

FRANCE

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**MINISTERE DES  
AFFAIRES ETRANGERES**

Direction Générale de la  
Coopération Internationale  
et du Développement

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Sous-direction de la  
Stratégie de la  
Communication et de  
l'évaluation

**TRAINFORTRADE Project for strengthening training  
capacities in international trade in Benin, Burkina  
Faso and Mali**

(UNCTAD: RAF 99/A09 French Ministry of Foreign Affairs FSP 99009400)

**Evaluation Report**

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Lyon, 20th February 2003

## Executive summary<sup>1</sup>

### Objective of the project:

The project "Strengthening training capacities in international trade in Benin, Burkina Faso and Mali" is administered by UNCTAD Human resources section in the framework of an overall programme entitled "TrainForTrade".

The objective and the methodology of the TrainForTrade project are essentially to create in the LDCs concerned, long-lasting training capacities for the intended beneficiaries in the area of international trade and to promote the necessary institutional changes. The main objective of this project is therefore to contribute to the strengthening of trade and services structures in the beneficiary countries through the development of human resources, notably through the following actions:

- Implementation of training on a national and regional level,
- Involvement of local stakeholders in international trade in the process of definition and implementation of the training actions,
- Strengthening the capacities of the institutions selected and capable of implementing a joint approach including training of trainers and the use of the distance learning mode, while contributing to regional cooperation and favoring market economy,
- Development of a cooperation network between the training centers,
- Design, production and update of quality pedagogical packages in order to respond to the needs of the beneficiary parties in the area of international trade, both in the private and in the public sector.

The activities were based on six components:

- The production of pedagogical material in conformity with the needs of the beneficiary countries, and the priorities set forth by the international agenda
- The adaptation/update of existing pedagogical materials to local specificities
- Face to face training and training of trainers (on site and distance learning)
- The implementation of an evaluation system for the efficiency of training
- The implementation of national and regional coordination and follow-up structures
- The production of studies, guides and synthesis

On the pedagogical level, following a training need analysis, which was the basis for the definition of a number of training themes, the subsequent pedagogical packages were developed:

- Trade Liberalization (Competition Law and Policy, Analysis of International Trade Policies)
- Trade, Environment and Development
- Multimodal transport, Logistics and Trade and Transport Facilitation
- Financing Procedure for International Trade
- Training of Instructors to traditional pedagogical techniques and to Distance Learning

The TrainForTrade project Benin/Burkina-Faso and Mali provided answers to many of the themes touched upon at the Doha Declaration (4<sup>th</sup> Session of WTO Ministerial Session), which are part of UNCTAD mandate. Thus, through the project it was possible to combine the above

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<sup>1</sup> The full version of the report is available in French

mentioned elements with technical cooperation and the strengthening of capacities, a theme which is also part of the Doha Declaration.

With the inclusion of these issues, judged as a priority in view of next international deadlines in the area of international trade, the objectives and the outcomes of the project fit right in the line of current international trade priorities.

### Results achieved

Approximately 300 trainees and 28 trainers would have been trained under this project. Some thirty seminars have been organized either in first delivery or re-deliveries with the support of regional trainers trained within the framework of this project. UEMOA has been involved in some of the activities of this project, notably at the regional level, and participated in the annual project coordination meetings as an observer.

A regular pedagogical follow-up and an evaluation system of the knowledge acquired were put forward. The distance learning technique proved to be a promising delivery method, and the technology accessible, reliable and cost effective.

### Recommendations

- National and regional pedagogical committees, as well as monitoring committees, need to be more adequately institutionalized from the initial phases of the project,
- National logistics centers complementary to pedagogical committees should be made available to the beneficiaries of the project;
- Improve the cost sharing arrangements with the beneficiaries;
- Widen the areas of intervention of the project,
- Extend the role of distance learning,
- Desirable extension of the regional TrainForTrade project to regional groupings and institutions, such as ECOWAS, UEMOA or CEMAC.

### Conclusions

This evaluation<sup>2</sup> was conducted on the basis of the criteria established in order to concentrate on the verification of the relevance, coherence, effectiveness and efficiency, as well as on the impact and sustainability of the proposed proceeding.

The project deserves the best rating, 1 for **relevance and coherence**. The design and definition of the project respond to the need of the beneficiary countries in the framework of the changing world of international trade. Furthermore the actions implemented demonstrate the appropriateness of such a strategy in these countries. The TrainForTrade methodology, the pedagogical approach and the regionalization are properly treated and are flexible, adaptable and well elaborated.

For **effectiveness and efficiency** a rating of 2 is attributed. The account of project achievements detailed above is qualitatively and quantitatively entirely satisfactory. The

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<sup>2</sup> Rate on a scale of 1 to 4: 1 = fully achieved, 2 = good, 3 = problems, 4 = serious deficiency

beneficiaries mention a material of good quality and the final outcome meet the expected results, but a rating of 2 is given based on the fact that there were some delays in implementing the project.

Equally, a rating of 2 is given for **impact and sustainability**. The long-term regional implications are undeniable, as well as the pedagogical, institutional and financial involvement of the national counterparts. Nevertheless, the issue of the logistic centers hampers the viability of the activities and the private sector is almost non-existent from the beneficiaries of this project. The extension of the project to large regional organizations such as UEMOA, ECOWAS, etc., would provide a more important dimension and greater stability.

With respect to all the considerations mentioned above, a very positive rating would characterize the evaluation of the overall project.