

Proposal for PHC Service

AfCFTA Implementation & Trade Readiness

AfCFTA Implementation & Trade Readiness is an independent PHC Public Interest project established to monitor the gap between the African Continental Free Trade Area's legal and policy framework and its practical commercial usability.

The project will maintain evidence concerning the conditions that determine whether businesses can actually make use of AfCFTA across specific countries, sectors, products and trade corridors.

Rather than treating AfCFTA as a single continent-wide condition that is either "ready" or "not ready", the project will examine the practical factors that determine usability, including tariff schedules, Guided Trade Initiative participation, rules of origin, services offers, customs and documentation processes, national implementation structures, payment systems, domestic regulation, infrastructure and business awareness.

PHC will use Concerns, evidence, actions, proposals and periodic assessments to maintain a continuously updated picture of implementation progress, obstacles and opportunities.

PHC Proposal

This proposal offers the **Project Health Control (PHC) Service** for the AfCFTA Implementation & Trade Readiness project.

AfCFTA readiness is not a single document or launch event. It depends on many moving parts being made practical: stakeholder alignment, policy interpretation, market preparation, trader support, logistics and customs interfaces, digital records, training, communications, funding confidence and follow-through on decisions. Without a maintained control structure, useful activity can become fragmented across meetings, reports, spreadsheets, correspondence and individual memory.

PHC provides a disciplined way to hold that activity together. It gives the project a live evidence base for Schedule, Concerns, Actions, Locations, People, Events and Deliverables, so leadership and partners can see what is known, what is blocked, what has changed, and what needs attention next.

Project Summary

The AfCFTA Implementation & Trade Readiness project is intended to support practical preparation for increased intra-African trade participation. It focuses on the operational conditions that allow policy intent to become usable delivery: informed stakeholders, clear workstreams, credible records, coordinated actions, visible risks and evidence that can support funding, assurance and scale-up decisions.

The project may involve a wide mix of public, private, civic and community-facing participants. Each group may have different expectations, constraints and definitions of success. PHC is proposed as the project-health control method for keeping these moving parts connected and for making progress visible without over-centralising ownership or obscuring local responsibility.

The proposal covers the PHC Service only. It supports implementation readiness, reporting discipline and evidence management; it does not provide trade-law advice, customs rulings, market-entry guarantees, finance guarantees or direct replacement of existing institutional mandates.

Involved Parties

The precise parties would be confirmed during mobilisation, but the PHC Service is expected to operate across a broad implementation environment. Likely interfaces include:

- Project Sponsor and Steering Group** - responsible for purpose, priorities, funding decisions and acceptance of the PHC deployment plan.
- AfCFTA and Trade-Readiness Leads** - responsible for translating policy objectives into practical workstreams, milestones and stakeholder commitments.
- Government, Regional and Institutional Partners** - providing regulatory, customs, standards, enterprise-development or market-access context as applicable.
- Business, SME and Trade Associations** - representing practical trader needs, readiness barriers, sector opportunities and adoption feedback.
- Implementation Partners and Consultants** - contributing analysis, training, outreach, reporting, systems support and delivery capacity.
- Community, Youth and Trainee Participants** - supporting local intelligence, data collection, communications, learning pathways and evidence maintenance where agreed.
- Funders and Assurance Stakeholders** - requiring credible visibility of activity, spend, progress, risk and outcome evidence.

Operational Strategy

The project will be supported through the standard three-phase Project Health Control deployment model. Each phase is designed to increase clarity, reduce delivery ambiguity and build a maintained evidence base for fundable, accountable trade-readiness work.

- **Phase 1 - Verification Preview (7-Day Review)** - a short, evidence-led review of the project environment, stakeholder map, readiness assumptions, existing records, immediate Concerns and the conditions needed for a credible start.
- **Phase 2 - Setup and Mobilisation** - establishment of the PHC project structure, registers, review rhythm, contribution routes, reporting pattern and practical user onboarding.
- **Phase 3 - Embedded Oversight** - continuing support for issue visibility, action follow-up, evidence gathering, progress reporting and adaptation as implementation work develops.

The operating principle is simple: PHC should make the project easier to govern, easier to explain and easier to fund by keeping evidence close to the work and by making unresolved matters visible early.

Phase 1: 7-Day Review

Timeline: 1 week

Focus: Confirm whether the project has enough clarity, stakeholder access and practical readiness to justify structured mobilisation.

Activities:

- Review available project records, concept notes, stakeholder lists, delivery assumptions and existing workstream information.
- Map initial Concerns, Actions, Locations, People, Events and Deliverables using the PHC method.
- Identify immediate gaps in ownership, evidence, reporting, access, readiness and decision-making.
- Produce a concise Go / No-Go advisory report with recommended next steps for setup.

Phase 2: Setup Phase

Timeline: 2 months

Focus: Put the PHC operating structure in place so the AfCFTA readiness work can be tracked, reviewed and reported consistently.

Activities:

- Confirm participating organisations, nominated users, review roles and reporting responsibilities.
- Configure PHC records for workstreams, stakeholders, Concerns, Actions, Deliverables, meetings and evidence links.
- Onboard users and trainees into the agreed PHC Portal working practices.
- Define the reporting cadence, escalation route, evidence requirements and monthly review structure.
- Create the first operational baseline for readiness status, open Concerns and priority Actions.

Phase 3: Continuation Phase

Timeline: 3 months, renewable by agreement

Focus: Maintain project-health visibility as implementation activity develops across stakeholders, locations and workstreams.

Activities:

- Maintain live registers for Concerns, Actions, decisions, deliverables, stakeholder inputs and supporting evidence.
- Track follow-through on agreed readiness activities and highlight stalled or weakly evidenced items.
- Prepare regular project-health reporting for leadership, partners and funders.
- Support adaptation of the PHC structure as new locations, sectors, participants or readiness priorities are added.
- Build an evidence trail suitable for scale-up discussions, funding review and lessons learned.

Expected Outcomes

The expected outcomes of applying the PHC Service to the AfCFTA Implementation & Trade Readiness project include:

- **A clear project-health evidence base** connecting stakeholders, workstreams, Concerns, Actions, locations, deliverables and decisions.
- **Improved readiness visibility** showing where implementation is prepared, where it is blocked and where further evidence or ownership is required.
- **Stronger funder confidence** through structured reporting, traceable activity and clearer links between resources, outputs and progress.
- **Better stakeholder coordination** by reducing reliance on scattered notes, informal updates and untracked commitments.
- **Local capacity building** through defined trainee participation and practical exposure to project-health control methods.
- **A reusable operating model** that can be adapted for additional trade-readiness locations, sectors or implementation partners.

FINANCIALS & FORECAST

6-Month Forecast							
Category	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Total
People - 7-Day Review	3,042	0	0	0	0	0	3,042
People - Setup	0	11,605	0	0	0	0	11,605
People - Continuation	0	0	11,605	12,049	12,049	0	35,703
People - Maintenance	0	0	0	0	0	12,049	12,049
Hardware	0	0	1,442	0	0	0	1,442
IT Services and Tooling	0	0	0	1,901	0	0	1,901
Miscellaneous	0	1,002	0	0	0	0	1,002
TOTAL	3,042	12,607	13,047	13,950	12,049	12,049	66,744
PHC Profit	790	3,014	3,014	3,130	3,130	3,130	16,208
Agency Markup	277	1,055	1,055	1,095	1,095	1,095	5,672

Cost Breakdown - Hardware		
(*1) Hardware Breakdown		
Category	Description	Total Cost
Single Board Computer Set x5 x5	Raspberry Pi 500, Mouse, hdmi cable, power cable	£722
Monitor x5 x5	Mini-Monitor (for RP500)	£480
Site UPS x1	Uninterruptible Power Supply (UPS) for site computers.	£240
		£1,442

Cost Breakdown - People

(*2) PHC People Costs

Role	People	Hourly Rate	M1	M2	M3	M4	M5	M6	Total (GBP)
[1] PHC Strategist	David Winter	£138.60	10	8	8	8	8	8	£6,930
[2] PHC Analyst	Abubakr Harakat	£92.40	5	16	16	16	16	16	£7,854
[3] PHC Admin	PHC Admin	£53.90	5	24	24	24	24	24	£6,738
[4] PHC Trainee	[name 2]	£18.48	0	10	10	10	10	10	£924
[4] PHC Trainee	[name1]	£18.48	0	48	48	72	72	72	£5,766
[5] Project Staff	Salefu Ngbede	£92.40	10	72	72	72	72	72	£34,188
PHC Provider Markup			£790	£3,014	£3,014	£3,130	£3,130	£3,130	£16,208
Agent Markup			£277	£1,055	£1,055	£1,095	£1,095	£1,095	£5,673
Total			£3,042	£11,605	£11,605	£12,049	£12,049	£12,049	£62,399

Footnote - People Costs and PICS Eligibility: The people-related costs shown above relate to funded governance, delivery, leadership, and trainee roles agreed at the outset of the project. These paid hours are **not** eligible for PICS (Pro Bono Social Impact Credits). PICS applies only to unpaid or underpaid service contributed outside funded roles. PHC Service maintains a clear, auditable separation between funded work and any pro-bono contribution, preventing double recognition while ensuring transparency to funders.

APPENDICES & METHODOLOGY

Appendices

Appendix Highlights

The supporting material should help readers understand the PHC method, the project context and the practical evidence needed for responsible trade-readiness implementation. Appendices may include:

- **The Story of PHC** - background on the method and its development.
- **Project Information** - the project profile, purpose, assumptions and current status within PHC Port.
- **Strategic Plan** - the working plan, workstreams, milestones and project-health structure.
- **Cost Model Configuration** - the editable assumptions used to generate the commercial sections of the proposal.
- **Evidence and Reporting Examples** - sample records or outputs showing how PHC will support transparency, follow-through and funding confidence.

Project-specific commercial assumptions, participant names, hourly allocations, hardware requirements and implementation timings should be reviewed before issue and updated in the proposal cost model where required.

Links & Documents

- The Story of PHC - https://phcport.com/media/profile/The_Story_of_PHC.pdf
- Project Info - https://phcport.com/openprojectinfo/index.php?project_id=517
- Framing Questions - https://phcport.com/openplan/index.php?project_id=517
- Strategic Plan - https://phcport.com/openplan/plan.php?project_id=517
- Manifesto - https://phcport.com/openmanifesto/index.php?project_id=517
- Business Case - https://phcport.com/openbusinesscase/index.php?project_id=517
- 90-Day Plan - https://phcport.com/90dayplan/index.php?project_id=517
- Africa's Free Trade Zone Has a Filing Cabinet Problem: - <https://www.linkedin.com/pulse/africas-free-trade-zone-has-filing-cabinet-problem-salefu-ngbede-efvve/>

PHC vs PICS vs Common Planet

This proposal offers the PHC Service for AfCFTA implementation and trade-readiness control.

PHC is used here as the project-health method for maintaining structured visibility of Concerns, Actions, Locations, People, Events, Deliverables, decisions and evidence. It supports governance, reporting and coordinated follow-through.

The proposal does not include trade-law advice, customs rulings, direct market-entry services, finance guarantees or replacement of any public authority, regional body, funder or delivery partner. Any wider participation, recognition or community-benefit mechanisms should be separately defined where they form part of the agreed project design.