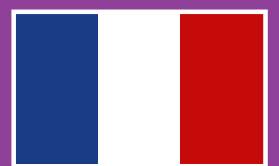




Global Gateway



EU-EAC DEEP

Accelerating the regional digital market in East African Community

Safe Digital Boost for Africa (SDBA)

March 2026

Overview

The EU-EAC Digital Economy, E-Commerce, E-Payments and E-Public Services (DEEP) Programme is a four-year Team Europe initiative (July 2025–June 2029), co-funded by the European Union and its Member States—Germany, France, and Estonia.

The programme aims to accelerate the development of a secure, interoperable, and inclusive regional digital market within the East African Community (EAC), thereby strengthening regional integration. It supports the EAC, its Partner States, and the private sector to advance digital trade through enhanced cross-border e-commerce, interoperable digital payment systems, the development of digital public infrastructure, and strengthened cybersecurity cooperation for the benefit of East Africans.

At a Glance



Duration: July 2025 – June 2029

"Team Europe" Contribution: EUR 28.37 million

Political Partner: East African Community (EAC)

Implemented under Team Europe by:

GIZ (Germany)

Expertise France (France)

EstDev – Estonian Centre for International Development (Estonia)

Objectives of DEEP



• Digital Transformation Strategy

Support the implementation of the EAC Digital Transformation Strategy and develop bankable digital projects that can attract investment.

• Cross-Border E-Commerce

Strengthen the implementation of the EAC E-Commerce Strategy and create better conditions for digital trade across borders.

• Interoperable E-Payments

Support to the EAC Cross-Border Payment Systems Master Plan to strengthen regional payment systems, promoting efficiency, security, and affordability of cross-border transactions across the region.

• E-government Services

Enhance the environment for e-governance and cross-border digital public infrastructure to improve the delivery of public service across borders.

• Cybersecurity

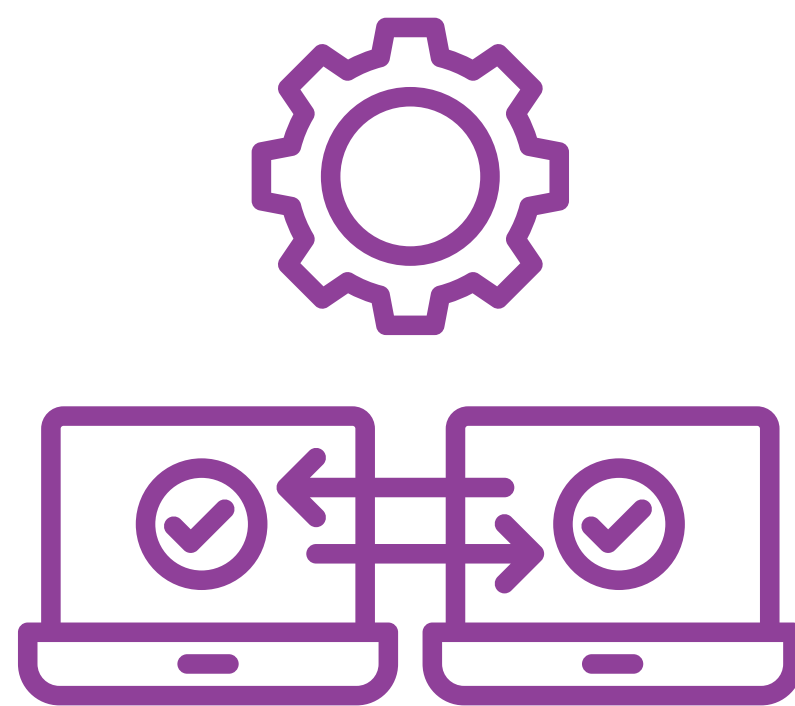
Strengthen regional cooperation and harmonised frameworks to enhance cybersecurity and build trusted digital systems across the region.



Implemented by:



Expected Outputs



- Foster a strong digital economy across the EAC.
- Build resilient cross-border e-commerce platforms.
- Implement operational cross-border payment systems with sustainable governance.
- Develop a unified regional e-wallet.
- Strengthen collaboration to combat cyber threats.

Why It Matters

A well-functioning regional digital market:

- Reduces barriers to trade
- Expands market access for businesses, especially SMEs
- Improves public service delivery
- Accelerates implementation of EAC Common Market
- Contributes to the implementation of the AfCFTA Digital Trade Protocol
- Facilitates digital trade with partners from European digital market



Conclusion



The **EU-EAC DEEP** Programme is implementing the vision of EAC Head of States to utilize digital transformation accelerating regional integration, reflecting strong political leadership and partnership with the EU. It aims to unlock new economic opportunities, strengthen the Common Market, and improve service delivery for all East Africans.



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