This project is funded by the European Union

GrEEn

Going GrEEn for a sustainable future

# Boosting Green Employment and Enterprise Opportunities in Ghana

MINISTRY OF LOCAL GOVERNMENT RURAL DEVELOPMENT 1951

SNV

UNCDF

Unlocking Public and Private Finance for the Poor

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The Boosting Green Employment and Enterprise Opportunities in Ghana (GrEEn) Project, is a four-year action being implemented by SNV Netherlands Development Organisation and the United Nations Capital Development Fund (UNCDF) in close partnership with the Ministry of Local Government and Rural Development.

The action intends to complement the efforts of the European Green Deal by unlocking Africa's potential towards a green and circular economy. The GrEEn project is a 4-year project with EUR 20 million funding from the European Union Emergency Trust Fund (EUTF) for Africa and co-funding of EUR 600,000 from the Embassy of the Kingdom of the Netherlands in Ghana, SNV and UNCDF.

The action aims to help address the root causes of irregular migration by supporting sustainable and climate-resilient communities and local economies through the creation of green jobs and by promoting sustainable development in regions of departure, transit and return for migrants. The GrEEn Project is being implemented in two regions in Ghana – the Ashanti and Western regions – and targets youth; women; returning migrants; and micro, small and medium-sized enterprises (MSMEs).

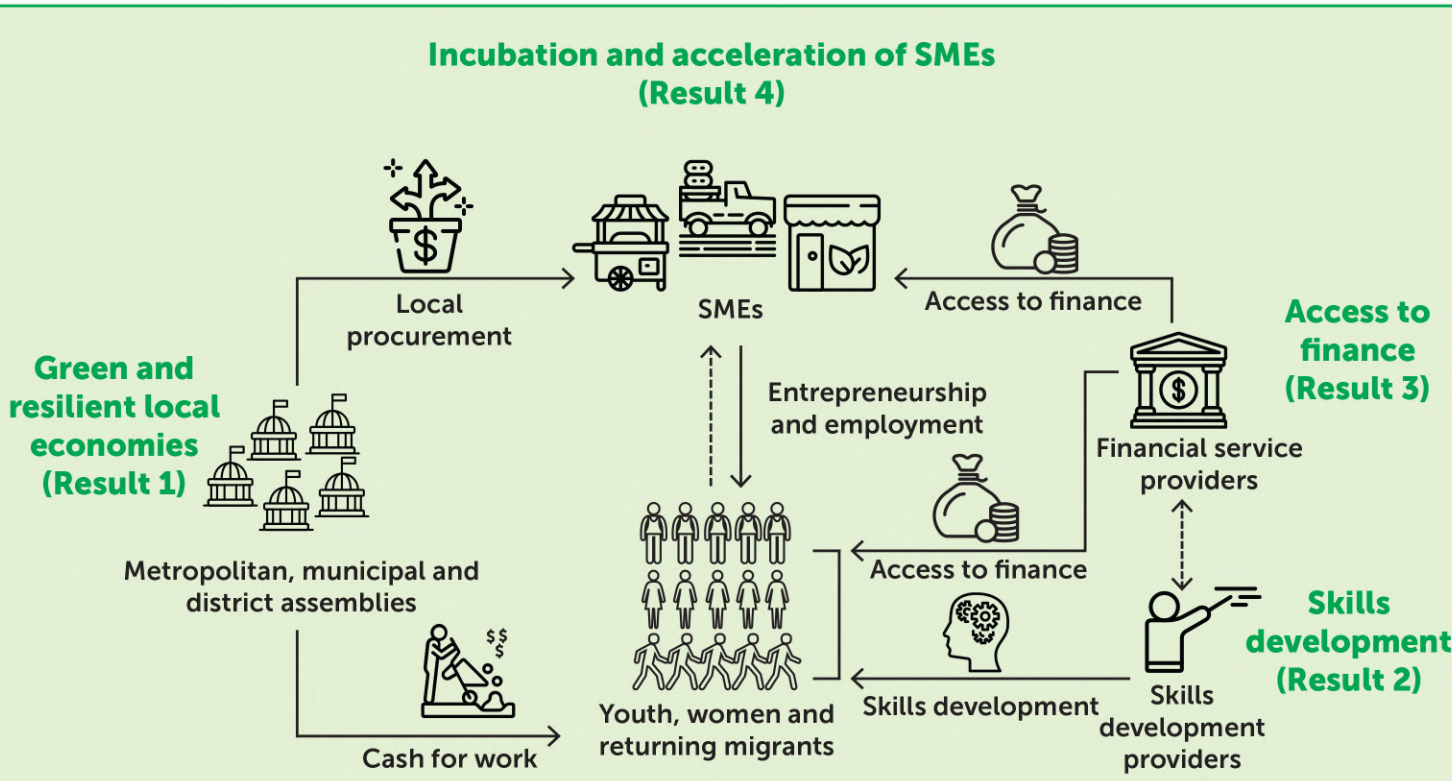
# Specific objectives

- To support the transition of communities and local economies towards a green and climate-resilient development pathway
- To improve the employability and entrepreneurship capabilities of beneficiaries – particularly women, youth and returning migrants – by matching them with market opportunities and mentoring in (self-)employment and enterprise development, with a focus on green and climate-resilient local economies
- To create and strengthen local ecosystems that support youth (self-)employment and the growth of MSMEs

# What does GrEEn do?

Aimed at promoting the growth of green and circular economies, GrEEn has four result areas: UNCDF focuses on Results 1 and 3; SNV focuses on Results 2 and 4. The four areas are as follows:

1. Stimulating local economies and creating short-term job opportunities through green and climate-resilient investments
2. Improving the employability and entrepreneurship capabilities of youth, women and returning migrants for the benefit of green and climate-resilient local economies
3. Increasing access and use of financial services leveraging remittances adapted to the needs of youth, women and returning migrants benefiting from cash-for-work schemes as well as local communities and MSMEs
4. Incubating and accelerating SMEs, offering decent and sustainable jobs to youth, women and returning migrants to contribute to green and climate-resilient local economies

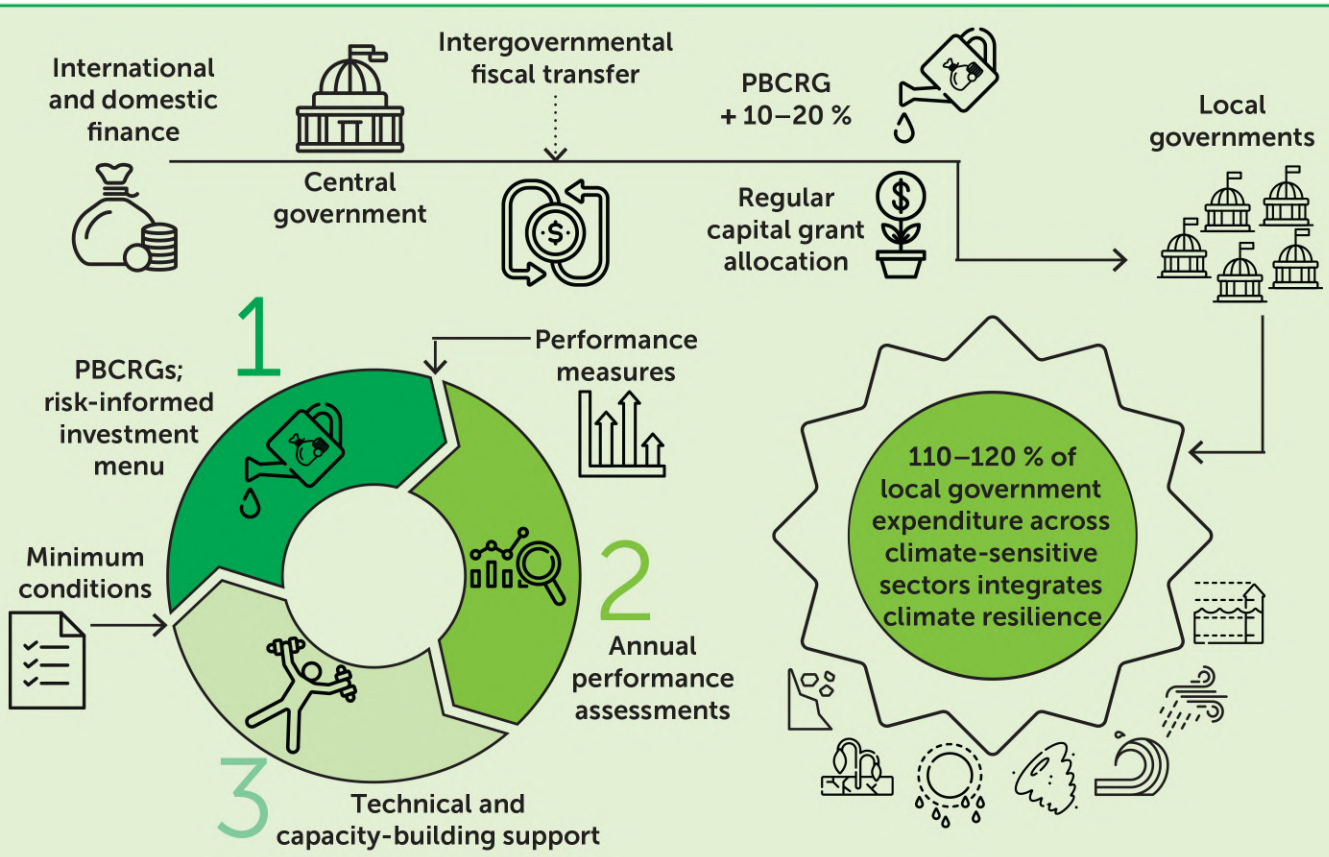



The key targets of the GrEEn Project are that:

- At least 10 metropolitan, municipal and district assemblies supported to transition to green and resilient local economies
- At least 1,500 decent and sustainable jobs created by MSMEs
- At least 3,500 people have created or developed self-employment opportunities
- At least 70,000 youth, women and returning migrants added to the financial inclusion ecosystem

# The performance-based climate resilience grant system

UNCDF will bring its expertise in innovative financial schemes, namely the Local Climate Adaptive Living Facility (LoCAL), to promote climate change–resilient communities and local economies by consolidating a standard, internationally recognised country-based mechanism to channel climate finance to local governments in Ghana. LoCAL combines performance-based climate resilience grants (PBCRGs) with technical assistance and capacity-building support and ensures climate change is mainstreamed into local planning and budgeting processes, and awareness and responses to climate change are increased at the local level.



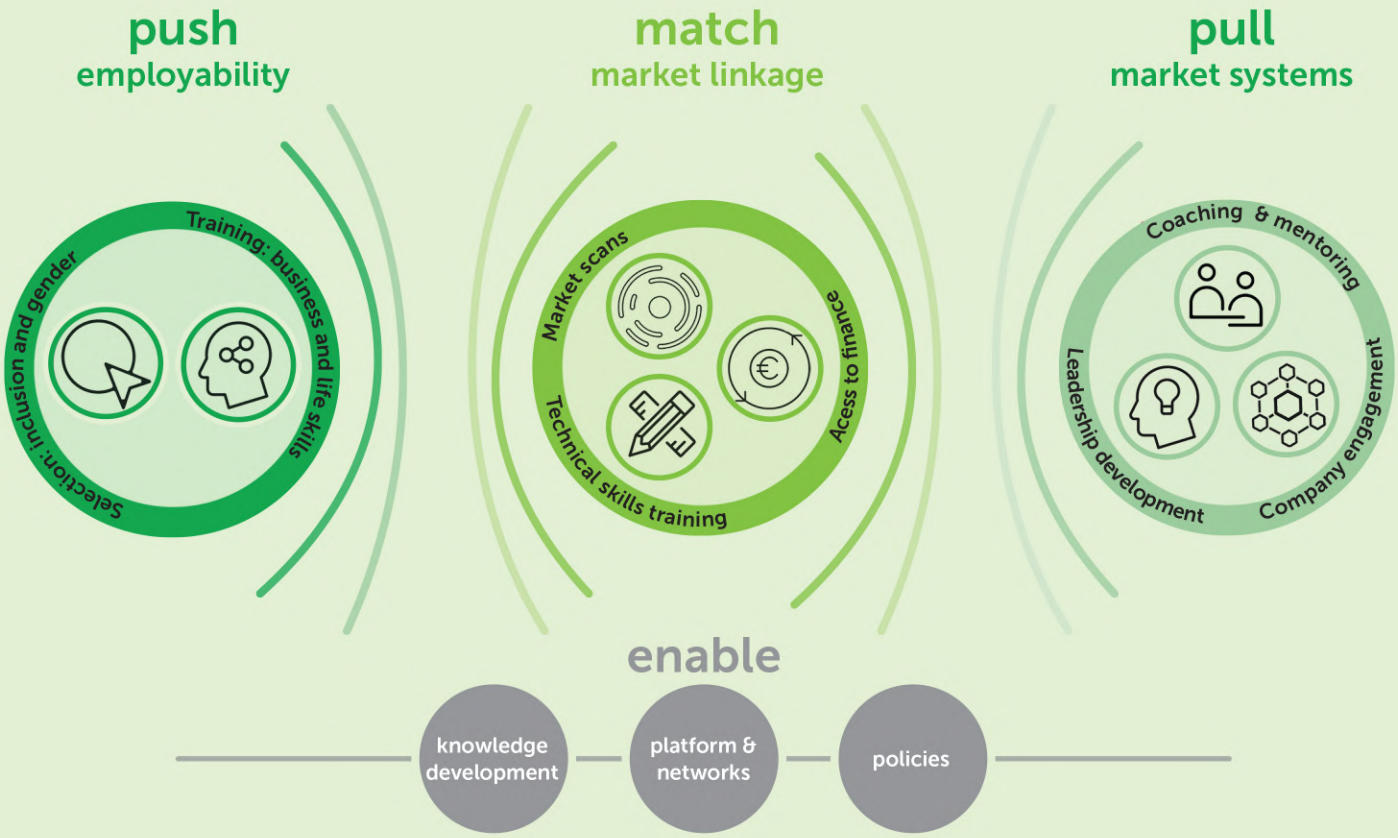

UNCDF will work closely with identified communities to develop and implement green and climate-resilient local investments aimed at fostering employability for beneficiaries through cash-for-work schemes and procurements for local MSMEs. Additionally, to improve their employability, cash-for-work beneficiaries will be provided with skills development support and access to finance, leveraging remittances for community development and private investment.

# The Opportunities for Youth Employment approach

SNV will apply its tested and proven Opportunities for Youth Employment (OYE) approach to improve the employability and entrepreneurship capabilities of youth, women and returning migrants in the agriculture; energy; and water, sanitation and hygiene sectors.

The OYE approach is based on an integrated model that looks at the **push and pull** factors of employment and also works on **matching** the demand and offer of skills and labour. It includes providing soft and technical skills training for youth, women and returning migrants; creating and expanding market opportunities and linkages for green start-ups and MSMEs; and connecting job seekers to (self-)employment opportunities.

Furthermore, GrEEn will facilitate internships and placements, job fairs and subsector forums on employment promotion, as well as support upcoming entrepreneurs through an ideation and business plan competition.

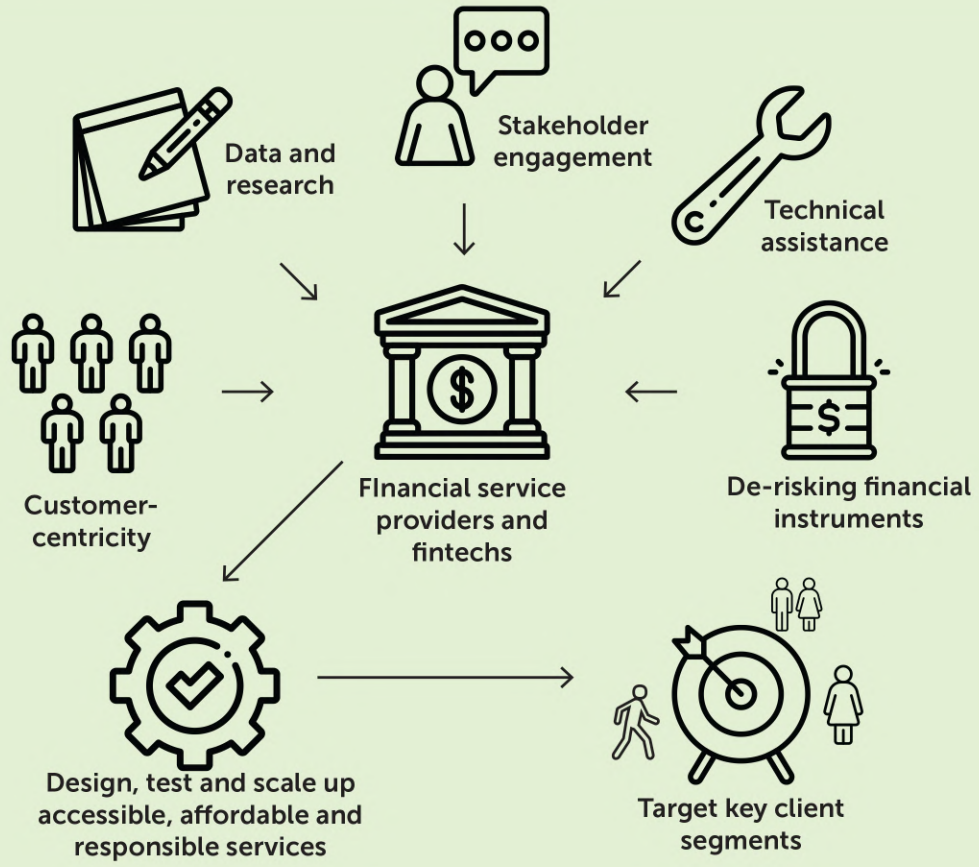


# Financial inclusion approach

With a mix of convening power, technical and financial assistance as well as other best practices in financial inclusion, UNCDF will focus its action in Ghana on the supply and demand sides of the financial ecosystem with the final objectives of **increasing access and usage of financial services**, leveraging remittances and digital solutions adapted to the needs of (i) youth, women and returning migrants benefiting from cash for work schemes and (ii) local communities and MSMEs.

UNCDF will also build on lessons learned from its experience in youth finance (e.g. YouthStart Pilot Programme) which has brought access to financial services to nearly 1 million youth in eight Sub-Saharan African countries.

UNCDF will support financial service providers and fintechs to develop affordable, responsible and accessible financial services and products through the use of grants, technical assistance and peer learning initiatives.



# MSME incubation & acceleration

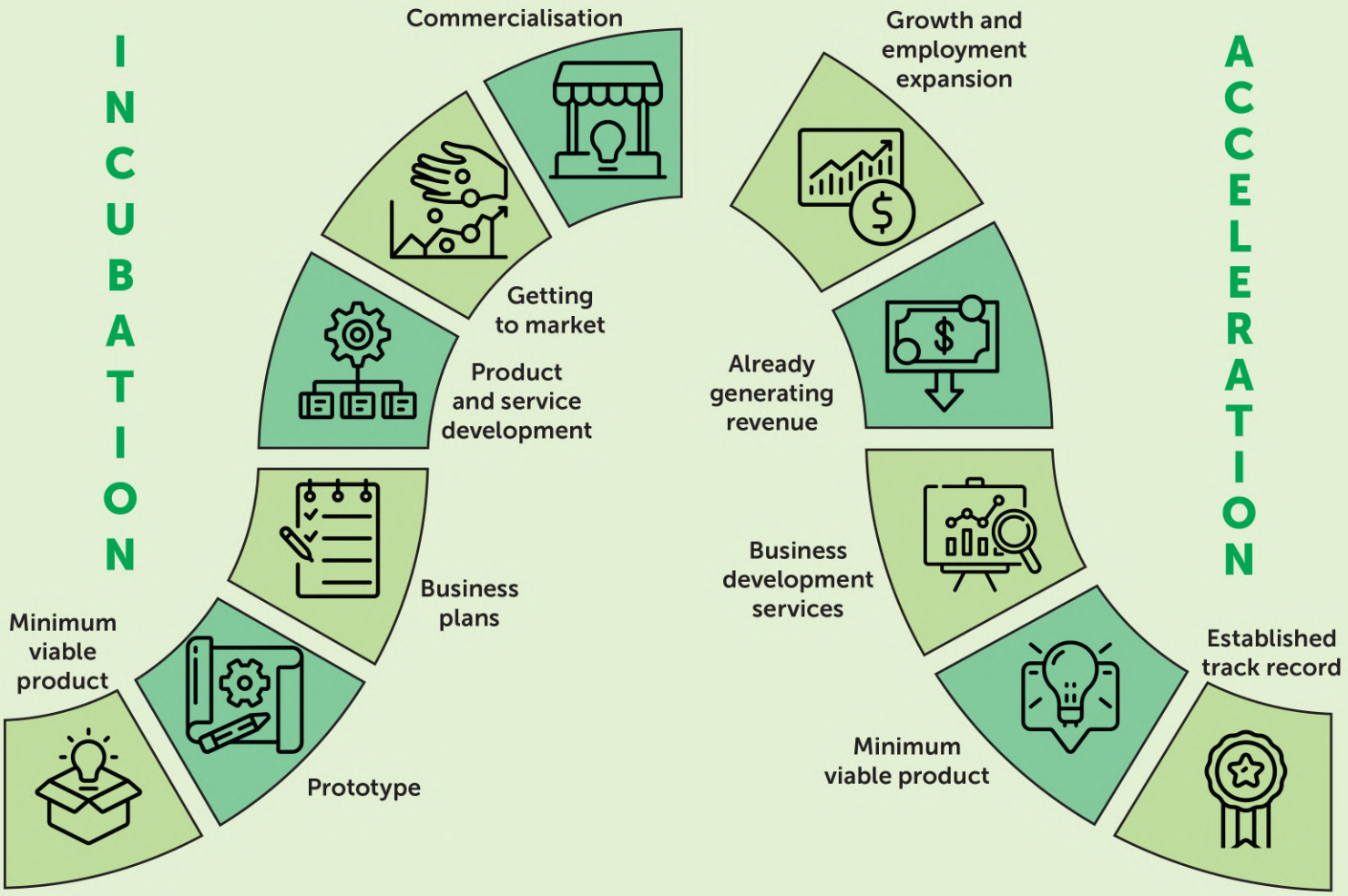
Micro, small, and medium-sized enterprises are a major source of employment and growth but face various threats and challenges which impede their development. Under the GrEEn Project, SNV supports the incubation of new or early stage green businesses and/or the acceleration of established companies with the goals of becoming greener and more inclusive.

SNV will work with existing business hubs (incubators and accelerators) in the two regions to deliver a comprehensive enterprise development package: business skills upgrading, access to markets, access to networks, mentoring by experienced entrepreneurs and/or advisors and experts, as well as access to finance.

At early stages of business development, **incubation services** focus on strengthening of enterprises making green solutions market fit, regulatory compliance and applying proper management systems.

In the growth stage, **acceleration services** focus on supporting investment readiness and structural transformation of businesses to reach scale.

## Development and growth of green and climate-resilient entrepreneurs



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