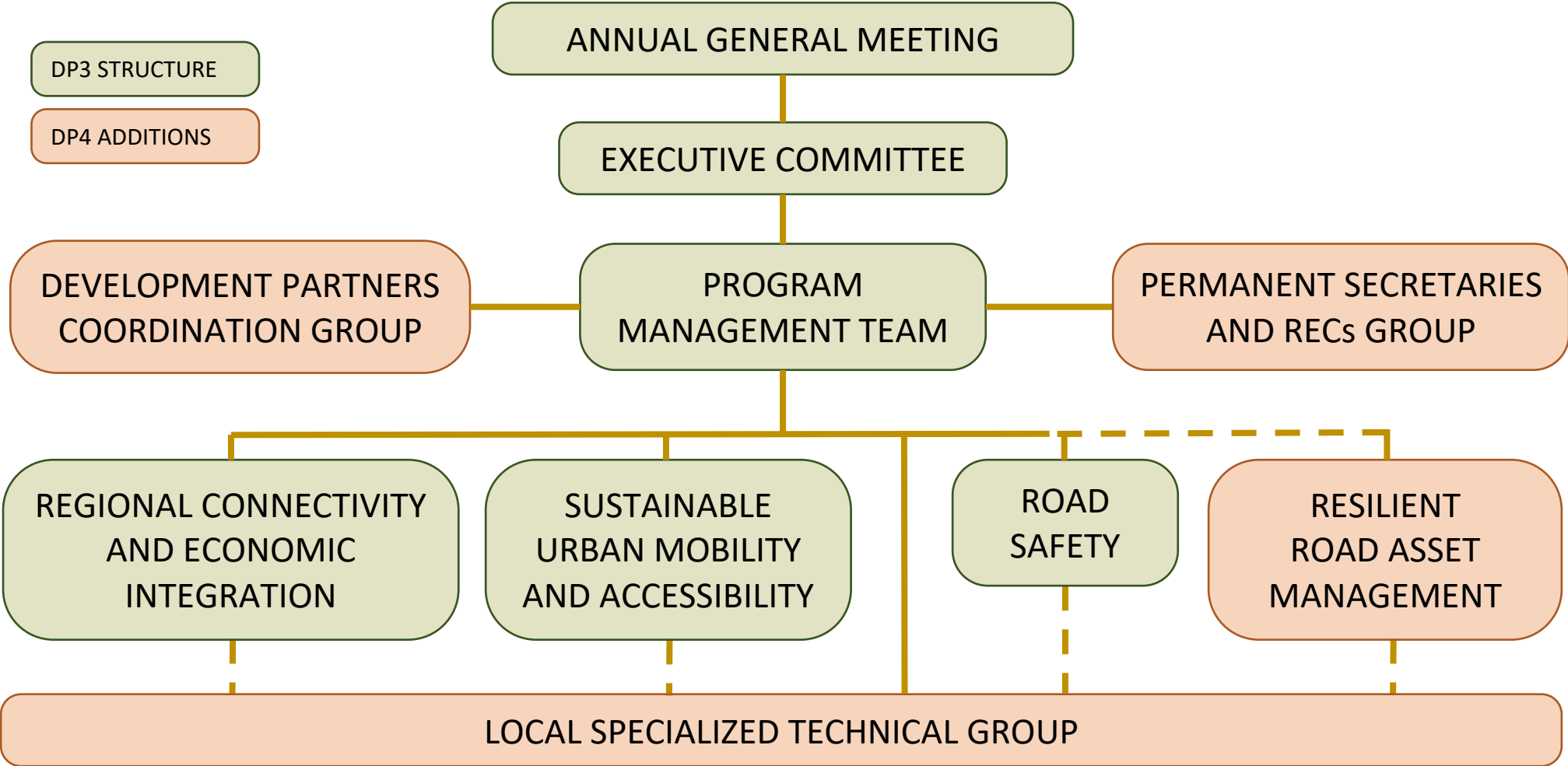


- **Road sector reforms** – Policies for the commercialization of the road sector. Road user pay principles (**34 RFs are now established in Africa**) and corporatization of road network management (Autonomous road agencies).
- **Regional Integration:** Development of Corridor Management Authorities, Regional transport observatories, Corridor Truck Monitoring System.
- **Urban Mobility:** Support to the establishment of Urban Transport Authorities and deployment of Leaders in Urban Transport Training Program (LUTP).
- **Road Safety:** Establishment of the Africa Road Safety Observatory (ARSO).

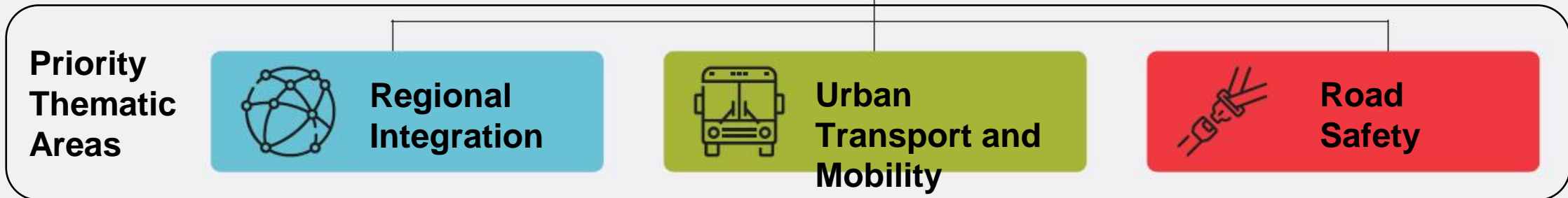
SSATP Programmatic approach



SSATP Governance Structure



DP3 Organigram & Priority Thematic Areas (2015-2020)



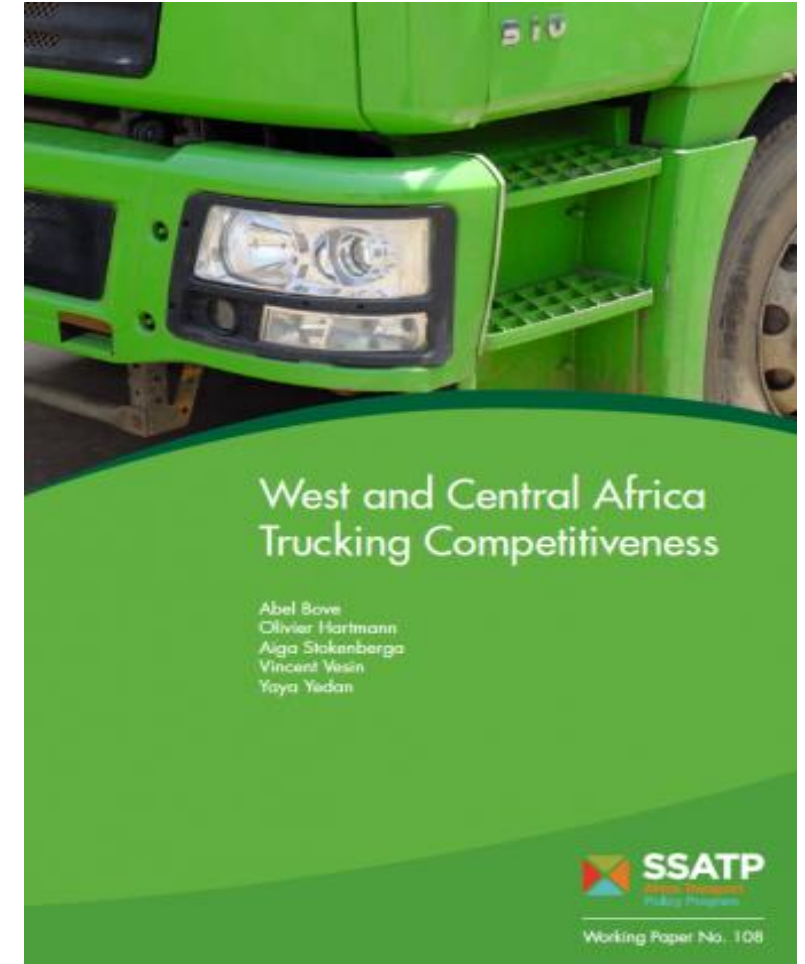
Thematic Area 1: Regional Integration Main Achievements



Regional Integration: Main Achievements I

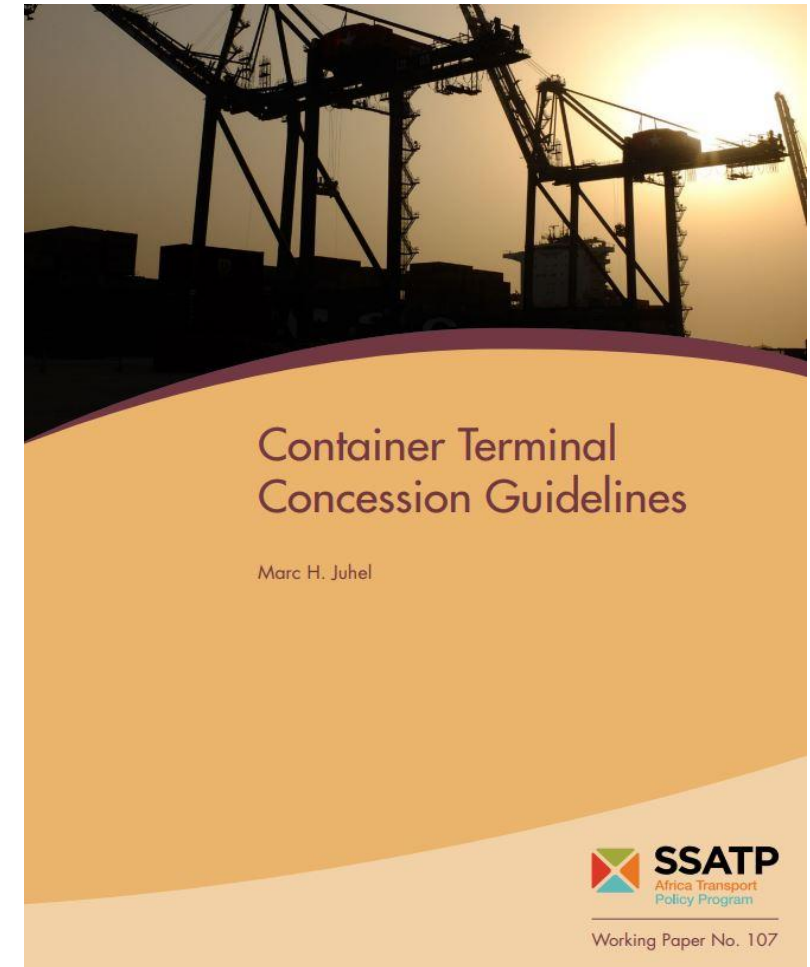
OUTCOME 1. Promotion of effective policy and strategy formulation and implementation for corridor development at the country and regional level:

- Preparation of the strategic plan for the Central Corridor, with the Central Corridor Transit Transport Facilitation Agency (CCTTFA).
- Preparation of the strategic plan and revision of the MoU for the Maputo Corridor Logistics Initiative (MCLI).
- Revision of the Northern Corridor Treaty and Protocols, with the Northern Corridor Transit and Transport Coordination Authority (NCTTCA)
- Coordination with TradeMark East Africa (TMEA) to expand the scope of the East Africa transport observatories to better cover road transport, border crossing time, and railways.



OUTCOME 2. Development of the institutional capacity for an inclusive policy dialogue on regional integration:

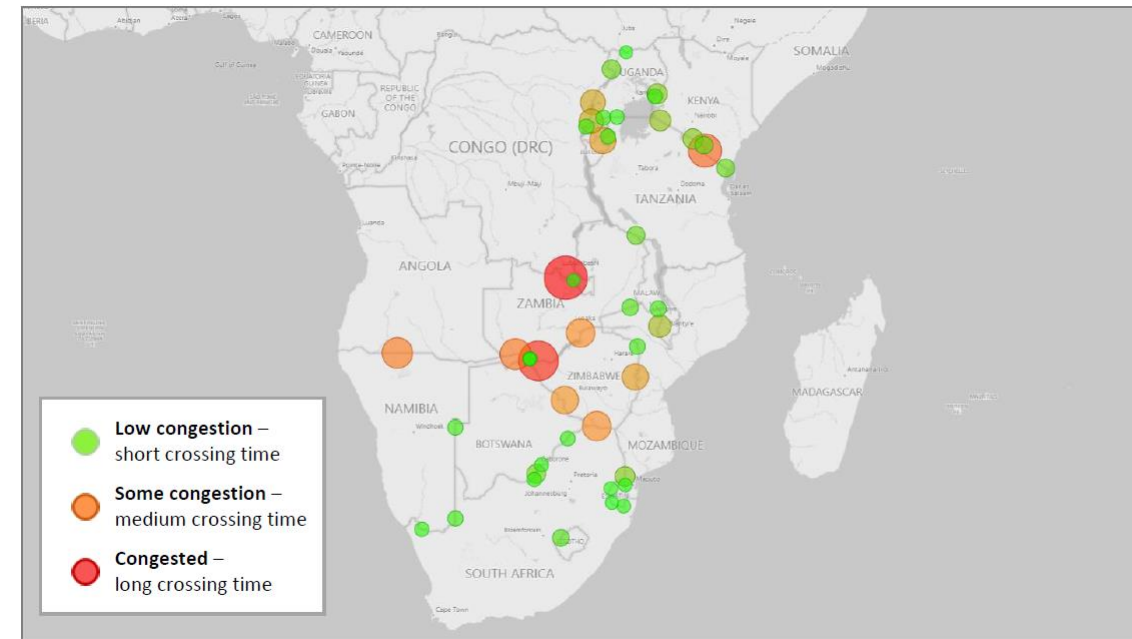
- Joint workshops on transit regimes with International Road Union (IRU) and World Customs Organization (WCO); regional participants presented their good practices.
- Workshops on container terminal concessions and operational data for port efficiency indicators with the Africa port associations, namely the Port Management Association of Eastern and Southern Africa (PMAESA) and the Port Management Association of West and Central Africa (PMAWCA).
- Inputs to the second update of the [*One Stop Border Post Sourcebook*](#) led by JICA.
- SSATP support to the Africa Ports Forum 2021.



Regional Integration: Main Achievements III

OUTCOME 3. Promotion of efficient logistics services through the development of the appropriate institutional and regulatory framework:

- [Container Terminal Concession Guidelines](#) (WP107), providing guidance for Government and port authorities on the *do's* and *don'ts* of concessions.
- [West and Central Africa Trucking competitiveness](#) (WP108), laying out a reform framework for trucking services.
- As part of the launch of the Truck Monitoring System (TMS), development of disaggregated performance indicators: (i) border crossing times and patterns and (ii) road transport indicators.
- Updated monthly, the TMS is a platform that generates road transport indicators from GPS data compiled from a fleet of close to 100,000 trucks operated throughout Eastern and Southern Africa.



Screenshot of a data visualization from the TMS

Regional Integration: Key Knowledge Products

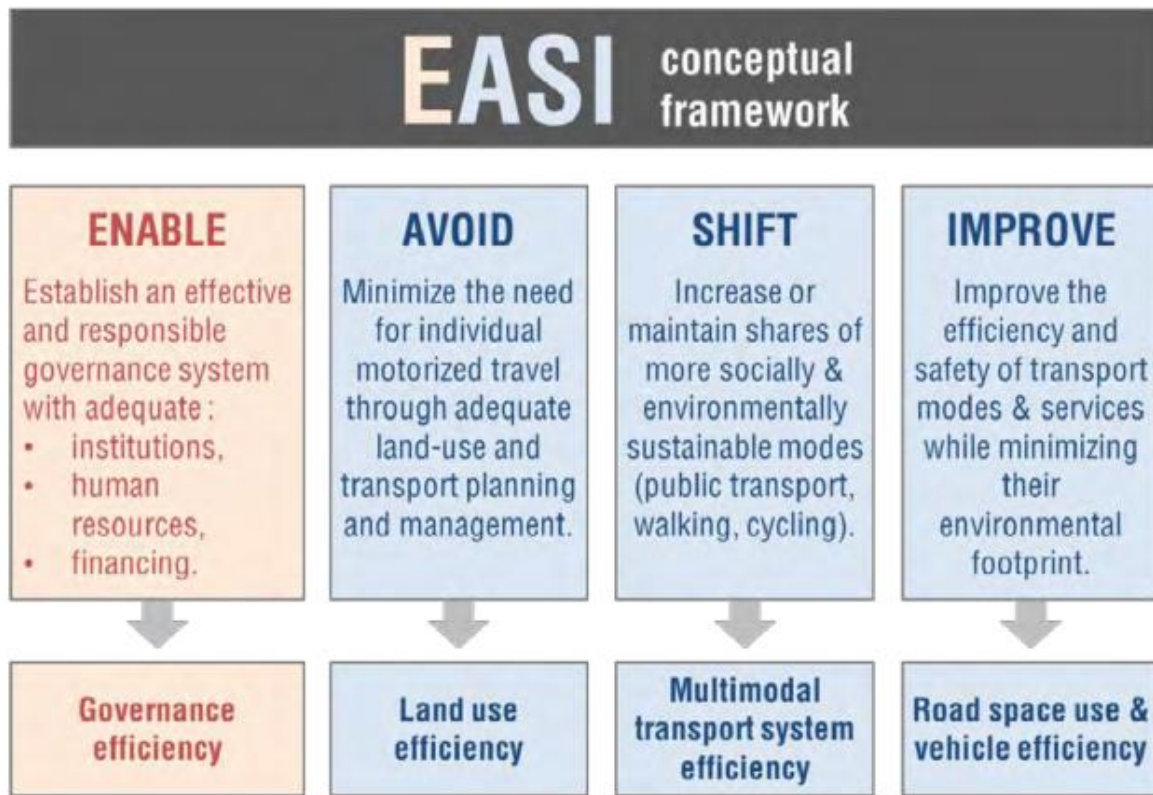


1. [West and Central Africa Trucking Competitiveness](#) (April 2018)
2. [Container Terminals Concession Guidelines](#) (June 2017)
3. Inputs to the second update of the [One Stop Border Post Sourcebook](#) led by JICA
4. Truck Monitoring System (TMS) – (Ongoing)

Thematic Area 2:
Urban Mobility
Main Achievements



Conceptual Framework for Approaching African Transportation Decarbonization

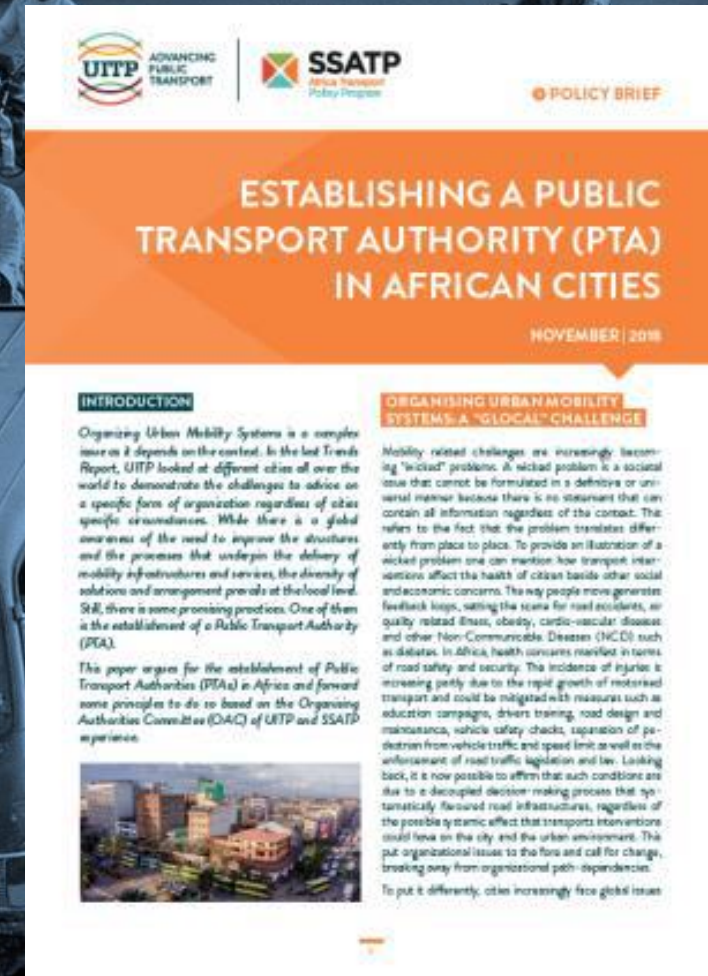


SSATP Sustainable Urban Mobility and Accessibility Pillar – Key developments under DP3



Outcome 1. Enable

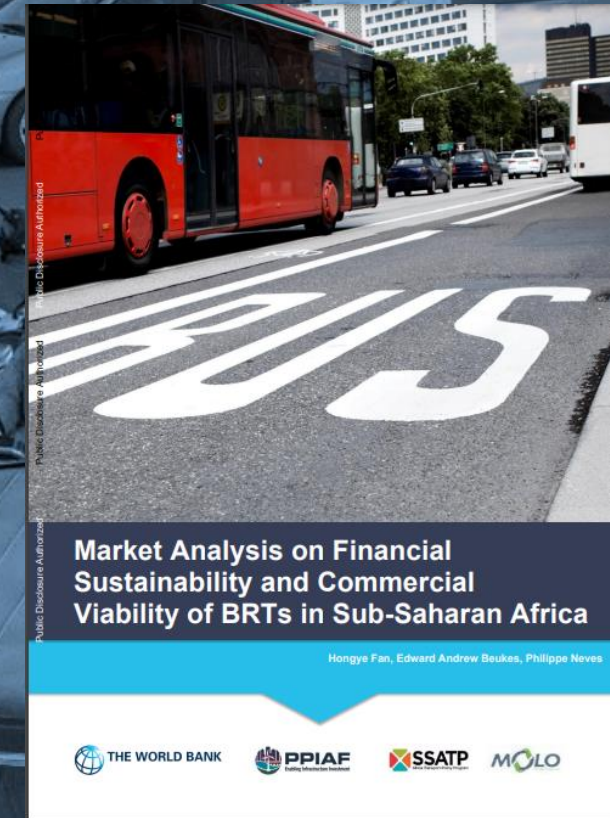
- Regional and local support on the **establishment of Public Transport Authorities**: Guidance document for the establishment of Public Transport Authorities in African cities and specific support:
 - Support in asserting CETUD prominence in Dakar, Senegal*
 - Support to the government of Côte d'Ivoire for creating an urban mobility authority in Abidjan*
 - Support to the institutional strengthening for urban transport in Ouagadougou*
 - Policy dialogue to support the establishment of an urban transport authority in Freetown, Sierra Leone*





Outcome 1. Enable

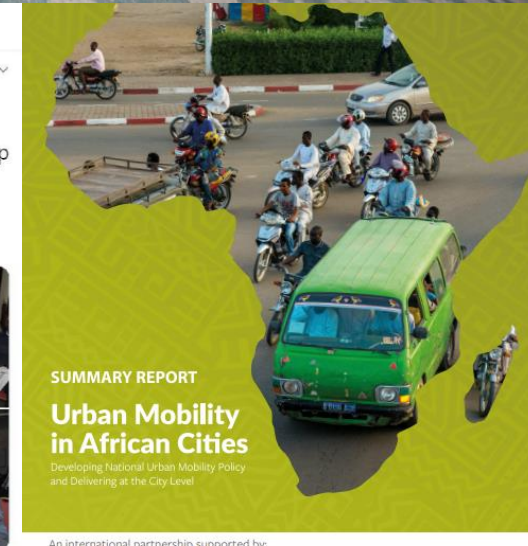
- Regional and local support on the **Financial Sustainability and Commercial Viability of BRT Projects in Sub-Saharan Africa**:
 - *Factor analysis of financial sustainability and commercial viability of BRTs in SSA*
 - *Sector market analysis on private sector appetite and risk tolerance*
 - *Solutions tailored to provide better financial sustainability and commercial viability of BRTs in SSA*





Outcome 2. Avoid

- Regional support for the **development of sustainable urban mobility policies aligned with the EASI Framework**
 - *12 African cities with developing strategic urban mobility plans based on the EASI Framework and conducted case studies for each country*
 - *Organization of national forums at the country level to mobilize stakeholders and discuss vision and strategies*
 - *Support to the government of Mauritania on urban transport improvement*





Outcome 2. Avoid

- Capacity building **Leaders in the Urban Transport Planning (LUTP)** sessions in the Sub-Saharan African region, both in English and French in Nairobi and Lusaka (anglophone audience), Abidjan (francophone audience).





Outcome 3. Shift

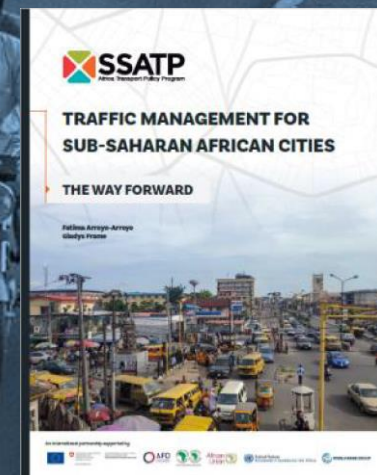
- Regional and local support on the development and implementation of **roadmaps for improving Informal public transport in African cities.**
 - *Development of Roadmap to improve informal transport, with the preparation of the report: "Myths and Realities of "Informal" Public Transport in Developing Countries: Approaches for Improving the Sector"*
 - Policy recommendations about the **Innovations in transit fare collection systems in emerging economies**, based on analysis of African case studies in Kenya, South Africa, Lagos, Maputo.





Outcome 4. Improve

- Support urban decision-makers and technical staff with the necessary knowledge to adopt and implement key measures **to improve traffic conditions in African cities**
 - *Development of knowledge in partnership with the African Development Bank - Study on traffic impact assessments (TIA)*
 - *Development of Guidelines on traffic and parking management in African cities*
 - *Support to design a traffic and parking management strategy in Freetown*
- Support urban mobility in **secondary cities**:
 - *Support development of policy recommendations in secondary cities in 12 African countries*
 - *Support the Government of Ghana, developing a framework for addressing urban mobility issues in secondary cities in Ghana*



SSATP Sustainable Urban Mobility and Accessibility Pillar – Key developments under DP3



1. [Establishing a Public Transport Authority \(PTA\) in African Cities](#) (November 2018)
2. [Urban Mobility and COVID-19 in Africa](#) (August 2020)
3. [Policies for Sustainable Urban Mobility and Accessibility in African Cities: Policy/Strategy Papers and Diagnostic Studies for 12 Pilot Countries](#) (October 2020)
4. [Knowledge Brief: Key Insights into Transforming the Informal Transport Sector](#) (February 2021)
5. [Myths and Realities of “Informal” Public Transport in Developing Countries: Approaches for Improving the Sector](#) (May 2021)
6. [Traffic Impact Assessment \(TIA\) Guideline for Cities in Africa](#) (2021)
7. [Innovation in Fare Collection Systems for Public Transport in African Cities](#) (June 2021)
8. [Enhancing Financial Sustainability and Commercial Viability of Bus Rapid Transits \(BRTs\) in Sub Saharan Africa \(SSA\): The Factor Analysis Report](#) (June 2021)
9. [Assessment Tool on Factors of Financial Sustainability and Commercial Viability of BRTs in SSA: Introduction and User Guide](#) (June 2021)
10. [Market Analysis on Financial Sustainability and Commercial Viability of BRTs in Sub-Saharan Africa](#) (June 2021)
11. [Traffic Management for Sub-Saharan African Cities: The Way Forward](#) (December 2021)



Highlight of key Knowledge Sharing and Capacity building

- Delivery of capacity building program Leaders in the Urban Transport Planning (LUTP) sessions in the Sub-Saharan African region
- National forums on urban mobility for 12 countries
- Supported the development of a master's degree program in transport planning to prepare the next generation of African urban planners and urban transport practitioners in partnership with ENPC in France and INP-HB in Yamoussoukro, Côte d'Ivoire
- Co-organized a series of webinars in collaboration with UITP to discuss the issue of informal public transport and identify possible solutions for reforming the sector.
- Informal transit reform webinar in collaboration with the Transport Research Board (TRB) and other development partners
- Innovation in fare collection for public transport webinar organized in partnership with the French Development Agency (AFD)

Thematic Area 3:
Road Safety
Main Achievements



Objective: Bringing Knowledge to our Countries



Enable	Enable AUC and UNECA to encourage countries achieve UN Decade of Actions for Road Safety (2011-2020)
Promote	Promote effective policy and strategy formulation and implementation at the country level
Stimulate	Stimulate good practices in road safety management by promoting systematic implementation of the African Road Safety Action Plan (2011-2020)
Integrate	Integrate road safety policy and pillar-based interventions in road development programs

OUTCOME 1. Enable

Improved capacity of African countries to manage and monitor performance in road safety

- Organization of a side meeting of African ministers of transport at the Brasilia High Level Road Safety Conference in 2016.
- Organization of a series of road safety workshops on data management in 2016 and 2017.
- First African Ministerial Road Safety Forum in collaboration with the government of Morocco in Marrakesh 2018; 22 Ministers of Transport and Health participated.
- **Establishment of the African Road Safety Observatory (ARSO).**

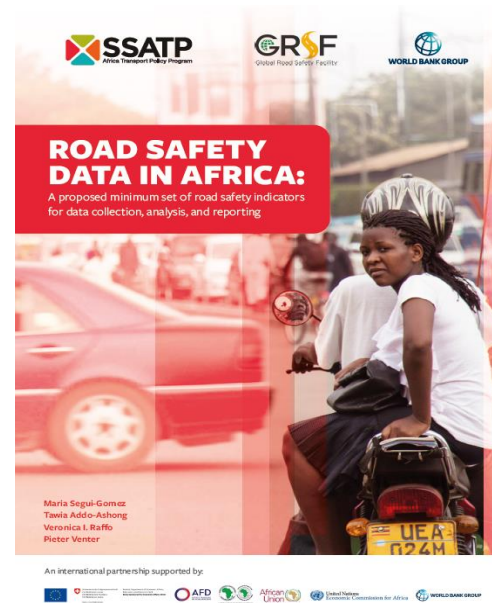


Photo. Ministerial session of the First Africa Road Safety Forum held in Morocco on November 13-15, 2018.

African Road Safety Observatory- ARSO



- Established in 2019
- a regional platform for data exchange, learning and data standardization
- helps to monitor regional road safety performance
- AUC led initiative with development partners' support
- Yet to be formally integrated into AUC by law
- SSATP on the frontline in supporting ARSO's operations



Partners



AFRICAN DEVELOPMENT BANK GROUP



Africa Road Safety Observatory : Progress thus far

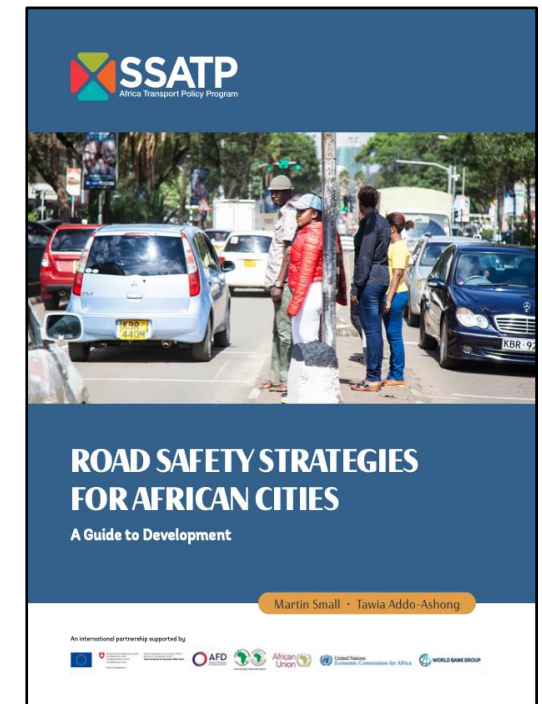
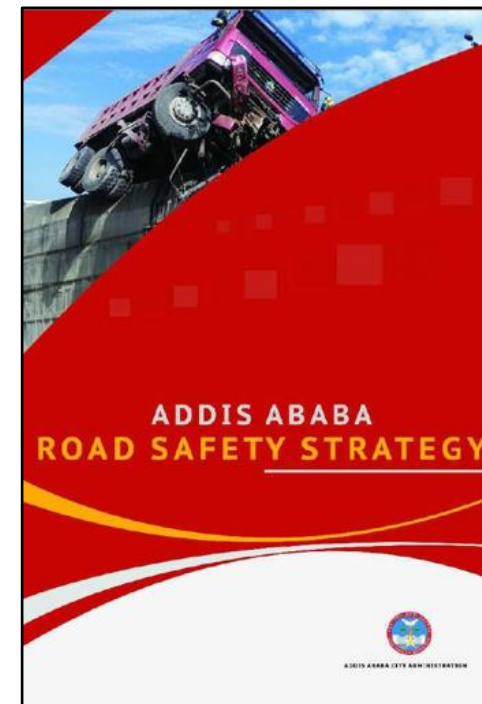
- 1. A set of indicators were identified and agreed up on to monitor road safety performance**
- 2. National Data Coordinators nominated for each country.**
- 3. Data collection and analysis underway.**
- 4. Collaboration with WHO to ensure crucial linkages with the Health sector (on-going).**
- 5. Collaboration with iRAP on the use of big data to collect information.**
- 6. First African Road Safety Status Report published (March 2021).**
- 7. Working with GRSP on training of police in data collection(Kenya and Uganda).**
- 8. Two General Assembly held so far**
- 9. 10 years Road Map developed**



OUTCOME 2. Promote

Promotion of effective road safety policy and strategy formulation and implementation at the country and regional levels: Demand driven support to Clients

- Introducing the **safe system** approach into country's strategy
- Development of a road safety strategy for the city of **Addis Ababa**
- Support to the government of **Côte d'Ivoire** in developing a national road safety strategy.
- Supporting the government of **Sierra Leone** and the municipality of **Freetown** in developing **urban road safety strategies**
- Supporting the government of **Gambia** in developing the road safety component of its new national transport strategy

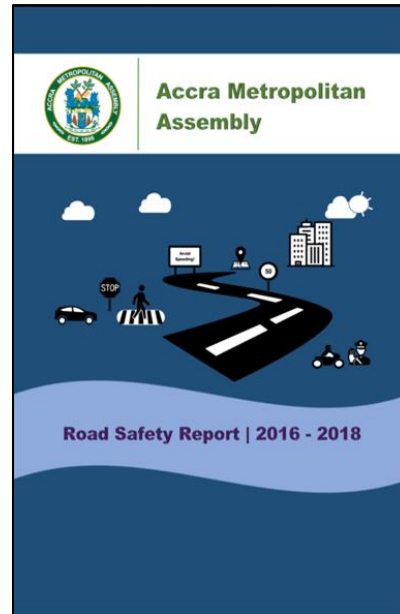


OUTCOME 2. Promote

Promotion of effective road safety policy and strategy formulation and implementation at the country and regional levels: Demand driven support to Clients



Photo. Workshop to launch the Accra Road Safety Strategy held on October 30, 2018.



- Providing technical assistance for developing a road safety strategy for the city of **Accra, Ghana**.
- Technical Assistance to several African countries to develop national road safety strategies:
 - **Mali (2017)**
 - **Guinea Bissau,**
 - **Togo**
 - **Benin**
- Supported the validation workshop for the **Nigerian** Road Safety Strategy in Abuja.

OUTCOME 3: Stimulate

Encourage good practices in road safety management by promoting systematic implementation of the Africa Road Safety Action Plan 2011-2020: Helping countries build capacity, strengthen institutions

- Support to the government of **Senegal** to develop a **legal framework** for the establishment of an autonomous road safety lead agency
- Support to the National Transport Safety Agency (NTSA) of **Kenya** and the **Sierra Leone** Road Safety Authority (SLRSA).
- Strengthen the **capacity of RS practitioners** in Africa through the **African Road Safety Leadership**
 - ✓ Dakar (2018), Abidjan (2019) and Midrand (2019).
 - ✓ total **70** persons from **30 countries** benefited from the in-person courses.
 - ✓ An additional virtually training organized for 30 people



Photo. Participants of the 3rd African Road Safety Leadership Program held in Midrand, South Africa.

OUTCOME 4. Integrate

Promote systematic implementation of the Africa Road Safety Action Plan 2011-2020, collaborate with International organizations on African Road Safety Agenda

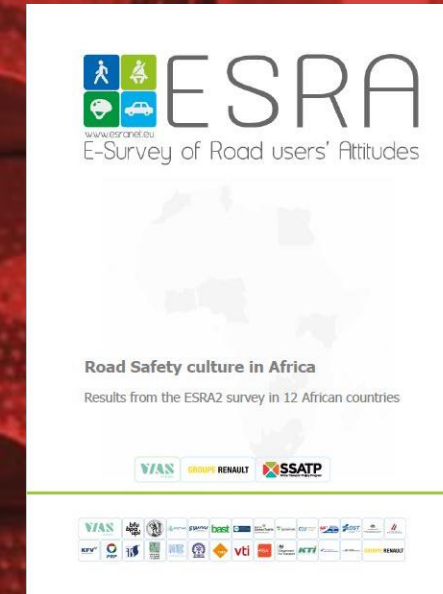
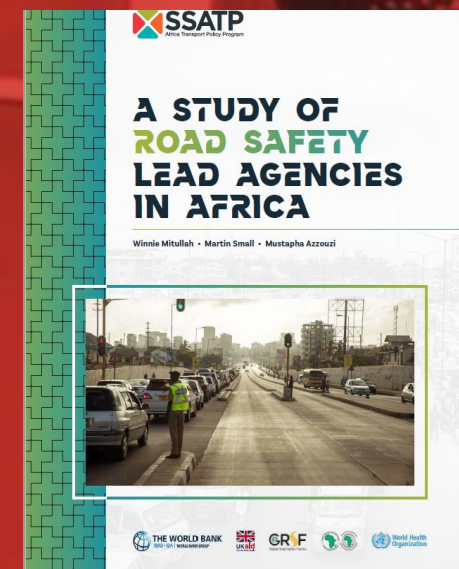
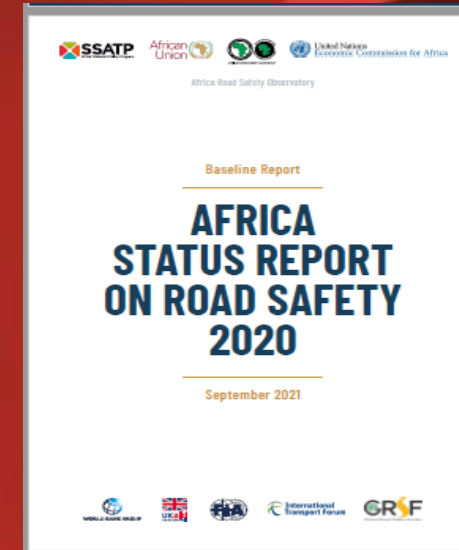
- SSATP advocates for more resources for road safety activities in transport projects - collaboration with ARMFA
- Collaboration with the Safer Africa project: SSATP as a member of the management board contributed to increasing awareness and knowledge on RS governance in Africa.
- Support to the Africa-Europe Transport and Connectivity Task Force on Road Safety.
- Participation in the Third Global Ministerial Conference on Road Safety in Stockholm, Sweden.
- Support to Network of African Road Safety Legislators to advocate for road safety (AGM 2019)
- SSATP collaborates with other Road Safety Observatories



Road Safety: Key Knowledge Products



1. [Road Safety Strategies for African Cities: A Guide to Development](#) (December 2021)
2. [Road Safety Data in Africa: Developing Capacity for Data Collection](#) (December 2021)
3. [Road Safety Culture in Africa: Results from the ESRA2 Survey in 12 African Countries](#) (January 2021)
4. [Africa Status Report on Road Safety 2020](#) (December 2021)
5. [Study of Road Safety Lead Agencies in Africa](#) (May 2022)



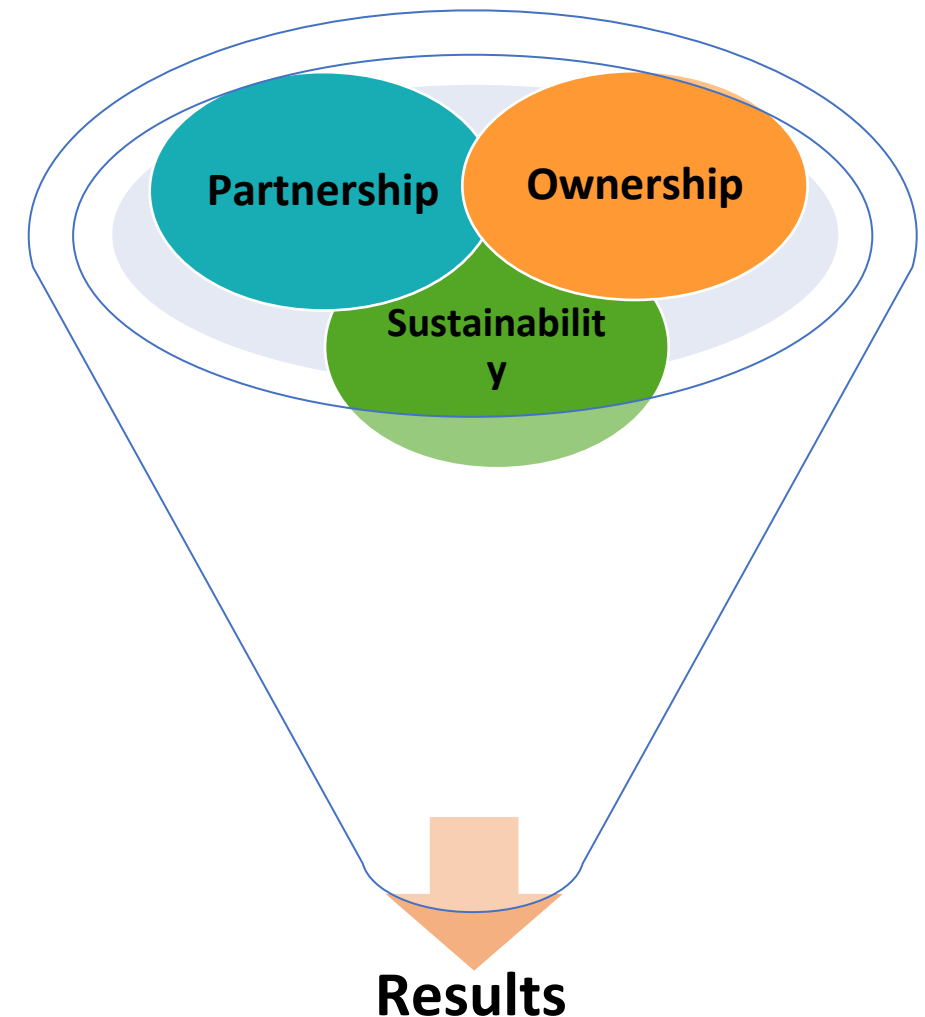
Communications & Stakeholder Engagement Main Achievements



Communication & Stakeholder Engagement Achievements

Communications activities helped bring SSATP's DP3 to a successful close

- **Devised and implemented a new communications and stakeholder engagement strategy and action plan** aimed at supporting the successful implementation of SSATP's DP3 by advocating for and raising the profile of the Program, its policy recommendations and knowledge products.
- **Ensured consistent communication and visibility of the Program and its key donors and partners** across SSATP backed initiatives, publications and events.



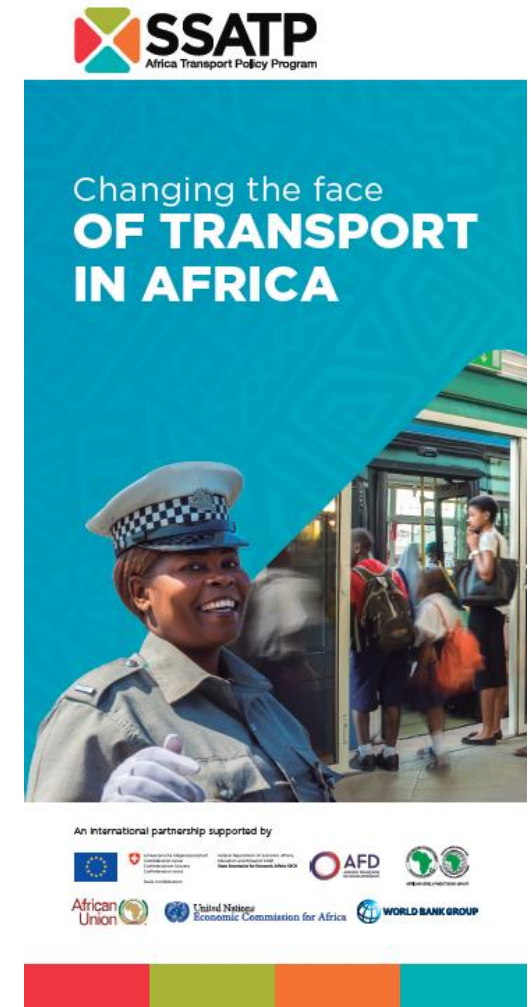
Communication & Stakeholder Engagement Achievements



Updated branding puts Africans at the Heart of SSATP's Mission

Created fresh new look and feel for SSATP; updating its branding:

- Organized a design thinking workshop to redefine and translate the mission, values, and aspirations of the Program in a way that speaks to all audiences, both visually and through updated brand messaging and copy.
- **Penned a new slogan that encapsulates SSATP's ultimate goal and mission: "Changing the face of transport in Africa."** This slogan later served as the driving force behind all the ensuing communications activities and influenced SSATP's updated look and feel towards the second half of the DP3.
- Developed a brand guide to clarify the SSATP brand and ensure its consistency of use.



Communication & Stakeholder Engagement Achievements

New website boosts the Program's visibility, most notably in Africa

Launched newly revamped SSATP website in English and French in line with new look:

- Website content resonates with audiences from **Africa**: 248.72% increase in the total number of new users coming from Africa, up from 1,831 to 6,385 when comparing a similar 6-month period at the start and end of the DP3.
- While the third largest rise in audience came from Africa, **users from the continent are spending the most time on the website**. The duration of their sessions went up from 49.08% during the July 1-Dec 31, 2016 period to 60.66% between July 1-Dec 31, 2021.

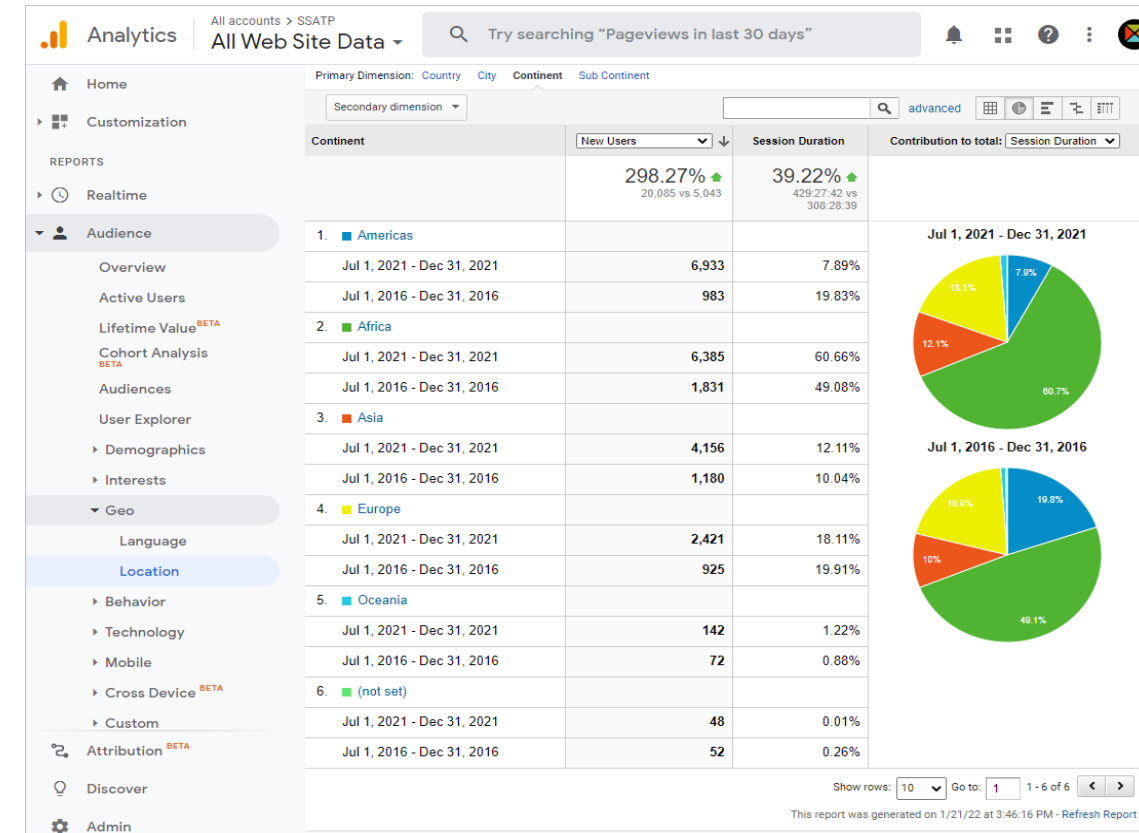


Figure. Google Analytics for SSATP website comparing audience and usage metrics for the periods of July 1, 2016-December 31, 2016, and July 1, 2021-December 31, 2021.

Communication & Stakeholder Engagement Achievements

SSATP engages with a wide audience through social media



World Bank Africa
Published by Africa Worldbank IT · 21 hrs · 🌐

Behind every road traffic crash statistic, there are people – mothers, fathers, sons and daughters, sisters, brothers, friends and colleagues. Join the ARSO #Roads4Life storytelling contest to speak up for #RoadSafety and Africa's vulnerable road users 🙋
www.ssatp.org/roads4life
🕒 Deadline: August 30

African Road Safety Observatory
#ROADS4LIFE
Contest
Making African Roads Safer
one story at a time.

Performance for Your Post		
18,090 People Reached		
2,463 Reactions, Comments & Shares 🗨️		
2,442 Like	2,442 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
3 Wow	3 On Post	0 On Shares
8 Comments	8 On Post	0 On Shares
9 Shares	9 On Post	0 On Shares
140 Post Clicks		
43 Photo Views	20 Link Clicks	77 Other Clicks 📄
NEGATIVE FEEDBACK		
0 Hide Post	1 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

- **Grew SSATP's presence on social networks, most notably the SSATP LinkedIn community and the World Bank's Facebook and Twitter channels.**
- **SSATP partnered with key donor partners and stakeholders to launch advocacy campaigns and disseminate event and publication announcements using their social media channels.**
- **Efforts to increase social media presence exemplified by the #Roads4Life storytelling contest and road safety advocacy campaign, which garnered significant social media engagement: the campaign organically reached more than 16.9 million people worldwide in only two months.**



Communication & Stakeholder Engagement Achievements

SSATP boosts dissemination of its knowledge products targeting key audiences

- Leveraged new technologies to ramp up the dissemination of SSATP knowledge products, including new blogs, publications, upcoming webinars and newsletters.
- Organized knowledge dissemination webinars together with key partners: UITP, AFD, TRB, UNEP, GIZ Regional Peer Network on Transport and Climate, Inter Academy Partnership (IAP), the Network of African Science Academies (NASAC), and FIA.
- Launched the new *SSATP Insider* newsletter to keep stakeholders abreast of the Program's latest news, publications, learning opportunities, etc.

