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# ACTESA POWER PLAY

*AGENDA FOR SOCIAL EQUITY 2074 PERSPECTIVE*

**EUSL AB**

*CARE TO CHANGE THE WORLD*

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# ACTESA Power Play – Agenda for Social Equity 2074 perspective

## Executive Summary

The Agenda for Social Equity 2074 (Agenda 2074), developed by EUSL, stands as a global framework dedicated to fostering a future rooted in equity, inclusion, and resilience. Conceived as a comprehensive response to entrenched social disparities, Agenda 2074 establishes a strategic pathway toward a world where justice, dignity, and opportunity are universally accessible. Through the introduction of seventeen Social Global Goals (SGGs), the framework provides actionable solutions that integrate global ambitions with practical mechanisms for change.

Recognizing the necessity of structured implementation, Agenda 2074 operates through a coordinated system of research, policy advocacy, funding, and execution. Within this structure, African Unity 2063 (AU2063) serves as the principal implementation arm, ensuring that Agenda 2074's vision materializes through tangible projects and initiatives. The Unity Center of Excellence (UCE) and the Unity Academy Center of Excellence (UACE) provide the research and academic support necessary to develop policies and train changemakers who will carry forward this agenda. The financial sustainability of this structure is secured through Boost Africa 2.0, while the Council for Global Social Advocacy (CGSA) ensures alignment with global governance frameworks and policy mechanisms.

## The Role of African Unity 2063 in Advancing Agenda 2074

African Unity 2063 plays an essential role in realizing the vision of Agenda 2074 through large-scale implementation across the African continent. The initiatives undertaken within this framework ensure that the fundamental objectives of the seventeen Social Global Goals are translated into structured and measurable action.

A critical element of this alignment is the commitment to universal access to essential services, ensuring that every individual, regardless of location or socioeconomic status, is guaranteed access to healthcare, education, clean water, and energy. Infrastructure expansion, coupled with targeted investments in underserved communities, ensures that the most vulnerable populations are not left behind. In direct correlation, efforts to eradicate poverty through social support take precedence, with robust social safety nets, economic empowerment initiatives, and community-driven programs designed to lift individuals out of systemic poverty while creating long-term resilience.

A key pillar of AU2063's engagement is the advancement of educational equity and lifelong learning, a goal that recognizes education as the foundation of sustainable development. Through the integration of each project's vocational training and digital education platforms, AU2063 facilitates a knowledge-based economy that ensures access to education extends beyond traditional institutions and remains a lifelong process. Similarly, an unwavering commitment to mental health and well-being for all is embedded into AU2063's strategy, guaranteeing that mental health services are accessible, stigma is actively combated, and communities are equipped with the tools necessary for emotional and psychological well-being.

Recognizing the increasing vulnerabilities posed by climate change and economic instability, AU2063 prioritizes community resilience and disaster preparedness. Through proactive risk assessment, disaster mitigation strategies, and community-driven preparedness initiatives, it ensures that

communities are equipped to withstand crises while maintaining social stability. Furthermore, urban expansion and population growth demand a comprehensive approach to inclusive and equitable urban development, ensuring that cities are structured to serve all residents equitably and sustainably. The integration of ethical governance principles remains a cornerstone of AU2063, fostering social justice and fair governance through transparent institutions, participatory democracy, and robust legal frameworks.

Economic empowerment remains at the forefront of AU2063's objectives, ensuring that individuals are not merely recipients of aid but active contributors to society. The goal of decent work for social empowerment is realized through structured employment initiatives, skills training, and entrepreneurial support, all of which are financed through Boost Africa 2.0. Given the continent's demographic profile, special attention is dedicated to supporting youth and children's development, creating a conducive environment for the next generation to thrive. Parallel efforts focus on fostering social cohesion and inclusivity, bridging societal divides, and ensuring that cultural, religious, and social diversity is acknowledged and celebrated rather than being a source of division.

A critical function of AU2063 is the protection of vulnerable populations, ensuring that marginalized groups, including persons with disabilities, refugees, and elderly individuals, receive targeted legal protections, social support, and economic opportunities. A significant extension of this mission is the preservation of cultural and community identity, ensuring that Africa's indigenous knowledge, languages, and heritage remain integral to its developmental trajectory. Strengthening family and community structures emerges as a parallel priority, acknowledging that the family unit and social networks form the foundation of societal resilience.

To achieve lasting societal transformation, AU2063 fosters civic engagement and participation, ensuring that citizens actively contribute to governance processes and that decision-making is reflective of community needs. Recognizing the rapidly evolving technological landscape, AU2063 also integrates ethical use of technology for social benefit, ensuring that digital transformation is harnessed responsibly to bridge divides rather than exacerbate inequities.

### **The Role of the Unity Center of Excellence in Advancing Social Research and Policy Development**

The Unity Center of Excellence (UCE) serves as the primary research and policy innovation hub that ensures Agenda 2074 is grounded in data-driven solutions. Through targeted research, UCE develops frameworks for universal service access, poverty eradication strategies, gender equity policies, and sustainable urban development. The center's role extends beyond theoretical exploration to the practical formulation of policies that directly inform AU2063's interventions.

Parallel to this, the Unity Academy Center of Excellence (UACE) functions as the academic arm of Agenda 2074, responsible for training PhD students related to UCE programs, policymakers, practitioners, and social entrepreneurs. Through structured academic programs, vocational training, and doctoral research initiatives, UACE ensures that the individuals leading the implementation of Agenda 2074 are equipped with the necessary expertise and practical skills.

### **The Role of the Council for Global Social Advocacy in Policy and Governance**

To ensure sustained global impact, the Council for Global Social Advocacy (CGSA) operates as the policy and governance arm of Agenda 2074. Its primary mandate is to advocate for policy alignment with global governance frameworks, ensuring that the goals of Agenda 2074 are reflected in international agreements, African Union policies, and multilateral funding mechanisms. CGSA's influence extends to

fostering civic engagement, participatory governance, and legal reforms that institutionalize the principles of equity and social justice.

## Boost Africa 2.0: The Financial Backbone of Agenda 2074

Sustainable implementation necessitates financial resilience, a function carried out by Boost Africa 2.0, the financing mechanism that supports projects aligned with Agenda 2074. As the successor to the original Boost Africa initiative, which operated between 2016 and 2020 as a \$300 million joint venture between the European Investment Bank (EIB) and the African Development Bank (AfDB), Boost Africa 2.0 expands upon this model to provide blended finance solutions. The initiative secures funding through a combination of public and private investments, ensuring that projects focusing on education, healthcare, employment, and digital transformation receive the necessary financial backing.

## An Integrated Approach to Sustainable Development

By ensuring that African Unity 2063, UCE, and UACE operate in alignment with Agenda 2074, a comprehensive and integrated approach to sustainable social development is established. This strategic framework ensures that research informs implementation, financial mechanisms sustain development, and policy frameworks institutionalize long-term equity. The structured coordination between implementation, research, finance, and policy advocacy ensures that Agenda 2074 is not merely a theoretical vision but an actively realized roadmap toward a world where equity, justice, and dignity are universal realities.

## I. Aligning African Unity 2063 with Agenda 2074

African Unity 2063 is the implementation arm focused on executing projects in Africa. To ensure its work fulfills Agenda 2074, we can integrate the SGGs into its 10 core projects:

### Key Alignment Areas

Agenda 2074 SGGs	How African Unity 2063 Can Implement It
<b>SGG 1: Universal Access to Essential Services</b>	Expand infrastructure for clean water, healthcare, electricity, and education. Partner with ACTESA to improve agricultural access.
<b>SGG 2: Eradicating Poverty through Social Support</b>	Strengthen social protection systems and community-driven economic models (aligned with Agenda 2063's goal of prosperity).
<b>SGG 3: Gender Equality and Empowerment</b>	Ensure women-led entrepreneurship, enforce gender-inclusive policies, and implement microfinance initiatives.
<b>SGG 4: Educational Equity and Lifelong Learning</b>	Use UACE to create vocational programs, scholarships, and digital learning platforms for rural communities.
<b>SGG 5: Mental Health and Well-being for All</b>	Establish community-based mental health services and integrate well-being programs in workplaces and schools.
<b>SGG 6: Community Resilience and Disaster Preparedness</b>	Train local communities in disaster risk management and climate adaptation, especially in drought- and flood-prone regions.



Agenda 2074 SGGs	How African Unity 2063 Can Implement It
<b>SGG 7: Inclusive and Equitable Urban Development</b>	Promote sustainable housing, smart city infrastructure, and resilient urban planning in Africa's growing cities.
<b>SGG 8: Social Justice and Fair Governance</b>	Work with CGSA to advocate for transparent governance, participatory democracy, and human rights enforcement.
<b>SGG 9: Eradication of Social Inequality</b>	Develop financial inclusion programs, decentralized governance models, and grassroots economic initiatives.
<b>SGG 10: Decent Work for Social Empowerment</b>	Boost Africa 2.0 can finance youth employment programs and skill development for the informal economy.
<b>SGG 11: Support for Youth and Children's Development</b>	Expand early childhood education, youth mentorship, and community centers for children.
<b>SGG 12: Fostering Social Cohesion and Inclusivity</b>	Integrate peacebuilding initiatives into African Unity 2063, promoting inter-ethnic and inter-religious dialogue.
<b>SGG 13: Protection of Vulnerable Populations</b>	Provide safety nets for refugees, disabled persons, and elderly populations in Africa.
<b>SGG 14: Cultural and Community Identity Preservation</b>	Promote African heritage, indigenous knowledge, and linguistic diversity through cultural diplomacy projects.
<b>SGG 15: Support for Family and Community Structures</b>	Strengthen community-driven childcare, family counseling services, and intergenerational support networks.
<b>SGG 16: Promoting Civic Engagement and Participation</b>	Support civil society organizations and digital participation tools to involve citizens in governance.
<b>SGG 17: Ethical Use of Technology for Social Benefit</b>	Implement ECHO as Africa's infrastructure and digital public good, ensuring tech is used ethically and for social progress.

**Strategic Impact:**

African Unity 2063's projects will be designed with Social Global Goals (SGGs) as measurable impact benchmarks, ensuring that economic growth, infrastructure development, and policy reforms are aligned with equity, sustainability, and long-term social transformation. By embedding SGGs into every stage of project implementation, African Unity 2063 ensures that investments drive tangible improvements in food security, education, employment, and environmental resilience, positioning Africa as a global model for inclusive and sustainable development.

## II. Aligning UCE/UACE with Agenda 2074

The Unity Center of Excellence (UCE) and Unity Academy Center of Excellence (UACE) are research and academic hubs that generate knowledge to support implementation. Their role in Agenda 2074 could be:

### UCE: Research & Innovation for Social Equity

SGGs	Research Contributions
<b>SGG 1: Universal Access to Essential Services</b>	Develop models for universal service access in rural areas.
<b>SGG 2: Eradicating Poverty through Social Support</b>	Study poverty reduction strategies & best practices in Africa.
<b>SGG 3: Gender Equality and Empowerment</b>	Research gender gaps in leadership, wages, and access.
<b>SGG 4: Educational Equity and Lifelong Learning</b>	Design new frameworks for inclusive education & digital learning.
<b>SGG 5: Mental Health and Well-being for All</b>	Research community-based mental health models.
<b>SGG 6: Community Resilience and Disaster Preparedness</b>	Develop climate resilience strategies and risk assessments.
<b>SGG 7: Inclusive and Equitable Urban Development</b>	Conduct research on sustainable urbanization for African cities.
<b>SGG 8: Social Justice and Fair Governance</b>	Create policy recommendations for transparent governance.
<b>SGG 9: Eradication of Social Inequality</b>	Develop metrics to measure inequality and impact tracking.
<b>SGG 10: Decent Work for Social Empowerment</b>	Identify best practices for job creation and entrepreneurship.
<b>SGG 11: Support for Youth and Children's Development</b>	Research youth empowerment models and skill development.
<b>SGG 12: Fostering Social Cohesion and Inclusivity</b>	Study successful peacebuilding & inclusion strategies.
<b>SGG 13: Protection of Vulnerable Populations</b>	Research legal frameworks for protecting marginalized groups.



SGGs	Research Contributions
<b>SGG 14: Cultural and Community Identity Preservation</b>	Preserve and document indigenous knowledge & cultures.
<b>SGG 15: Support for Family and Community Structures</b>	Research family and community-based social systems.
<b>SGG 16: Promoting Civic Engagement and Participation</b>	Conduct studies on digital civic engagement & e-governance.
<b>SGG 17: Ethical Use of Technology for Social Benefit</b>	Develop ethical AI governance frameworks.

### **UACE: Academic & Training Programs**

The Unity Academy Center of Excellence (UACE) plays a critical role in building the human capital necessary to implement Agenda for Social Equity 2074, ensuring that changemakers, policymakers, and industry leaders are equipped with the skills, knowledge, and strategic insight needed to drive Africa’s transformation.

Through a structured education and training framework, UACE will develop programs that are directly linked to ACTESA Power Play, CGSA’s advocacy efforts, and the broader objectives of African Unity 2063, ensuring that learning is practical, impact-driven, and tailored to Africa’s development needs.

- Vocational Training & Applied Learning – UACE will provide technical and vocational training programs focused on agriculture, sustainable infrastructure, and trade facilitation, ensuring that professionals and entrepreneurs are equipped to participate in and scale ACTESA Power Play’s initiatives.
- Policy & Governance Leadership Programs – Specialized courses and executive training programs will be designed to support CGSA’s advocacy efforts, training policymakers, government officials, and business leaders in equitable governance, sustainable economic policies, and international trade regulations.
- PhD & Research Programs in Social Impact – UACE will foster long-term knowledge production by developing doctoral research programs focused on social equity, economic inclusion, environmental resilience, and governance innovation, ensuring that Africa’s development model is continuously refined through data-driven insights.

By integrating education, policy training, and research within a single institution, UACE ensures that the principles of Agenda 2074 are not only implemented but also institutionalized for future generations, positioning Africa as a leader in sustainable, knowledge-driven development.

## **III. Introduction: The Need for ACTESA Power Play**

The agricultural sector in Eastern and Southern Africa remains one of the most significant pillars of economic activity, contributing substantially to employment, food security, and trade. However, despite its vast potential, the region continues to face critical structural challenges that hinder agricultural growth and economic integration. Fragmented markets, weak infrastructure, limited financial access,

and climate-induced vulnerabilities create systemic barriers that prevent smallholder farmers and agribusinesses from thriving in a competitive trade environment.

ACTESA (Alliance for Commodity Trade in Eastern and Southern Africa) was established under COMESA (Common Market for Eastern and Southern Africa) with the mandate to enhance regional trade in staple foods and facilitate market access for farmers and agribusinesses. Over the years, ACTESA has played a crucial role in developing regional commodity exchanges, trade policies, and market information systems. However, for ACTESA to evolve into a dominant force capable of driving both economic transformation and social equity, a strategic expansion is required—an expansion that ACTESA Power Play seeks to implement.

ACTESA Power Play is designed to scale up ACTESA's role beyond trade facilitation, transforming it into a comprehensive socio-economic development mechanism. This initiative does not merely aim to increase intra-African trade; it seeks to reshape agricultural markets into equitable, resilient, and technology-driven systems that uplift marginalized farmers, improve food security, and create long-term economic stability across the region.

At the core of this transformation is Agenda for Social Equity 2074 (Agenda 2074), a framework that extends the ambitions of Agenda 2030 (UN SDGs) and Agenda 2063 (African Union) into a future where social justice, economic fairness, and sustainability are fully realized. Agenda 2074 provides a structured model to ensure that economic growth is not achieved at the cost of social exclusion but instead fosters a balanced development that prioritizes people over profit.

By embedding the 17 Social Global Goals (SGGs) of Agenda 2074 within ACTESA Power Play, this initiative guarantees that trade liberalization and economic expansion are coupled with inclusive policies, ethical governance, and grassroots empowerment. The alignment ensures that ACTESA does not simply serve as a regional trade facilitator, but rather as a vehicle for holistic development, creating structured market systems that prevent exploitation, reduce inequality, and enhance local economic sovereignty.

The expansion of ACTESA through the Power Play strategy introduces key interventions aimed at resolving critical weaknesses within the current agricultural trade system. These interventions include:

- **Strengthening market access and trade equity** through regulatory harmonization and regional integration policies within COMESA.
- **Integrating technology-driven solutions** such as FlexSus, an advanced data-driven platform for monitoring agricultural supply chains, climate conditions, and market trends in real time.
- **Facilitating financial inclusion** by establishing innovative credit and insurance mechanisms for smallholder farmers and cooperatives, reducing their vulnerability to climate shocks and economic downturns.
- **Promoting infrastructure development** to enhance logistics, cold storage, and processing capabilities, ensuring that food commodities reach markets without excessive post-harvest losses.
- **Enhancing agricultural resilience and sustainability** by aligning production models with climate-smart practices that mitigate environmental degradation while improving long-term productivity.

ACTESA Power Play represents an evolution from trade facilitation to economic empowerment, positioning ACTESA as a regional economic engine that prioritizes sustainable growth, inclusive policies, and social transformation. By adhering to Agenda 2074's vision, ACTESA will not only strengthen food security and trade in Eastern and Southern Africa but will also act as a catalyst for equitable development, ensuring that the benefits of economic progress reach all levels of society.

Through this initiative, ACTESA is poised to become a leader in Africa's socio-economic transformation, proving that regional trade, when structured around principles of equity and sustainability, can serve as a driving force for long-term prosperity and justice.

## IV. Agenda for Social Equity 2074 as the Foundation of ACTESA Power Play

The transformation of ACTESA into a powerful regional economic entity must be rooted in a framework that ensures economic expansion does not perpetuate existing inequalities but instead fosters a system of trade that is inclusive, resilient, and socially just. The Agenda for Social Equity 2074 (Agenda 2074) provides this essential foundation, establishing a structured approach that integrates trade, governance, social development, and sustainability into a unified model for long-term prosperity.

ACTESA Power Play is not merely an initiative to strengthen agricultural trade; it is a strategic instrument designed to reshape economic participation, secure livelihoods, and formalize opportunities for historically marginalized actors within the agricultural value chain. This transformation demands a systematic alignment with the 17 Social Global Goals (SGGs), ensuring that trade and economic integration are not isolated processes but are instead deeply intertwined with the principles of universal access, social empowerment, and ethical governance.

At the heart of this strategic realignment lies the necessity to create an agricultural trade ecosystem that functions as a mechanism for social equity. The economic structures that ACTESA Power Play seeks to establish are not purely transactional; they serve as pillars of a larger social development framework that must address issues such as access to essential agricultural services, financial inclusion, formalization of labor markets, and ethical technology implementation. This comprehensive approach guarantees that regional trade is not merely expanded, but fundamentally restructured to benefit all stakeholders equitably.

The application of Agenda 2074 within ACTESA Power Play manifests in several interdependent strategic imperatives. First and foremost, the establishment of universal access to essential agricultural services ensures that smallholder farmers, cooperatives, and agribusinesses are not excluded from regional trade due to systemic barriers. ACTESA must facilitate equitable access to critical services, including input financing, market data, logistical infrastructure, and capacity-building programs, thereby eliminating disparities that have historically disadvantaged rural producers. This directly correlates with the need to eradicate poverty through structured social support, ensuring that economic participation within the ACTESA framework is not limited to large-scale enterprises but extends to community-driven agricultural networks, women-led cooperatives, and youth-focused agribusiness ventures.

Moreover, for ACTESA Power Play to function as a catalyst for long-term economic transformation, it must prioritize educational equity and lifelong learning. Agricultural production, processing, and trade are no longer confined to traditional methods; they require continuous adaptation to technological advancements, climate-smart practices, and evolving market demands. Collaboration with the Unity

Academy Center of Excellence (UACE) will be central to establishing structured educational programs that ensure agricultural stakeholders are equipped with the skills and knowledge necessary to navigate and thrive within a modernized trade ecosystem.

Equally critical to this transformation is the formalization of labor markets within agriculture and trade, ensuring that employment within the sector is structured, dignified, and empowering. Historically, agricultural labor has been characterized by informality, exploitative wage structures, and lack of worker protections. Through ACTESA Power Play, labor conditions must be redefined to establish decent work standards, contractual stability, fair wages, and access to social security mechanisms. This will not only enhance workforce productivity but will also contribute to the broader objective of economic stability and resilience in rural economies.

The final, yet equally indispensable, pillar of this transformation is the ethical use of technology. Digitalization within the agricultural sector presents a profound opportunity to bridge market access gaps, improve efficiency, and enhance transparency. However, if deployed without a strong ethical governance framework, technology can also exacerbate disparities, exclude vulnerable groups, and consolidate market power among a few dominant actors. ACTESA Power Play, in alignment with Agenda 2074, must integrate responsible digital monitoring and data governance to ensure that technology is a tool for empowerment rather than a mechanism for control. This includes the implementation of FlexSus, a data-driven platform designed to enhance climate adaptation, improve market tracking, and strengthen resilience across agricultural value chains.

The unification of these strategic imperatives—equitable access, structured social empowerment, lifelong education, labor market formalization, and ethical technology governance—positions ACTESA Power Play as an initiative that does not merely support agricultural trade but fundamentally redefines the terms under which economic participation occurs. This ensures that Agenda 2074 is not an aspirational framework but an actively implemented blueprint guiding ACTESA's expansion toward a future where economic progress and social justice are inextricably linked.

## V. Structural Framework of ACTESA Power Play

The transformation of ACTESA from a trade facilitation body into a fully operational economic and social development actor necessitates a clearly defined structural framework that aligns with Agenda for Social Equity 2074 while remaining deeply embedded within the broader objectives of Agenda 2063 (AU2063). This transformation is not a theoretical exercise, but a structured and systematic process wherein institutional growth, regional integration, digital infrastructure, and academic partnerships converge to establish ACTESA Power Play as a self-sustaining and socially transformative mechanism.

Fundamental to this framework is the recognition that AU2063 serves as the driving force behind ACTESA Power Play. Without the existence of fundable, scalable projects under African Union 2063, there is no foundation for research, no framework for trade expansion, and no tangible mechanism through which economic integration can be realized. It is, therefore, within the context of AU2063's developmental agenda that ACTESA Power Play is structured—functioning not in isolation but as a direct enabler of Africa's industrialization, trade expansion, and social equity transformation.

### Institutional Scaling: From Trade Facilitation to Development Engine

ACTESA, in its current structure, operates as a market access facilitator within COMESA, supporting the harmonization of trade policies, market regulations, and commodity exchanges. However, to fully integrate ACTESA Power Play within Agenda 2074 and AU2063, the institution must evolve into a



developmental authority capable of delivering not just trade solutions, but also investment-backed, socially inclusive economic strategies. This requires the establishment of four interconnected operational pillars:

1. **Economic Expansion & Market Formalization** – Strengthening value chain integration, contract farming structures, and commodity exchange governance to create a high-functioning intra-African trade ecosystem.
2. **Financial Infrastructure & Investment Mechanisms** – Leveraging Boost Africa 2.0 to develop credit instruments, trade finance tools, and blended investment models to support agricultural stakeholders.
3. **Social Inclusion & Equity Mechanisms** – Embedding farmer cooperatives, gender inclusion strategies, and labor protection policies within ACTESA's operational model, ensuring that trade expansion does not exacerbate inequalities.
4. **Technology & Data Governance** – Deploying FlexSus and other digital platforms to create real-time agricultural monitoring systems, thereby enhancing market intelligence, risk assessment, and decision-making at scale.

These four pillars provide the structural framework for ACTESA Power Play, ensuring that it functions not as a regulatory entity alone, but as a growth enabler that actively builds Africa's trade capacity while fulfilling the Social Global Goals (SGGs) of Agenda 2074.

### Integration with COMESA & AU2063: ACTESA as a Strategic Enabler

The operational success of ACTESA Power Play is inseparable from its alignment with COMESA and AU2063. As COMESA remains Africa's largest regional economic bloc, ACTESA's ability to facilitate trade harmonization is crucial in positioning intra-African trade as a mechanism for industrialization and economic self-sufficiency. However, the real transformation occurs through its alignment with AU2063, where ACTESA transitions from simply enabling trade to actively shaping Africa's economic destiny.

Within this structure, AU2063's project pipeline provides the economic foundation for ACTESA Power Play, supplying the necessary fundable initiatives that drive investment, research, and expansion. These projects—spanning agriculture, agro-processing, logistics, and market innovation—form the basis upon which ACTESA Power Play builds its financial instruments, infrastructure investments, and trade facilitation models. Without these real, on-the-ground projects, the ACTESA framework remains theoretical. Thus, the integration with AU2063 ensures that ACTESA Power Play is directly linked to Africa's strategic developmental agenda, creating a symbiotic relationship between regional trade facilitation and continental economic transformation.

### Operational Zones & Digital Infrastructure: The Role of FlexSus and Market Intelligence

The deployment of FlexSus within ACTESA Power Play represents a fundamental shift in how agricultural trade is structured and monitored. By establishing a real-time, data-driven ecosystem, ACTESA is able to eliminate opacity in commodity markets, reduce inefficiencies, and create actionable intelligence for farmers, traders, and policymakers.

To operationalize this digital transformation, ACTESA Power Play will establish regional trade and logistics hubs that serve as primary nodes for agricultural exchange, data collection, and financial transactions.

These hubs will be equipped with:

- **Market Intelligence Platforms** – Providing real-time pricing, climate impact forecasts, and trade flow analytics to support both smallholder farmers and large agribusinesses.
- **Blockchain & Smart Contracts** – Ensuring that financial transactions, credit disbursements, and trade agreements are transparent, secure, and efficiently executed.
- **Financial Inclusion Mechanisms** – Leveraging digital banking, mobile credit systems, and trade insurance models to ensure that smallholder farmers are financially empowered.

By integrating FlexSus and digital infrastructure within ACTESA's operational framework, trade no longer operates on a linear, outdated system but instead becomes a dynamic, responsive, and inclusive marketplace, aligned with the principles of Agenda 2074 and AU2063.

### Partnerships with Research & Education – UCE and UACE as Knowledge Hubs

For ACTESA Power Play to achieve long-term sustainability, it requires a continuous flow of research, policy innovation, and advanced academic training. This is where the Unity Center of Excellence (UCE) and the Unity Academy Center of Excellence (UACE) play distinct but complementary roles.

The UCE serves as the research hub, ensuring that all ACTESA Power Play interventions are evidence-based, strategically aligned, and continuously optimized. It conducts cutting-edge research in:

- **Sustainable agricultural production models**, balancing yield growth with climate resilience.
- **Trade policy harmonization frameworks**, reducing intra-African trade barriers and increasing efficiency.
- **Labor market structuring models**, transitioning agricultural employment from informality to contractual, protected work environments.
- **Technology-driven agricultural monitoring systems**, ensuring that digital tools like FlexSus are leveraged ethically and effectively.

While UCE generates knowledge, UACE provides the advanced academic structure to formalize and expand this expertise. Unlike vocational training and practical skills development, which fall under SDEP, UACE focuses on higher education, doctoral research, and policy leadership programs.

The UACE framework within ACTESA Power Play is designed to create a new generation of African researchers, policymakers, and trade specialists who can lead the economic transformation agenda. It will establish PhD programs specifically tied to UCE's research findings, ensuring that knowledge produced is not only theoretical but actively integrated into Africa's trade and economic systems. Key areas of doctoral study will include:

- **Agri-finance and digital trade ecosystems**, ensuring financial inclusion and structured market growth.
- **Policy and governance for regional economic integration**, strengthening legal and institutional frameworks under ACTESA and COMESA.
- **Technological innovation in agriculture and trade**, supporting ethical AI, blockchain for trade, and data governance.

By maintaining this clear distinction—where SDEP and related projects within AU2063 is responsible for field-based skill training, UCE drives research, and UACE formalizes higher education and policy development—ACTESA Power Play ensures that knowledge is not only created and tested but also institutionalized within Africa’s academic and governance structures. This alignment guarantees that Agenda 2074 remains deeply embedded in long-term academic and policy evolution, rather than being dependent on temporary project cycles.

### ACTESA Power Play as a Fully Integrated Development Engine

The structural framework of ACTESA Power Play ensures that it is not merely a trade expansion initiative, but a comprehensive mechanism for regional economic transformation. The interconnected pillars of institutional scaling, AU2063 integration, digital infrastructure, and research partnerships ensure that ACTESA evolves into an economic and social development authority, fundamentally reshaping how agricultural markets function within Eastern and Southern Africa.

By embedding its operational model within AU2063’s project ecosystem, ACTESA Power Play guarantees continuous investment, structured policy alignment, and scalable impact. The incorporation of FlexSus and financial inclusion mechanisms establishes a transparent, high-functioning trade system, while the integration of UCE and UACE ensures that knowledge production and skills development remain core to ACTESA’s long-term sustainability.

This transformation positions ACTESA Power Play as the primary enabler of a trade-driven, socially equitable African economy, demonstrating that economic expansion, when aligned with Agenda 2074, can generate both wealth and justice in equal measure.

## VI. Financing ACTESA Power Play through Boost Africa 2.0

The successful transformation of ACTESA into a fully operational economic and social development actor requires a robust, diversified, and strategically structured financial framework. The funding model must not only sustain the immediate implementation of ACTESA Power Play but also ensure long-term financial viability while maintaining alignment with the principles of Agenda 2074. This is achieved through Boost Africa 2.0, a next-generation financing mechanism that mobilizes multi-source funding, blended finance, structured investment instruments, and revenue-generating trade activities.

Fundamental to this structure is the principle that financing must be mission-driven and impact-oriented, ensuring that investment into ACTESA Power Play prioritizes social equity, economic resilience, and environmental sustainability. This approach leverages institutional capital, private investment, and public funding mechanisms to create a financial ecosystem that is scalable, flexible, and aligned with Africa’s economic transformation agenda.

### Multi-Source Funding Strategy

Boost Africa 2.0 operates as a multi-tiered investment platform, drawing capital from a variety of institutional, developmental, and private sector sources. This includes:

- **Development Finance Institutions (DFIs):** African Development Bank (AfDB), European Investment Bank (EIB), and Nordic Development Funds, among others, will serve as anchor investors providing concessional capital to de-risk private investment.
- **Private Investment Groups:** Boost Africa 2.0 is already supported by letters of intent from investment bankers, family offices, and institutional investors, signaling strong interest in funding ACTESA Power Play’s expansion. These commitments will be structured to align

commercial capital with impact-driven returns, ensuring that profitability does not come at the expense of social transformation.

- **African Sovereign Wealth Funds & Pension Funds:** Targeted as strategic capital partners to ensure long-term African ownership and investment in the region's trade and agricultural infrastructure.

The core financial structure of Boost Africa 2.0 ensures that DFIs provide catalytic capital, which is then used to attract private sector participation through structured financial instruments.

### Innovative Financing Mechanisms: Social, Green, and Blue Bonds

A key priority for ACTESA Power Play is to establish thematic bond structures in collaboration with AfDB and other DFIs, ensuring that funding is not only mobilized but also aligned with long-term social and environmental objectives. These bonds include:

- **Social Bonds:** Financing for projects that enhance agricultural employment, farmer equity, rural development, and financial inclusion within ACTESA Power Play.
- **Green Bonds:** Capital directed toward sustainable farming practices, renewable energy solutions in agriculture, and climate-smart logistics infrastructure.
- **Blue Bonds:** Dedicated to coastal and marine-based agricultural economies, ensuring sustainable fisheries, water resource management, and climate adaptation for regions dependent on blue economy sectors.
- **Agri-Infrastructure Bonds:** Targeted at warehouse receipt systems, cold storage facilities, rural transport networks, and agri-processing hubs that improve trade efficiency.

These structured bonds will be developed in collaboration with AfDB, EIB, and other financial institutions, ensuring that ACTESA Power Play benefits from long-term, low-cost financing while maintaining accountability in environmental and social governance (ESG) compliance.

### Public-Private Partnership (PPP) Models via GSIA

A fundamental financing mechanism within ACTESA Power Play is the leveraging of Public-Private Partnerships (PPPs) through the Global Social Impact Alliance (GSIA). This ensures that government policies, private sector investment, and developmental financing align to create sustainable investment models.

GSIA will facilitate PPP frameworks that support:

- Privately financed agricultural infrastructure, including trade hubs, logistics centers, and cross-border processing zones.
- Technology-driven trade platforms, ensuring that FlexSus and digital financial inclusion models are commercially viable while remaining socially inclusive.
- Farmer-led cooperatives with structured investment incentives, reducing reliance on donor-based funding models.

Through these structured partnerships, ACTESA Power Play minimizes financial risk while maximizing impact, ensuring that private investment is leveraged not solely for profit generation but for long-term economic stability and equity-building.



## Blended Finance: Grants, Impact Investment, and Commercial Capital

To ensure that ACTESA Power Play maintains a financially balanced structure, Boost Africa 2.0 incorporates a blended finance model that combines:

- Grants for early-stage capacity-building initiatives, including farmer training, institutional governance reforms, and technological pilot projects.
- Impact investment capital, ensuring that projects with high social return but moderate commercial viability receive funding without requiring immediate high-yield returns.
- Commercial capital, directed at scalable, revenue-generating activities, including agricultural trade platforms, commodity exchanges, and logistics networks.

This multi-layered funding approach ensures that ACTESA Power Play remains both financially stable and socially accountable, maintaining a self-sustaining investment cycle rather than relying exclusively on external capital injections.

## Revenue Generation through Agricultural Trade & Processing Facilities

Beyond structured financing, ACTESA Power Play must ensure long-term financial independence by generating revenue from its own economic activities. This is achieved through:

- **Trade Facilitation Fees:** A structured fee-based model where revenue is generated through commodity transactions, value chain services, and trade financing instruments within the ACTESA ecosystem.
- **Agri-Processing Facilities:** ACTESA Power Play will co-invest in processing plants, logistics centers, and storage hubs, ensuring that value-addition activities remain within the region rather than being externalized.
- **Digital Platform Services:** Leveraging FlexSus and financial inclusion tools to provide market intelligence, transaction security, and credit risk assessments—services that generate revenue while enhancing market efficiency.
- **Regional Trade Investments:** ACTESA Power Play will position itself as an investment manager in strategic agribusiness ventures, ensuring that capital is reinvested within Africa's agricultural economy.

These mechanisms not only create revenue but also ensure that ACTESA Power Play is not dependent on donor capital, positioning it as a financially sovereign entity capable of driving its own development agenda.

## A Self-Sustaining, Mission-Driven Investment Model

The financial architecture of ACTESA Power Play under Boost Africa 2.0 ensures that it is not merely a development program but a structured economic transformation model, backed by multi-source capital, impact-driven investment, and revenue-generating activities.

By incorporating structured bond instruments, PPP models, blended finance mechanisms, and commercial revenue strategies, ACTESA Power Play establishes a financial framework that is sustainable, accountable, and aligned with Agenda 2074's principles of social equity and economic resilience.

This model ensures that funding is not a limiting factor for ACTESA Power Play but rather an enabler of its long-term success, demonstrating that large-scale agricultural trade expansion can be financially viable while remaining socially transformative.

## VII. Policy Advocacy through CGSA & Government Engagement

The expansion of ACTESA Power Play as a transformative economic and social development mechanism requires not only financial resources and infrastructure but also a comprehensive policy framework that ensures regulatory stability, institutional alignment, and government commitment. The success of ACTESA Power Play is contingent upon its ability to integrate within existing trade and economic policies while simultaneously advocating for reforms that enhance regional trade efficiency, market accessibility, and economic justice for all stakeholders, particularly smallholder farmers and cooperatives.

The Council for Global Social Advocacy (CGSA) serves as the primary instrument for ensuring that ACTESA Power Play is fully supported at the legislative, institutional, and policy levels. Through strategic engagement with national governments, regional economic communities (RECs), and international trade bodies, CGSA provides the necessary policy foundation for ACTESA to function as an engine for economic transformation.

CGSA's advocacy agenda is built upon three core imperatives:

1. Ensuring fair agricultural policies and trade agreements within COMESA to establish a level playing field for all economic participants.
2. Securing financial incentives for smallholder farmers and cooperatives to create an equitable economic environment where prosperity is accessible to all, not just large agribusinesses.
3. Harmonizing regulatory frameworks across COMESA to eliminate inefficiencies, reduce trade barriers, and facilitate seamless intra-African trade.

Through these interconnected efforts, CGSA ensures that ACTESA Power Play operates not as a short-term intervention, but as a structurally embedded force within Africa's economic governance framework, capable of influencing regional trade policies, financial structures, and market regulations at the highest levels.

### Advocacy for Fair Agricultural Policies and Trade Agreements within COMESA

The agricultural trade landscape in Eastern and Southern Africa remains fragmented, characterized by disparate national policies, uncoordinated regulatory approaches, and protectionist measures that inhibit cross-border market efficiency. If ACTESA Power Play is to achieve its full potential, the policy environment in which it operates must be standardized, transparent, and predictable.

CGSA will undertake targeted advocacy efforts within COMESA to ensure that:

- Trade agreements prioritize intra-African market access over dependence on external markets.
- Smallholder farmers and cooperatives have equitable access to regional and international supply chains, preventing monopolistic control by large-scale agribusinesses.
- Regulations governing agricultural trade are revised to eliminate discriminatory barriers, allowing for efficient trade facilitation mechanisms.

- Cross-border trade processes are streamlined through simplified documentation, digital integration, and customs harmonization to reduce trade delays and transaction costs.

CGSA's role extends beyond passive policy recommendations; it will be actively involved in the legislative process, working directly with COMESA's decision-making bodies, African Union trade commissions, and national governments to ensure that ACTESA Power Play becomes a structurally recognized entity within Africa's trade and economic frameworks.

### **Lobbying for Financial Incentives for Smallholder Farmers and Cooperatives**

The sustainability of ACTESA Power Play depends on the economic empowerment of the agricultural sector's foundational actors: smallholder farmers and cooperatives. Despite their crucial role in food production, these groups remain marginalized within financial and trade policies, lacking the access to capital, subsidies, and market incentives necessary to thrive in a competitive economy.

CGSA will lead direct lobbying efforts to secure:

- Targeted subsidies and tax incentives for smallholder farmers engaging in regional trade through ACTESA Power Play.
- Legislative reforms that mandate financial institutions to allocate a fixed percentage of agricultural financing to small-scale producers, ensuring equitable access to credit.
- The establishment of risk-mitigation funds, supported by AfDB and national governments, to provide insurance mechanisms that protect smallholder farmers from climate shocks and price volatility.
- Incentivized participation of cooperatives within ACTESA Power Play, ensuring they receive preferential market access, concessional financing, and structural support to compete with larger agribusiness entities.

These measures will not only increase financial resilience among smallholder farmers and cooperatives but will also ensure that ACTESA Power Play functions as an inclusive and equitable market structure, rather than a mechanism that disproportionately benefits large corporate players.

### **Regulatory Harmonization Across COMESA to Facilitate Intra-African Trade**

Regulatory fragmentation remains one of the most significant obstacles to intra-African trade expansion. The existence of multiple, often conflicting national trade policies within COMESA creates inefficiencies that lead to:

- High transaction costs due to excessive bureaucracy and customs delays.
- Market distortions caused by inconsistent tariffs, licensing fees, and non-tariff barriers.
- Disjointed supply chains, where agricultural goods fail to move seamlessly across borders, leading to increased post-harvest losses and market imbalances.

To address these challenges, CGSA will undertake an aggressive regulatory harmonization campaign, advocating for:

- The standardization of agricultural trade policies across all COMESA member states, ensuring uniform regulatory treatment of agricultural products.

- The creation of a unified digital trade platform, linked to ACTESA Power Play and FlexSus, to centralize trade data, automate customs procedures, and improve market intelligence sharing across borders.
- A single-window clearance system for agricultural trade, eliminating redundant processes and ensuring faster movement of goods.
- The removal of restrictive trade policies, such as export bans and excessive tariffs, that hinder regional market access and discourage investment.

By ensuring that regulatory frameworks within COMESA operate under a singular, cohesive structure, CGSA guarantees that ACTESA Power Play is not hindered by bureaucratic inefficiencies or inconsistent policies, allowing it to function as a truly integrated and seamless trade mechanism.

### CGSA as the Policy Engine Behind ACTESA Power Play

Policy advocacy is not a secondary consideration in the expansion of ACTESA Power Play; it is the foundation upon which all economic activities depend. Without a supportive regulatory environment, financial mechanisms become unsustainable, trade platforms become inaccessible, and smallholder farmers remain locked out of regional economic growth.

CGSA's work ensures that ACTESA Power Play does not exist in a vacuum but is embedded within the highest levels of economic governance. By shaping policy, securing financial incentives, and driving regulatory harmonization, CGSA establishes the legal and institutional conditions necessary for ACTESA Power Play to become a permanent fixture within Africa's economic framework.

Through persistent advocacy, structured engagement with governments, and direct participation in legislative reforms, CGSA guarantees that ACTESA Power Play is not only recognized but actively supported by policymakers, trade officials, and financial institutions.

This ensures that ACTESA Power Play operates with institutional legitimacy, regulatory certainty, and financial security, enabling it to achieve its full potential as the primary driver of agricultural trade transformation within Africa.

## VIII. Expected Social and Economic Outcomes

The ACTESA Power Play represents more than a regional trade initiative; it is a fundamental restructuring of Africa's agricultural and economic landscape. By integrating Agenda for Social Equity 2074, ACTESA Power Play ensures that trade expansion is not solely measured in financial terms but assessed through its ability to reduce poverty, strengthen food security, empower marginalized communities, and build climate-resilient economies.

The vision is clear: to create a holistic, sustainable, and circular society that is equal and open for all, where economic participation is not determined by privilege but by opportunity, and where social justice is embedded within economic progress. The outcomes of ACTESA Power Play must be transformational, irreversible, and inclusive, setting a precedent for how regional trade can be leveraged to achieve long-term human and environmental prosperity.

### Poverty Reduction & Rural Development: Transforming Agricultural Markets into Engines of Prosperity

The transformation of agriculture from a subsistence activity into a structured, high-value economic sector is central to ACTESA Power Play's mission. Historically, rural communities have remained



disconnected from formal trade networks, operating in a system where low productivity, price volatility, and lack of financial access have perpetuated cycles of poverty.

By establishing fair agricultural markets, ACTESA Power Play will:

- Lift millions out of poverty by integrating smallholder farmers into structured value chains, ensuring that market participation leads to sustainable income generation.
- Transition informal agricultural work into formal employment, allowing farmers and agribusiness operators to access financial security, legal protections, and social benefits.
- Reduce rural income disparities by ensuring that economic value is retained within communities, rather than extracted by external actors.
- Introduce cooperative-led market structures, enabling small-scale producers to negotiate collectively and access better pricing, fair contracts, and stable trade conditions.

Through these interventions, ACTESA Power Play ensures that trade expansion is not an isolated economic activity, but a foundation for rural prosperity and structural poverty reduction.

### **Regional Food Security & Trade Expansion: Strengthening Africa's Internal Supply Chains**

Food security is not merely a function of production but of access, distribution, and affordability. Africa remains a paradox: despite possessing vast arable land and agricultural potential, it continues to rely heavily on food imports and remains vulnerable to global supply chain disruptions.

ACTESA Power Play directly addresses these inefficiencies by:

- Strengthening Africa's internal agricultural supply chains, ensuring that food is produced, processed, and consumed within the continent, reducing reliance on external markets.
- Reducing post-harvest losses through investment in logistics, storage, and processing facilities, ensuring that production gains translate into food availability rather than wastage.
- Increasing cross-border agricultural trade efficiency, leveraging regulatory harmonization and digital trade platforms to ensure food moves seamlessly between regions.
- Aligning trade policies with food security objectives, ensuring that agricultural exports do not compromise local food availability or create domestic price instability.

By localizing food production and trade, ACTESA Power Play ensures that food security is not dependent on foreign policy, international trade disputes, or fluctuating global markets, but is instead anchored in Africa's ability to sustain itself.

### **Youth & Women Empowerment: Ensuring Economic Equity and Inclusive Participation**

A sustainable society cannot be built upon exclusion and economic marginalization. For generations, women and youth have been systematically underrepresented in agricultural and trade structures, not due to lack of capability, but due to structural barriers that prevent access to land, finance, and decision-making.

ACTESA Power Play will implement systematic interventions to:

- Increase women's participation in agriculture by ensuring gender-responsive financial products, allowing female-led agribusinesses to access credit, insurance, and investment without discriminatory barriers.
- Create formal jobs for youth within agricultural value chains, ensuring that young people do not abandon the sector due to lack of opportunity.
- Integrate youth into high-value roles within agribusiness, logistics, trade policy, and digital innovation, ensuring that agriculture is viewed as a modern, technologically advanced career path rather than a sector of last resort.
- Develop ownership structures where youth and women can actively lead agricultural cooperatives, processing hubs, and trade networks, ensuring that they are not merely workers, but decision-makers in the sector's transformation.

By addressing these disparities, ACTESA Power Play ensures that agriculture becomes an inclusive, high-opportunity sector, no longer defined by historical inequalities but by its potential to uplift entire communities through equal participation.

### **Sustainability & Climate Resilience: Ensuring Trade Growth Does Not Come at the Cost of Environmental Stability**

The economic viability of ACTESA Power Play is directly tied to the health of the environment. Agricultural trade cannot flourish if land is degraded, water sources are depleted, and climate conditions become unpredictable. A circular and sustainable economic model is not an option—it is a necessity.

ACTESA Power Play will ensure strict environmental compliance by:

- Integrating climate-smart agriculture and regenerative farming techniques, ensuring that increased production does not come at the cost of long-term soil fertility.
- Utilizing digital monitoring (FlexSus) to track climate impact, water usage, and carbon emissions, ensuring that trade remains sustainable.
- Promoting agroecology and sustainable land management policies, ensuring that agricultural expansion does not lead to deforestation, biodiversity loss, or resource depletion.
- Aligning trade incentives with green and blue economy principles, ensuring that financial rewards are given to actors who adhere to sustainable practices rather than exploitative ones.
- Creating circular economies within the agricultural sector, ensuring that waste from one process becomes an input for another, reducing environmental impact.

### **Digital Inclusion: Technology as an Equalizing Force**

The role of digital infrastructure and data-driven decision-making in ACTESA Power Play is central to bridging historical inequalities. Without universal access to market intelligence, financial tools, and trade platforms, marginalized communities will continue to be left behind.

ACTESA Power Play will:

- Ensure that all agricultural stakeholders—regardless of scale—have access to digital trade platforms and financial services.

- Leverage blockchain and smart contracts to enhance transparency and eliminate exploitative trade practices.
- Utilize FlexSus as a real-time trade monitoring system, ensuring that smallholder farmers have access to the same market insights as larger agribusinesses.

### **Socioeconomic Justice: Equitable Wealth Distribution**

True economic progress must ensure that wealth is not concentrated in the hands of a few but is instead distributed through fair market structures.

To achieve this, ACTESA Power Play will:

- Eliminate monopolistic control over agricultural trade, ensuring that no single entity can dominate market access.
- Mandate fair pricing policies, guaranteeing that smallholder farmers and cooperatives receive equitable compensation.
- Introduce progressive taxation on agricultural exports, ensuring that trade profits are reinvested in rural development programs.

### **Community Governance: A Participatory Trade Ecosystem**

A sustainable and just agricultural trade system cannot function without direct community involvement in decision-making.

ACTESA Power Play will:

- Establish farmer-led governance councils, ensuring that trade regulations reflect the interests of agricultural producers.
- Create participatory budgeting frameworks, allowing communities to dictate how trade revenues are reinvested locally.
- Incorporate indigenous knowledge systems into trade policies, recognizing traditional agricultural practices as valuable assets.

### **A Holistic Vision for Transformation**

ACTESA Power Play is not just about trade—it is about fundamentally restructuring Africa’s economic landscape to ensure equity, sustainability, and resilience. By integrating digital inclusion, socioeconomic justice, and community governance, it guarantees that its impact is not temporary, but permanent and transformative.

## **IX. Implementation Timeline & Next Steps**

The implementation of ACTESA Power Play follows a strategic, phased approach designed to ensure that institutional structures are solidified, regional adaptations are successfully integrated, and long-term economic transformation is achieved in alignment with Agenda for Social Equity 2074. The timeline is divided into three distinct phases, each with its own objectives, deliverables, and milestones.

The overall process is structured as follows:

1. **Phase 1 (2025-2032):** Institutional Strengthening & Pilot Programs – A seven-year foundational phase dedicated to setting up ACTESA Power Play’s institutional framework, pilot projects, and policy integration.
2. **Phase 2 (2032-2042):** Regional Expansion & Local Adaptations – A ten-year phase focused on scaling operations, integrating digital infrastructure, and adapting ACTESA Power Play to local market conditions.
3. **Phase 3 (2042-2076):** Full Integration into Africa’s Economic Development Strategy – A thirty-four-year phase of intense implementation, economic acceleration, and sustainable consolidation, ensuring that ACTESA Power Play becomes an irreversible force for economic and social transformation.

### Phase 1 (2025-2032): Institutional Strengthening & Pilot Programs

The initial seven-year phase focuses on establishing the necessary governance structures, legal frameworks, financial mechanisms, and operational models that will enable ACTESA Power Play to function as an integrated economic transformation tool.

#### Key Objectives:

- Legally embed ACTESA Power Play within COMESA’s governance structure, ensuring formal institutional recognition.
- Set up the financing model under Boost Africa 2.0, securing commitments from AfDB, EIB, and private investment partners.
- Establish regulatory and policy frameworks in collaboration with CGSA, ensuring alignment with regional and national agricultural trade policies.
- Deploy pilot projects in selected COMESA member states, testing market facilitation mechanisms, farmer financing models, and digital trade platforms.
- Develop initial research programs under UCE, ensuring that ACTESA Power Play operates based on data-driven insights and evidence-based strategies.
- Formalize initial education partnerships with UACE, preparing for the establishment of advanced research and doctoral programs.

#### Milestones:

- 2025: Legal and policy groundwork established; first pilot projects launched.
- 2026-2027: Financial agreements signed; Boost Africa 2.0 issues first development bonds.
- 2028: Digital trade infrastructure launched in pilot regions; FlexSus integrated as a market intelligence tool.
- 2030-2032: Pilot evaluations completed; policy adjustments made to optimize operational efficiency.

This phase ensures that ACTESA Power Play moves beyond conceptualization and is actively embedded within COMESA and AU2063’s economic framework.



## Phase 2 (2032-2042): Regional Expansion & Local Adaptations

The second phase is a ten-year period focused on expanding ACTESA Power Play across COMESA, integrating local market adaptations, and deploying large-scale financial and trade instruments. This phase marks the transition from pilot implementation to a fully operational regional trade system.

### Key Objectives:

- Expand ACTESA Power Play operations to all COMESA member states, ensuring full regional participation.
- Scale financial inclusion mechanisms, increasing farmer access to credit, insurance, and structured trade financing.
- Develop specialized local adaptations, ensuring that ACTESA Power Play is tailored to the specific economic and trade conditions of each participating country.
- Implement large-scale infrastructure projects, including regional trade hubs, processing zones, and logistics networks.
- Operationalize full-scale research and education programs under UCE and UACE, ensuring that agricultural trade policy is continuously refined based on new academic insights and technological advancements.
- Deploy full-scale digital trade platforms, ensuring that all market participants—from smallholder farmers to large agribusinesses—operate within a fully integrated digital trade ecosystem.

### Milestones:

- 2033: Full ACTESA Power Play operational model launched across COMESA.
- 2035: All member states integrated into standardized trade and regulatory frameworks.
- 2037: Complete rollout of financial instruments, including Social, Green, and Blue Bonds for sustainable agriculture.
- 2040: Review and policy recalibration based on local market conditions; ACTESA Power Play positioned for continental expansion beyond COMESA.
- 2042: Full harmonization achieved between ACTESA Power Play, Agenda 2074, and AU2063 economic policies.

At the end of this phase, ACTESA Power Play will have achieved full operational status across all COMESA states, laying the foundation for Africa-wide integration and long-term economic acceleration.

## Phase 3 (2042-2076): Full Integration into Africa's Economic Development Strategy

The final thirty-four-year phase represents the long-term transformation process, ensuring that ACTESA Power Play permanently reshapes Africa's trade, agricultural, and economic landscape. This is the phase where ACTESA transitions from a regional development initiative into a central pillar of Africa's industrialization and economic self-sufficiency strategy.

### Key Objectives:

- Expand ACTESA Power Play beyond COMESA, integrating additional African regional economic blocs, including ECOWAS, SADC, and EAC, ensuring full continental participation.

- Scale ACTESA Power Play's financial structure, developing Africa-led trade financing instruments, reducing dependency on external financial institutions.
- Implement full-scale trade automation, ensuring that all African agricultural markets operate within a unified digital ecosystem powered by FlexSus and next-generation AI-driven trade analytics.
- Achieve a fully circular and sustainable trade model, ensuring that ACTESA Power Play's growth does not come at the cost of climate stability or social equity.
- Institutionalize agricultural trade governance within the African Union, ensuring that ACTESA Power Play is fully integrated into Africa's economic decision-making processes.
- Formalize ACTESA Power Play's legacy through long-term academic, policy, and leadership structures, ensuring that its impact continues beyond 2076.

**Milestones:**

- 2045: ACTESA Power Play expands beyond COMESA into ECOWAS, SADC, and EAC.
- 2050: Africa-wide trade and financial integration achieved, reducing dependence on external food imports.
- 2060: ACTESA Power Play operates as Africa's primary agricultural trade and finance mechanism.
- 2070: Africa reaches full trade independence, food sovereignty, and economic self-sufficiency, in alignment with Agenda for Social Equity 2074.
- 2076: ACTESA Power Play completes its transition from an economic initiative into a self-sustaining, institutionalized framework governing Africa's trade and economic structures.

This phase ensures that ACTESA Power Play is not a temporary economic initiative but a permanent pillar of Africa's economic foundation, securing long-term sovereignty, stability, and prosperity.

### A Timeline of Structured Transformation

ACTESA Power Play's implementation timeline is deliberate, systematic, and transformational. The strategy acknowledges that true economic and social change cannot be rushed or imposed but must be structurally embedded within Africa's institutional, financial, and trade governance systems.

Through this structured three-phase approach, ACTESA Power Play guarantees that it will:

- Establish a solid institutional and financial foundation (Phase 1).
- Scale operations and adapt to local economic conditions (Phase 2).
- Ensure its permanent integration into Africa's trade and economic policies (Phase 3).

This guarantees that ACTESA Power Play is not merely a regional project but a defining pillar of Africa's 21st-century economic transformation.

## X. ACTESA Power Play as a Model for Africa's Economic and Social Equity

ACTESA Power Play is not merely a trade facilitation initiative; it is a structurally embedded mechanism for Africa's economic and social transformation. Designed in full alignment with Agenda for Social Equity 2074 (Agenda 2074) and strategically integrated within African Union 2063 (AU2063), it represents a practical, scalable, and sustainable model that moves beyond theoretical frameworks into real-world application.

The initiative demonstrates that economic growth and social equity are not mutually exclusive but are, in fact, interdependent. Through a carefully structured, multi-phase implementation strategy, ACTESA Power Play ensures that Africa's agricultural trade becomes a driver of prosperity, inclusivity, and long-term resilience. It does so by systematically dismantling the structural barriers that have historically excluded smallholder farmers, women, youth, and cooperatives from fully participating in the formal economy.

### A Fully Integrated Model for Sustainable Economic Development

ACTESA Power Play provides a replicable and scalable blueprint for how economic systems can be restructured to benefit all levels of society. By integrating:

- A structured financing model (Boost Africa 2.0) that ensures long-term financial sustainability through a combination of multi-source investments, thematic bonds, and public-private partnerships.
- A strong policy and governance framework (CGSA) that guarantees institutional buy-in, regulatory stability, and policy alignment across COMESA and the African Union.
- A digital and market intelligence infrastructure, and PPP system (GSIA) that modernizes trade facilitation, ensures transparency, and enables data-driven decision-making for all market participants.
- A sustainability-driven economic model that prioritizes climate resilience, ethical trade, and a circular economy, ensuring that Africa's economic expansion does not come at the cost of its environmental stability.

This holistic approach ensures that every element of ACTESA Power Play is designed to function as a self-sustaining, impact-driven mechanism, reinforcing the viability of Agenda 2074 in practice.

### A Defining Pillar of Africa's Economic Sovereignty

ACTESA Power Play represents Africa's shift from economic dependency to economic sovereignty. By securing regional food security, strengthening internal supply chains, and establishing self-reliant financial systems, the initiative ensures that Africa's agricultural wealth remains within Africa, benefiting local communities rather than external markets.

The model not only accelerates trade harmonization and regional economic integration but also builds the foundation for Africa to become a global leader in fair, sustainable, and inclusive economic practices. It ensures that the principles of Agenda for Social Equity 2074—universal access, social inclusion, and economic justice—are no longer aspirations but tangible realities that drive policy, governance, and investment decisions.



## The Legacy of ACTESA Power Play: A Permanent Structure for Equitable Development

The ultimate success of ACTESA Power Play is not measured by short-term gains, but by its ability to institutionalize economic equity within Africa's governance structures. The initiative is designed to:

1. Ensure long-term market stability and trade fairness, preventing the return of monopolistic, exploitative trade practices.
2. Embed policy frameworks that guarantee equal economic participation, particularly for smallholder farmers, women, and youth.
3. Maintain financial independence through sustainable revenue generation models, securing Africa's ability to finance its own development agenda without reliance on external aid.
4. Uphold a commitment to climate-smart, ethical trade, proving that large-scale economic expansion can be both profitable and sustainable.

ACTESA Power Play is more than just a project—it is a fundamental shift in how Africa approaches economic transformation. It is a model that proves Agenda 2074's feasibility, demonstrating that economic systems can be intentionally designed to serve people rather than exploit them, and that a future defined by justice, sustainability, and shared prosperity is not only possible but inevitable.