"Achieving the Ghana National Single Window Vision"

Feasibility Study Findings

Recommendations and Conditions for Success

TOM BUTTERLY
4 March 2016
La Palm Royal Beach Hotel, Accra, Ghana

WESTBLUE
CONSULTING

GNSW Key Recommendations

www.westblueconsulting.com

WEST**BLUE**
CONSULTING

- Enable single submission of data and information required for trade and Customs procedures - without data repetition;

- Ensure each data element – submitted once - can be used electronically many times by relevant authorities;

- Automate Workflow within each participating government agency for efficiently issuing e-registration, e-permits, and e-certificates, etc.;

- Implement full paperless Customs Declaration & Approval Online;

- Enable Payment of Customs Duty and Fees electronically;

KEY RECOMMENDATIONS

- Establish an integrated and comprehensive Risk Assessment system, and reduce the percentage of Customs Physical Inspection ;

- Enable automatic information cross checking among the corresponding e-Customs Declaration, e-Permit, e-Certificate & Scanning Information for effective/efficient inspection and release;

- Increase transparency over processing by allowing tracking of the status of processing in a remote manner, and centralised notification or messaging;

- Make use of digital signatures;

- Design a flexible solution to take account of the varying ICT-situations and the unreliable general infrastructure,

- Use TIN number as a means to uniquely identify traders

- Re-use existing ICT investments by creating a SW-layer

- Make use of mobile services

- Reduce the "human interface" and increase transparency

KEY RECOMMENDATIONS

- Ensure that the system is user friendly;

- Establish an effective Help Desk;

- Ensure system is secure and reliable;

- Focus on impact – the overall economic benefit to the country!

- ## Political Will

  - ## Inter-Agency Process Improvement

    - Set a national goal - to be achieved within the next 3 years – of a 50% reduction in cost and time, and better regulations (trade facilitation for each strategic product of the country).

    - Set Ministerial level agency benchmarks and goals for all related regulatory agencies to work collaboratively and with business stakeholders, to simplify and streamline their inter-agency procedures and documentary requirements* related to exporting, importing and transiting of strategic products.

* including the agreement on the single application e-form (data harmonization) for each strategic product, and the mandate to use e-forms, e-filing, e-signatures and paperless operations, when practical, to conduct official business with the public.

– <u>Internal-Agency</u> Process Improvement

- Set Ministerial level agency benchmarks and goals for each regulatory agency to simplify and streamline its <u>internal procedures</u>, and also procedures and documentary requirements* imposed on business stakeholders, particularly those related to exporting, importing and transiting of products.

- Set each agency's goal - to be achieved within the next 3 years – as a 50% reduction in cost and time, and better regulations

* including the agreement on the single application e-form (data harmonization) for each strategic product, and the mandate to use e-forms, e-filing, e-signatures and paperless operations, when practical, to conduct official business with the public

Questions, Observations and Discussion

www.westblueconsulting.com

Conditions for Success

FACT

majority of projects that fail, fail because the human and organisational changes necessary to support the introduction of the new technology have not been adequately addressed.

Stakeholder Support

- **Political and Organizational Feasibility/Acceptability**

  – The propose (better) to-be processes need to be discussed and refined normally in several iterations, and then agreed by the key government and business stakeholders.

  – These proposed processes must be analyzed not only for their technical feasibility, but also for their political, organizational and financial feasibility by the key stakeholders.

- Face to Face Meetings with over 40 Agencies/Groups over the past 3 months

- Stakeholders were asked to respond to the following key areas:

  - Expected Deliverables

  - Key Requirements from the GNSW

  - Potential contributions to the GNSW goals

  - Main obstacles envisaged

  - Training requirements

  - Communications requirements

OBSERVATIONS FROM STAKEHOLDER MEETINGS

➢ **All Stakeholders expressed a strong willingness to engage in and support the GNSW – and viewed the maintenance of such support as the key factor in the potential success of the project**

➢ **Expectations from the GNSW focused on:**

- Reducing time and cost of doing business
- Simplification and Automation of specific procedures
- Reduction in the "human interface" and increased transparency
- User friendly system and Help Desk
- System security and reliability
- Overall economic benefit to the country

- Support requirements included:
  - Capacity Building
  - Communications – especially detailed information on the project
  - Equipment and infrastructure
  - Continuous engagement

Build Stakeholder Capacity

- To enhance stakeholders understanding of the GNSW and build confidence in its value

- To remove unfounded anxieties and fears about the GNSW

- To empower all stakeholders to utilize and benefit from the GNSW

- To develop the skill levels of all stakeholders to operate the GNSW

- To accelerate the adoption of new process and procedures

DOMAIN	OBJECTIVE
- Stakeholder Engagement & Mgt. - Negotiation and Consensus Building - Team Dynamics - Communication Skills - Customer Service Management - Performance Evaluation and Management. - Help Desk Service Management - Presentation Skills	These trainings would help stakeholders deliver better services to the customers (Internal and External)

DOMAIN	OBJECTIVE
- International Computer Drivers License (ICDL) - Project Management - MS SharePoint Administration - Business Intelligence Reporting Tool - MS SQL Server training - Windows Server training - SW Solution architecture - IT Service Management - TARGIT Reporting Tool	These trainings would help stakeholders understand the technical structure and operation of the Ghana Single Window and also offer first line support within their organisation

DOMAIN	OBJECTIVE
- Valuation - Classification and HS - WCO Data Model - Data Harmonization Procedures - Modernised Customs Processes - Single Window Overview: Concepts; Principles and Operations. - Ghana Trading Hub Portal - ECOWAS Common External Tariff	These training would help stakeholder understand in clear terms the concepts of single window, WCO/WTO Agreement on Customs Valuation, Rules of Classification and Modernised Customs processes.

SPECIFIC TRAINING MODULES ENVISAGED

ORGANISATION	Management	I.T.	Customs Processes
Animal Production Directorate	- Strategy Design & Implementation - Stakeholder Engagement - Etc.	- Project Management - Etc.	- National Single Window concept - Etc.
Veterinary Services	- Stakeholder Engagement. - Presentation Delivery - Etc.	- IT Risk management. - Network Analysis & Management. - Internet & Online Applications. - Etc.	- National Single Window Concept. - Total Quality Mgt. - ISO Quality Programmes. - Classification & HS Coding - Etc.
PPRSD – MOFA	- Customer Service Mgt. - Help Desk - Etc.		- National Single Windows Concept. - PAARS Processes. - Ghana Trade Hub Portal - Etc.
Food & Drug Authority	- Customer Service Mgt. - Change Management - Help Desk Management - Stakeholder Engagement Etc.	- IT Risk Management. - System Administration - Etc.	- Ghana Trading Hub Portal - Etc.
National Security	- Negotiation Skills. - Strategic Planning - Etc.	- TARGIT Tools. - Project Management - Etc.	- National Single Window Process - Etc.

SPECIFIC TRAINING MODULES ENVISAGED

ORGANISATION	Management	I.T.	Customs Processes
Environmental Protection Agency	- Change Management. - Total Quality Management. - Stakeholder Engagement - Etc.	- Data centre Management - Database Management Systems - Etc.	- NSW - HS Code/ Classification. - Data Harmonisation - Etc.
Ghana Ports and Harbor Authority	- Negotiation Skills. - Customer Service Management. - Team Building. - Strategic Planning. - Total Quality Mgt. - Etc.	- Social media Platforms. - Data centre Mgt. - Basic Computing/ICT - TARGIT Tool - Etc.	- National Single Windows Concept. - PAARS Processes. - Ghana Trade Hub Portal. - Data Harmonisation - Etc.

WESTBLUE
CONSULTING

BLENDED TRAINING DELIVERY MODELS

DELIVERY MODELS

INSTRUCTOR LED SESSION

Physical Classrooms with State of the Art Infrastructure

MENTORED LEARNING

Learn at your own pace and make your own schedule with the help of Instructors

DISCUSSION

Two way communication between trainers and trainees in a conducive learning climate

CASE STUDY

Trainees discuss, analyse and solve problems based on real life situations

CASE INCIDENTS

Problems or issues are presented for analysis by participants using Syndicate groups

SIMULATIONS

Use of Operating models of physical, social or operational events designed to represent reality

ON THE JOB

Providing mentored support on the trainee desk/job location.

ORIENTATION TRAINING

Introduces trainee to a new concept and technology how to adapt to it.

E-LEARNING

Providing training through electronic/ computer

SUMMARY

Combines both active and passive methodologies so that trainings can be effective and meet the need of different categories of learners

WESTBLUE
CONSULTING

- A comprehensive one-year training schedule with advance notification of training dates, time and location will be released shortly

- Organisations with the same training needs will be batched together for training.

- The National Single Windows Secretariat is always open to SW community members for specific training requirements

- Regular Stakeholder engagement and review forums

- Train the Trainer Approach for Stakeholders

- Trainings would be short and concise when appropriate

- Study tours to other organizations and other countries

PRELIMINARY TRAINING DELIVERY PLAN

TRAINING PROGRAMME	COMMENCEMENT DATE
Business Intelligence and data Analytics Tool Training	**In-Progress and Continuous**
Change Management Training	May 2016
Information Technology programmes	May 2016
Business Process Analysis Programmes	May 2016
E-Learning/Learning Management Systems	April 2016

Communications Plan

Product	Frequency	Target Audience	Type of Information
Newsletter	Bi-Monthly	Policy makers, stakeholders, General Public	• Updates on project progress • Success stories • Performance/delivery re key outputs • Upcoming events • Interviews with key stakeholders • Quiz sessions • Global and Regional Trade News • Photo Speak
Brochures and information leaflets	Occasional	Policy makers, stakeholders, General Public	• More detailed project information
Website (Promotional side of website as opposed to operational side)	Ongoing	Key stakeholders, Business Users, General Public	• Basic Project Description and Structure • Updates on project progress • Success stories • Delivery re key outputs • Upcoming events • Interviews with key stakeholders

Communications Plan …

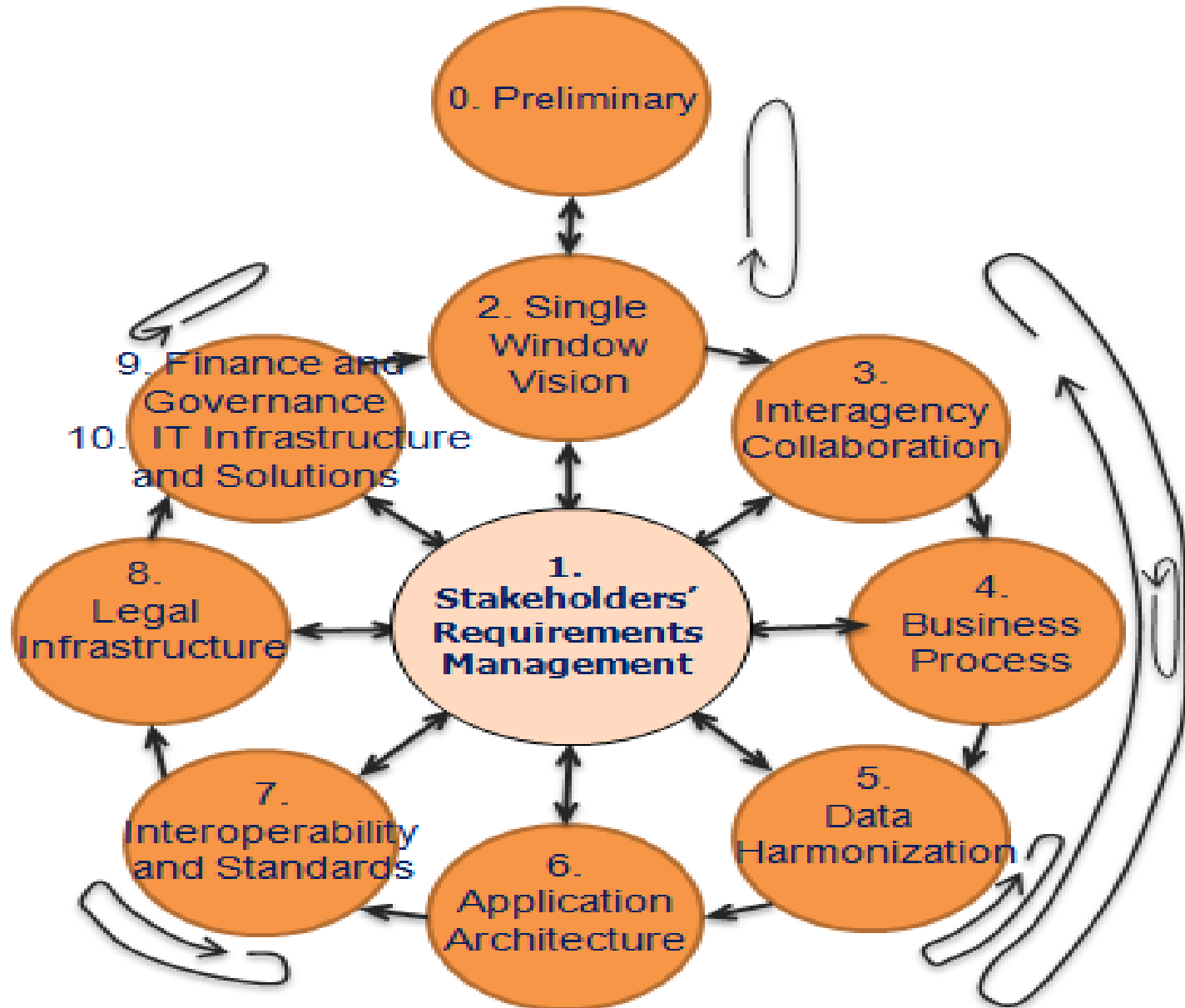| Product	Frequency	Target Audience	Type of Information
Youtube/Twitter/ Facebook/LinkedIn/ Flickr	Ongoing	Key stakeholders, Business Users, General Public	Short Videos and Adverts, Photo Speak, Broadcast News, Monitor for feedback from the stakeholders and the public. Track activities for business intelligence and gathering. Announce
Email lists (sign up on Website)	Occasional	Various (Stakeholder WGs ,etc.)	Broadcast project status report, broadcast Upcoming events, Reminders for upcoming events, Newsletters, brochures. Receive feedbacks from stakeholders
Newspapers, TV and Radio	Occasional		New developments, achievements, conferences, events

Communications Plan ...

Product	Frequency	Target Audience	Type of Information
Local Business Magazines	Occasional	Key stakeholders, Business Users	• Updates on project progress • Success stories • Performance/delivery re key outputs • Upcoming events • Interviews with key stakeholders
International Business Magazines and International Media	Occasional	Investors, International Business, Key stakeholders	• Success stories • Upcoming events • Interviews with key stakeholders
Government Journals	Occasional	Policy makers, stakeholders	• Success stories • Performance/delivery re key outputs • Upcoming events

Communications Plan …

Product	Frequency	Target Audience	Type of Information
Media in International Orgs (UN WCO etc.)	Occasional		• Success stories • Updates on project progress • Success stories • Performance/delivery of key outputs • Upcoming events • Interviews with key stakeholders
Bill Boards/Posters, Flyers and pamphlets	Occasional		Updates on Project progress, FAQ, Announce Events, Summary of NSW

THANK YOU!

www.westblueconsulting.com