

Pugmarks of CUTS in Africa

Consumer Unity & Trust Society (CUTS International) has been working out of its headquarters in Jaipur (India), since 1983-84. CUTS realised over time that its experience as a civil society organisation (CSO) aiming to influence such policies through research would be vital in evolving an informed civil society in other parts of the developing world as well.

The organisation, therefore, embarked on an ambitious endeavour to establish itself in Africa, to foster greater understanding among African civil society of ways to influence policies that affect the lives and livelihoods of ordinary African citizens.

CUTS Africa Resource Centres were established in Lusaka, Zambia in 2000; in Nairobi, Kenya in 2003; and in Accra, Ghana in 2013 respectively to promote the South-South cooperation on trade¹, regulation and governance-related issues and strengthen the long-term capacity of state and non-state actors on these issues.



Role/Functions

CUTS envisaged its African Centres to carry out the following functions:

- Act as a repository for knowledge and information on trade and development, competition policy, consumer protection and regulatory policy issues;
- Build local, national and regional capacities of multiple stakeholders on various elements of sustainable development;
- Undertake research-based advocacy and capacity building at the national, regional and international levels;
- Promote South-South cooperation on trade, regulation and governance related issues and its implications for development; and
- Coordinate and implement CUTS regional & Pan Africa activities in African countries.

Programme Areas

- Rules-based Trade
- Effective Regulation
- Good Governance

Activities

CUTS undertakes activities in the above programmatic areas by combining Research, Advocacy and Networking (RAN), emphasising on capacity building, information dissemination and outreach.

Resources

- Well-equipped offices with professional staff
- A network of local and international experts
- Advisory Board in each of the Centre and project-specific Advisers
- Support from five programme and five resource centres in India, Switzerland, Vietnam and USA
- Support of CUTS Headquarters on programmatic and developmental issues

¹ To promote South-South cooperation, CUTS has also established resource centres at Geneva and Hanoi which are pursuing similar activities.

I. Research

Research is undertaken by CUTS with the aim of raising awareness and understanding among key stakeholders on issues that have significant implications on trade, governance and sustainable development.

Reports

- Competition Regime in Ghana: *a need of the nation*
- Framework for Competition Reforms: *A Practitioner's Guidebook*
- Making Competition Reforms Work for People: *Evidence from Select Developing Countries and Sectors*
- Climate, Food, Trade: Where is the Policy Nexus? *Lessons from the East African Community*
- The Political Dimension of Trade Reforms: *Impact on Food Security in the East African Community*
- The Impact of the Competition Reforms on Businesses in Zambia: *An Evaluation of the Zambian Governance Reform Programme*
- Indian Investments in Mining and Agriculture in Africa: *Impact on Local Communities*
- Unshackling the Growth of Kenyan SMEs: *What Will East Africans Eat in 2040 Who will produce the Food and How?*
- Why Should Zambian Consumers Be Interested in Competition Policy & Law?
- An Assessment of The Zambian Diagnostic Trade Integrated Study
- Making the NHIS Work for the People
- Assessing the Readiness of the Ghanaian Private Sector to AfCFTA Implementation

Briefs

- Will the Deregulation of the Petroleum Sector Result in Competition?
- Why are Sugar Prices so High in Zambia?
- Greater Visibility on Competition Issues Needed for a Vibrant Culture of Competition in Kenya
- Absence of Competition Law Enforcement Impacts Key Sectors in Rwanda
- Need to Address Policy-induced Competition Concerns in Key Sectors of Tanzania
- Protecting Interests of Consumers and SMEs: *A Key Focus of Uganda's Competition Regime*
- Child Consumer Protection: Online Child Safety Case for Kenya



II. Advocacy

- Need to advocate on a particular issue often shapes the content of research undertaken by CUTS
- Different methods are employed in advocacy including stakeholder dialogues, parliamentary outreach, media interactions, personal communication, etc.
- Continued advocacy on a specific issue has enhanced credibility of CUTS (and its CSO partners) in the policy-making circuit
- Engagement with the media as a partner for mutual gains

III. Technical Assistance and Capacity Building

- Provided technical assistance to developing country governments (ministries), competition agencies, sector regulators and business associations across the continent
- Engaged in long-term capacity building of CSOs and the research community on trade and regulatory issues
- Enhanced capacity of various key stakeholders – enabling them to engage in evidence-based advocacy

IV. Outreach and Networking

- Publish a wide spectrum of material for information dissemination in a reader friendly format
- Rich experience of having organised campaigns, surveys, meetings and seminars across Africa
- Regular dissemination of relevant information, resources, reports etc.



PROJECTS

Rules-based Trade

Locally Led Climate Actions in Homa Bay

Create an enabling policy environment for enhanced community-led climate change actions, financing and implementation in Homabay County

Public-Private Dialogues on AfCFTA in Ghana

Improved dialogues between the government and the private sector to bolster the discourse on AfCFTA, thereby addressing relevant implementation issues

<https://tinyurl.com/yeywkmwv>

Capacity Building for SADC Non-State Actors

Strengthened the capacity of regional CSOs to effectively engage with key stakeholders to contribute toward implementing the SADC regional integration agenda

Promoting the Agro-processing Industry in East Africa

Build the capacity of individuals, networks and institutions to identify and promote appropriate policies for climate-aware, trade-oriented, food security-enhancing agro-value addition in the EAC region

www.cuts-geneva.org/pdf/PACT-EAC_Project_Introduction-EN.pdf

Trade, Development and Poverty Linkages

Analysed trade, development, and poverty linkages through stakeholder perceptions, highlighting positive impacts on poverty reduction via policy coherence and collaboration among diverse stakeholders

www.cuts-citee.org/tdp

Fostering Equity and Accountability in the Trading System

Understood the political economy landscape of the country so that future trade-related work can focus on key actors and processes to highlight and utilise the role of trade for poverty reduction and development

www.cuts-geneva.org/FEATS

Promoting African Women's Voice in EPA Negotiations

Conducted research in South Africa, Zambia, Kenya and Uganda on the likely impact of the EPAs on women, and sectors dominated by them; and identified major issues with EPA

Building an Inclusive East African Community

Assisted CSOs in five EAC nations to analyse external trade policy impacts on livelihoods, enhancing understanding of challenges and opportunities in Economic Partnership Agreements and regional trade integration

www.cuts-geneva.org/BIEAC

Effective Regulation

Technical Advice on Competition Law and Policy

Provided technical support to the Ministry of Trade and Industry of Ghana in drafting its Competition Law and Policy

Market Research for ECOWAS Competition Authority

Promoted, maintained and encouraged competition in West Africa and enhanced economic efficiency in production, trade and commerce at the regional level

Critical Dimensions of Indian Investment in Africa

Analysed the impact of Indian investment in agriculture and mining sectors in Ethiopia, Kenya, Uganda and Zambia

<https://tinyurl.com/4rrs2df8>

Building Competition Regimes in West African Countries

Developed baseline information on competition issues in seven ECOWAS countries (Anglophone – The Gambia, Ghana and Nigeria; and Francophone – Burkina Faso, Mali, Senegal and Togo) through the active engagement of CSOs

www.cuts-ccier.org/7up4/index.htm



PROJECTS

Competition Policy in Eastern and Southern Africa

Assessed the enactment, implementation, and effectiveness of competition laws in seven countries: South Africa, Kenya, Zambia, Tanzania, Pakistan, Sri Lanka, and India

<https://bit.ly/3Go9TmR>

Enhancing Welfare through Competition Reforms

Highlighted the advantages of competition reforms for consumers and producers to encourage increased focus and support from policymakers in developing countries

<https://cuts-ccier.org/crew>

Accelerating Implementation of EAC Competition Law

Catalysed the implementation and domestication of the EAC Competition Law and Act by Partner States

www.cuts-international.org/ARC/Nairobi/EACCOMP/

Healthcare Awareness in Zambia

Understood the healthcare issues and regulatory effectiveness of the health system in Zambia

<https://tinyurl.com/4e4yw266>

Electricity Reforms: Kenya and Tanzania

Facilitated effective representation of consumers/civil society to take up action research and advocacy on regulatory/policy issues in the electricity sector

<https://cuts-nairobi.org/competition-policy-law/>



Good Governance

User Reactions to Problematic Content in India, Kenya and Ghana

Devised targeted factor-specific intervention plan to help users engage more critically or consciously to avoid problematic experiences

<https://tinyurl.com/93a4brzk>

Consumer Voice: Food and Dairy Sector

Enhanced consumers' ability to demand high food safety standards in the supply chain and established a credible institution to represent their concerns on food safety

Consumer Voice in West Africa Integration

Informed studies on the perception of regional integration by consumers in two ECOWAS Member States: Senegal and Ghana, as a pilot initiative

<https://cuts-lusaka.org/ivori/>

Engaging with Economic Think through ZEAP

Build the capacity of these economic think tanks in areas of advocacy, research and M&E by providing core funding to these organisations



FEW ACCOMPLISHMENTS

- Secretary General of CUTS International, Pradeep S Mehta, has twice been on the Official Delegation of Zambia to WTO Ministerial Conferences in Nairobi and Bali
- Mehta has also served on the OECD's Advisory Committee on Investments in Africa, among other such engagements
- Mehta currently serves on the WTO DG's NGO Advisory Body for the third time. Furthermore, he is a member of the CII's B20 Council for Africa's Economic Integration
- MoUs on cooperation with COMESA Secretariat, EAC and AU. Also, closely working with the AfCFTA Secretariat, AfDB, African Capacity Building Foundation, UNECA, SADC and ECOWAS
- Among its unique qualities, it has promoted local talent in all its projects. Many of them are now in positions of power
- Zambia Economic Advocacy Programme (ZEAP), continues to consider CUTS as one of the five top think tanks in Zambia, using evidence-based policy advocacy on trade and economic issues
- Assisted the Ministry of Trade and Industry, Zambia and Ghana in drafting a Competition Law and Framework Law for Consumer Protection
- Advises the UNECA and the AU Commission on negotiations and implementation of the AfCFTA
- Contributed to the development of national competition laws in Botswana, Namibia, Kenya, Zambia, Ghana, Nigeria, etc.
- Developed an Inclusive Trade Policy Making as a qualitative tool to measure the inclusiveness of the trade policy-making process in Kenya, Malawi, Tanzania, Uganda and Zambia
- Assisted CSOs in Kenya, Rwanda, Tanzania, Uganda and Burundi to analyse trade policies' impact on welfare and livelihoods
- Adviser to the Governments of Burundi, Ghana, Kenya, Mauritius, Namibia, Nigeria, Rwanda, Senegal, South Africa, Tanzania, Uganda and Zambia on trade and development issues, including linkages between Agriculture, Climate Change and Food Security
- Provided technical assistance on trade and development issues to the AU Mission in Addis Ababa and those of African countries in Geneva on WTO issues
- Proposed a review of the sanitation laws in the country. Key among the proposals is a ban on the use of single-use plastics, which is under consideration by the Government of Ghana
- Contributed to the development of cross-border traders' Charter in Zambia



Partners in Development



Battling the Headwinds: Challenges and Opportunities for the WTO

CUTS celebrated its 40th Anniversary worldwide in 2023-2024 by organising events with eminent persons on relevant subjects on which it works. The first one on international trade policy was organised at the World Trade Organisation, Geneva with its dynamic Director General, Dr Ngozi Okonjo Iweala on April 06, 2023, in a fireside chat mode on the state of the WTO with Pradeep S Mehta, Secretary General of CUTS as the interviewer. It was a grand success attracting over 150 physical participants and nearly 700 persons worldwide on YouTube (<https://bit.ly/3ZJsbVS>).



“Appreciate the focus on the opportunities and Challenges confronting @WTO and the Multilateral Trading System. Thanks for your constructive criticisms.”

Dr Ngozi Okonjo-Iweala



CUTS' success in addressing contemporary development issues, from the grassroots

to the international policy-making arena, has made it one of the globally-noted organisation.

Hanna S. Tetteh

Minister for Foreign Affairs and Regional Integration, Ghana



CUTS is the first NGO to have stepped out of its boundaries to work in a poor

country in Africa to extend its knowledge and experience on economic policy issues as an 'appropriate technology'.

George K Lipimile

Executive Director, COMESA Competition Commission



CUTS provided highly valuable inputs to the Assessing Regional Integration in Africa (ARIA) report that changed both the

content and value of the report and draft AfCFTA protocols.

David Luke

*Coordinator, African Trade Policy Centre
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