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Going GrEEEn for a sustainable future



# Going GrEEEn with the private sector

## About the GrEEEn Project

The Boosting Green Employment and Enterprise Opportunities in Ghana (GrEEEn) project is a four-year action from the European Union, the Embassy of the Kingdom of the Netherlands in Ghana, SNV Netherlands Development Organisation and the United Nations Capital Development Fund (UNCDF).

The project aims at creating greater economic and employment opportunities for youth, women and returning migrants by promoting and supporting sustainable, green businesses in two selected regions in Ghana: Ashanti and Western.

GrEEEn is implemented under the European Union Emergency Trust Fund (EUTF) for Africa with a total contribution of EUR 20,600,000.

## SNV's approach to stakeholder engagement

SNV facilitates the development of commercial and climate smart value chains. SNV aims to transform the agricultural, renewable energy and Water, Sanitation and Hygiene (WASH) sectors by harnessing the power of markets and channelling investment to drive inclusive and climate smart outcomes.

SNV uses a market-based approach to address the problems and challenges emerging from climate change for producers and farmers, suppliers, manufacturers, retailers as well as consumers along a variety of value chains.

SNV brings together stakeholders from the public and private sectors, civil society and academia, to take advantage of existing and emerging opportunities in the green and circular economies, increase the efficiency of value chains and reduce the carbon footprint by promoting innovative green technologies, while facilitating improved access to finance to accelerate the growth of local economies.

## What GrEEEn covers

GrEEEn is focused on the following issues:

- ▶ mitigation of and adaptation to climate change
- ▶ green and circular economy
- ▶ youth employment
- ▶ creating conducive local economic business environments
- ▶ skills development for youth, women and returning migrants to strengthen their employability
- ▶ entrepreneurship and business management capacity development for start-ups, micro-entrepreneurs and Small and Medium-sized Enterprises (SMEs)
- ▶ access to finance and markets for green businesses.

## GrEEEn works with the following private sector actors

- ▶ start-ups and emerging entrepreneurs with business ideas in the green and circular economy
- ▶ SMEs offering products and services or willing to introduce business practices that help combat the effects of climate change
- ▶ larger companies that are willing to engage green SMEs and start-ups as suppliers and service providers or that are willing to employ youth, women and returning migrants
- ▶ private sector associations, networks, Chambers of Commerce, cooperatives and other types of groups that are active in agriculture, renewable energy and WASH
- ▶ financial service providers, including commercial banks and investors, with an interest in the green and circular economy, as well as green start-ups and SMEs
- ▶ consultants, companies and hubs offering business advisory services, including mentoring and coaching, as well as (market) research services, to start-ups and SMEs

## GrEEEn's offer to the private sector

GrEEEn is dedicated to working with and leveraging on the expertise and knowledge of relevant players in the green and circular economy to contribute to the development of sustainable and resilient local economies in Ghana, as well as delivering climate smart solutions at scale.

GrEEEn will support a variety of interventions that focus on job creation, MSME growth and creating an enabling business environment:

### Skills development and employment

- › employability and entrepreneurship skills development for youth, women and returning migrants
- › internships and job placements, on-the-job trainings
- › quarterly job fairs
- › business plan competitions

### Incubation and acceleration of SMEs

- › incubation and acceleration of green start-ups and SMEs
- › coaching and mentoring for SMEs
- › investment readiness support for SMEs
- › facilitation of market linkages
- › challenge fund and matching grants

### Conducive business environment for the green and circular economy

- › green business corners in selected Metropolitan, Municipal and District Assemblies (MMDAs)
- › advisory services for compliance with social and environmental standards, networking and business-to-business events
- › value chain fora; public-private dialogue fora
- › semi-annual green investment fora, including mobilisation of diaspora funding
- › web-based platform for information provision and match-making in the green and circular economy
- › annual market scans for agriculture, renewable energy and WASH, and regular market research on specific topics

### What results does GrEEEn want to see as a result of a partnership with the private sector?



Sustainable and climate-resilient local economies that support job creation and growth of MSMEs



At least  
**3,500**  
people have created or developed self-employment opportunities



At least  
**100**  
green SMEs incubated or accelerated to expand their business



At least  
**1,500**  
decent and sustainable jobs created by MSMEs



Increased access to investment and finance for green SMEs

### About SNV

SNV Netherlands Development Organisation is a not-for-profit international development organisation that makes a lasting difference in the lives of people living in poverty by helping them raise incomes and access basic services. We focus on three key sectors: agriculture, renewable energy and WASH, and have a long-term, local presence in over 25 countries in Asia, Africa and Latin America.



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