Project Number:	
Project Title:	Regional G2B/B2B e-Marketplace Project
Project Short Title:	Caribbean e-Marketplace
Estimated Duration:	3.5 years
Start Date:	
Estimated End Date:	December 2015
Government Coop. Agency:	Ministries of Communications, Regulatory bodies, Telecom operators
Implementing Agency:	CANTO
Project Site:	Port of Spain, Trinidad
Beneficiary Country:	Caribbean Countries

SUMMARY OF CONTRIBUTIONS

A) Project Budget

Description	**US$**
Project Personnel	750,000
Mission Expenses	55,000
Public Awareness/Training	220,000
External Services	250,000
Communication Services	25,000
Bank Charges	3,000
Misc. And Other Costs	114,000
Total:	1,417,000

B) Contributions from beneficiary countries: In-kind

Brief Description:

This project aims at developing a Regional G2B/B2B e-Marketplace where Governments, businesses and the wider citizenry can come together in a virtual space to trade ideas, opportunities, goods and services. The e-Marketplace will allow businesses greater regional visibility and create a platform for governments to operate more efficiently. To achieve this objective, CANTO will work with regional stakeholders to:

- Raise awareness and develop specific requirements for CARICOM governments with respect to a platform through which they can implement their national e-Government initiatives, particularly those relating to e-Procurement.
- Raise awareness of the benefits and develop specific requirements for a platform through which regional SMEs can benefit from business opportunities with Regional Governments.
- Raise awareness and develop specific requirements for a platform that will connect Caribbean SMEs through their ability to conduct e-Business/e-Commerce with each others.

For the	**Signature**	**Date**	**Name/Title**
ITU:	_____	___/___/_____	
Partner(s):	_____	___/___/_____	
	_____	___/___/_____	

1. BACKGROUND AND CONTEXT

A recent study on MSME use of Information and Communication Technology (ICT) titled "E-COMMERCE STRATEGY PAPER FOR CARIFORUM VOLUME 3: SMEs' READINESS FOR E-COMMERCE, July 15, 2010" revealed the following:

- That only 7% of business activity was conducted with customers in CARICOM Territories other than their own.
- That approximately only 2% of MSME business transactions are with regional governments.
- That approximately 38% of CARIFORUM MSMEs do not have a web-presence (website).
- That 31% of MSMEs communicated that the cost of setting up a business website was an issue and may well be prohibitive in several Territories.

The successful deployment of a Regional G2B/B2B e-Marketplace is the CTC project that CANTO is best placed to drive, in order to resolve the issues highlighted in the CARIFORUM study cited above and connect Caribbean businesses, economies and people.

Additionally regional governments are preparing to, and in many cases are already pushing forward ICT agendas. These initiatives include those involved in pushing forward e-Government initiatives as outlined in the strategy frameworks listed below:

2010-2014 CARICOM eGovernment Strategy

E-COMMERCE STRATEGY PAPER FOR CARIFORUM VOLUME 1: A COMMON STRATEGY (July 15, 2010)

CANTO sees the opportunity for providing a platform that will enable regional governments to push forward with their e-Government agendas as they relate to G2B e-Business and e-Procurement. The opportunity exists for deploying a platform that all regional government can leverage for G2B e-Business and for simultaneously creating opportunities for their territory's small businesses. The availability of such a platform will relieve the pressure for each nation to implement its own platform.

This series of activities will also require discussions/collaboration with the Regional banking sector so that provisions can be put in place to facilitate arrangements for the efficient movement of funds between parties involved in intra-regional business transactions.

2. PROJECT DESCRIPTION

The Regional e-Marketplace initiative seeks to satisfy or create the conditions necessary to satisfy the policy/strategy objectives as follows:

- **e-Government Framework** (as set out in the 2010 -2014 CARICOM e-Government Strategy http://www.caricad.net/UserFiles/File/Draft%20CARICOM%20eGovernment%20Strategy.pdf)
  Design, develop and support the implementation of e-Government related frameworks. The frameworks include; policy templates, legislation templates, information, data and records architecture, cyber crime protection, transparency, ICT standards and architectures, service level agreements templates, methodologies, best practices, case studies and training.

- **Common ICT Procurement**
  Plan, organize, and coordinate a strategic and common ICT procurement function including supply arrangements within the context of overall CARICOM procurement policies for use by ICT organizations in the Caribbean member states

- **E-commerce environment**
  Strengthen e-commerce environment in the region through the introduction of a harmonized legislative framework in each country including; cross recognition of user identification and authentication and protection of the integrity of e-Commerce environment.

This project will move the CARICOM region toward the goal of:

- Connecting the Caribbean by enabling competitive intra regional Business through government facilitation of the e-Business sector;
- The minimizing of the R&D and implementation costs associated with e-Business Applications and the levelling of the ICT "playing field" for MSMEs by publishing the specifications and recommended standards, so that companies can have the information to justify the ROI for engaging in e-Business;
- Determination of a suitable e-Business ICT Platform;
- Leveraging telecoms to increase uptake and average usage of telecom services.
- Increasing the volume of regional online trade;
- Increasing the volume of SME business transactions with regional governments;
- Increasing the uptake and usage of ICT tools in business;

3. PROJECT OBJECTIVES

The following are the major objectives of the project:

- Raise awareness and develop specific requirements for CARICOM governments with respect to a platform through which they can implement their national e-Government initiatives, particularly those relating to e-Procurement by 2015;
- Raise awareness of the benefits and develop specific requirements for a platform through which regional SMEs can benefit from business opportunities with Regional Governments;
- Raise awareness and develop specific requirements for a platform that will connect Caribbean SMEs through their ability to conduct e-Business/e-Commerce with each other.

4. OUTPUTS

The following outputs are envisaged:

1. A platform through which Caribbean governments can implement their national e-government initiatives, particularly those relating to e-procurement,
2. A platform through which regional SMEs can access business opportunities with regional governments,
3. A platform that will connect Caribbean SMEs through their ability to conduct e-business/e-commerce with each other.

5. INDICATORS

The following indicators will be used to measure the success of the project:

1. Strategy to raise awareness of the value and benefit of e-procurement through an e-marketplace,
2. Secured support and participation commitment from regional governments, CANTO members and business support institutions,
3. Specification of an e-procurement platform, including a pilot study,
4. MSMEs, e-marketplace managers, administrators and other stakeholders trained to fulfil their expected roles.

6. MAIN ACTIVITIES

1. Liaise with regional governments, private sector and regional organizations,
2. Assessment of current procurement policies and procedures,
3. Multi-Stakeholders meeting to establish vision of e-marketplace, timescale for design and delivery of each phase of project and regional action plan,
4. Public awareness seminars and workshops,
5. Capacity building,
6. Review of existing platforms,
7. Development of specifications for platforms,
8. Definition of comprehensive work-flows, user scenarios, interface design and other e-marketplace functionality (for handover for monetization – commercial or another project).

7. INPUTS

7.1 CANTO

CANTO will be the executing agency in conjunction with a steering committee comprising regional stakeholders and will undertake the following:

1. manage the staff resources that will be funded and hired through this project,
2. exercise all reasonable skill, care and diligence to deliver a successful project,
3. select a Project Coordinator to monitor its implementation and will identify, and
4. recruit the required specialists to implement the training programme.

7.2 Partners

It is necessary to identify partners interested in providing funding support for the implementation of this project. The Project foresees the recruitment of experts to deliver training, conferences, develop and refine specifications, assess the current e-marketplace initiatives, design interface and other related expenses over the three (3) year period.

7.3 Beneficiaries

Regional Governments, business sector, CANTO members and other stakeholders are expected to support and participate in dialogue and management of this initiative.

8. RISK ASSESSMENT

8.1 **The Project will require close coordination with all stakeholders**: multiple national governments, private sector, financial institutions, chambers of trade etc. CANTO will leverage its relationship with Governments, its members and other industry players to ensure that this close collaboration is maintained throughout the project.

8.2 **Lack of buy-in from regional governments**: CANTO will use its extensive network of relationships across the region as well as leverage the support from its members with national governments.

8.3 **Insufficient uptake of the initiative by regional SMEs**: Again CANTO will use its network to lobby regional business development institutions and business chambers to promote the platform as a business development tool.

8.4 **Presence/plans of other similar initiatives/platforms:** CANTO will seek to partner with and or leverage other similar regional platforms if they exist or are planned for development, seeking to press the idea that a single regional platform is preferable than individual small scale platforms.

8.5 **Lack of regional experience in implementing similar solutions:** a significant part of this project will involve activities intended to understand the requisite for success in the Caribbean region. CANTO members and regional and international technology firms will be consulted/leveraged in order to maximize the success of the initiative.

9. PROJECT MANAGEMENT

The roles and responsibilities of all stakeholders are to be clearly defined. CANTO is the Executing Agency. After identification of the primary funding agency in order to facilitate the implementation of this project, CANTO will nominate a Project Team, funded by the project. The project team will work in close collaboration with the funding agency, regional stakeholders and subject experts to plan, monitor and deliver the project deliverables. The project team will be responsible for the management of the project, providing progress reports and financial reports as and when identified in the project plan.

10. MONITORING AND EVALUATION

The progress of the project will be monitored through specified periodic reports prepared by the Project Team in accordance with the checkpoints and milestones agreed to in the project plan. Progress reports will include status of each project deliverable and indicators.

11. WORKPLAN

CANTO will work in coordination with regional organizations as to confirm and/or make eventual adjustments in Project's Work Plan.

Activities	2012				2013				2014				2015			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Project Preparation																
Identification of Funding Agency																
Identification of Project Team																
Assessment of Current Policies & Procedures																
Stakeholders Meeting																
Progress Report																
Regional Action Plan																
Public Awareness Seminars & Workshops																
Capacity Building																
Review of existing Platforms																
Progress Report																
Definition of Design																
Development of Specifications																
Multi-stakeholders evaluation meeting																
Assessment Report																
Project Closure																

12. ESTIMATED BUDGET

FOR PROJECT IMPLEMENTATION IN 9 CARIBBEAN COUNTRIES

SPONSOR CLASSES	DESCRIPTION	TOTAL USD
	STAFF COSTS	
3001	Permanent Staff - Base Salaries	250,000
3002	External Services - Consulting	500,000
	Sub-Total	750,000
3111	**MISSION EXPENSES**	
3112	Mission expenses - FA Staff	15,000
3113	Mission expenses - Transportation	10,000
3114	Fellowships	25,000
3115	Other Mission expenses	5,000
	Sub-Total	55,000
	PUBLIC AWARENESS/TRAINING	
3201	Stakeholder Meetings (2)	100,000
3202	Seminars/ Workshops (4)	120,000
	Sub-Total	220,000
	EXTERNAL SERVICES	
3310	Printing	25,000
3320	Office Rentals & Equipment	225,000
	Sub-Total	250,000
	COMMUNICATIONS SERVICES	
3510	Postage & Mail	3,000
3520	Telecommunication services - fixed	5,000
3521	Telecommunication services - mobile	7,000
3522	Other - internet	10,000
	Sub-Total	25,000
	BANK CHARGES AND EXCHANGE LOSES	
3620	Bank Charges and Exchange Loses	3,000
	Sub-Total	3,000
	OTHER CHARGES	
3720	Miscellaneous and Other Costs	114,000
	Sub-Total:	114,000
	TOTAL BUDGET	1417,000