



INCUBATOR FOR INTEGRATION AND DEVELOPMENT

IN EAST AFRICA (IIDEA) PROJECT CONCEPT

“Integration Made Real for Citizens”

1. Background

The East African Community (EAC) is the regional intergovernmental organization of the Republics of Burundi, Kenya, Rwanda, Uganda, the United Republic of Tanzania and the Republic of South Sudan. The Treaty for the establishment of the EAC was signed on 30th November 1999 and came into force on 7th July 2000.

The main objective of the Community is to develop policies and programmes aimed at widening and deepening co-operation among the Partner States in mainly political and economic, social and cultural fields, research and technology, defense, security, legal and judicial affairs, for the partners’ mutual benefit.

The EAC has already established a Customs Union and a Common Market and is at present laying the foundation for a Monetary Union with the ultimate goal of uniting the Partner States in a Political Federation.

In partnership with the private sector and civil society, the Community aims to bring about political stability, advance development and reduce poverty in the region, by promoting a people centered and market driven Integration as envisaged in the Treaty for the establishment of the EAC, the 5th EAC Development Strategy (**partnership for regional socio-economic development**) and the EAC Vision 2050 (provides for optimal utilization of its resources to accelerate productivity and the social wellbeing of its people).

2. Rationale for the Incubator for Integration and Development Project

Due to the successful implementation of the 25 small scale regional integration projects from youth and women organizations, civil society and private sector organizations in the previous programme phase, more than 54,000 East African Citizens were reached and about 25,000 East African citizens directly benefited from the services and products produced by the IIDEA project initiative. With the overwhelming results and support for IIDEA project, the East African citizens expressed interests and exhibited inspirational innovations in supporting the implementation of the EAC Common Market Protocol through the regional integration stories and results documented and disseminated.

With the EAC 5th Development Strategy focusing strongly on the people centred and private sector led integration with the view of accelerating productivity and the social wellbeing of its people, it has become increasingly clear that East Africans are keen on drawing tangible benefits



from the integration process, expected to be brought about by the full implementation of EAC policies and protocols, key among them the Common Market Protocol.

Furthermore, evaluation of the previous EAC-GIZ Programme highlighted the need to closely ensure that the policy making and people's participation at regional level translates into tangible benefits for citizens across the EAC Partner States.

The lack of awareness on the EAC integration by citizens propels the need to widely publicize and showcase real life examples of East Africans whose experiences clearly demonstrate the benefits of the regional integration, especially given that the Treaty endows the EAC Secretariat with the responsibility of promoting and disseminating information on the Community.

To this end, the EAC Secretariat together with German Development Cooperation through GIZ have jointly committed to the continued implementation of IIDEA in the current EAC-GIZ Programme (2019-2022).

3. The Incubator for Integration and Development in East Africa (IIDEA)

IIDEA initiative is part of the current EAC-GIZ Programme and it continues to provide technical and financial support to innovative projects proposed and implemented by private sector and civil society organizations that demonstrate integration benefits for citizens in the areas of Health, ICT (digital and e-commerce), Agriculture, Trade, Tourism and EAC stakeholders' engagement on the African Continental Free Trade Area (AfCFTA) as key areas in the EAC Common Market Protocol. Projects should focus on the needs of the youth and women as beneficiaries.

4. Objective of IIDEA

The main objective of IIDEA is to ensure that Non-state actors in the EAC-Partner States have implemented measures for people's participation in regional economic integration.

To realize the objective, 15 measures on services and products offered in the field of social and economic integration are implemented, 10 of them with a focus on the needs of women and youth.

5. Specific Objective of IIDEA

The specific objectives of IIDEA project over the next three years are:

1. To support organizations that develop products and services to promote regional integration that are used by citizens of East Africa;
2. To communicate stories and results of these organizations to inform and actively engage citizens of East Africa in the implementation of the EAC Common Market Protocol;
3. To establish partnership for sustained citizens' engagement in the EAC integration process



6. Expected Outputs

1. 15 Innovative regional integration projects are successfully implemented and finalized;
2. Stakeholders, including citizens of East Africa, are informed and actively supporting the implementation of the EAC Common Market Protocol, and
3. IIDEA as a platform for promoting innovative citizen led regional integration initiatives is sustainable.

7. Expected Results

30,000 EAC citizens (out of which 12,000 youth and 10,000 women) have used products and services provided by IIDEA projects.

8. Eligibility for the IIDEA

The IIDEA Projects are set to be implemented through collaborations and partnerships between organizations and as such only organizations can apply for the funds, and not individual persons. Applicants who partner up with an organization from at least one other Partner State for a joint initiative will be given priority for support. Whether the project proposal is developed by an organization or as a joint initiative, it must benefit at least 2 EAC Partner States. For details refer to the project Eligibility and Selection Criteria under the tool section of the IIDEA website.

The eligible organizations should be drawn from national civil society organizations (CSOs), business organizations, associations, companies, sector associations that operate across borders and/or regionally in the East African Community. Youth and women organizations and associations are particularly encouraged to apply. It is important that applicants have enough capacities to commit to the project in terms of human capacity and time resources.

9. Financial Mechanism for IIDEA

Based on the project proposal and the IIDEA selection criteria, the IIDEA Committee comprise of regional apex bodies of private sector, civil society and professional associations including Ministries of East African Community Affairs (MEACA) together with the EAC and GIZ decide on the proposals to be supported under the IIDEA initiative. GIZ funding support in case of final acceptance ranges from USD 10,000 up to 50,000 for each project during application, however, the final amount will be decided after due diligence. The project implementation period should range from September 2019 to September 2020 (maximum of 12 months).

10. Communication and Publicity of IIDEA

Constant communication and publicizing of the project activities is an integral part of the project, and as such, the project implementers will regularly provide communication materials such as photos, videos, interview clips and reports, articles, success stories etc. from their project implementation activities.