Boosting Green Employment and Enterprise Opportunities in Ghana (GrEEn) Project

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Background

The Boosting Green Employment and Enterprise Opportunities in Ghana (GrEEEn) Project, is a 4-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. GrEEEn is funded with an amount of EUR 20,600,000 from the European Union (EU) through the European Union Trust Fund for Africa (EUTF), SNV Ghana and the UNCDF.

The action aims at contributing to addressing 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 in Ghana.

The GrEEEn Project is being implemented in two regions in Ghana: the Ashanti and Western regions and targets:
- Youth
- Women
- Returning migrants
- Micro, Small and Medium-sized Enterprises (MSMEs)

**What do we mean by green jobs and businesses?**

A green job, business or economy contributes to protecting and restoring the natural environment, and reduces the harm caused to it. A green job is also productive, fair and secure.

A climate resilient community or local economy is able to better resist and adapt to the effects of climate change such as flooding and drought.

**Some examples include:**
- Compost/biogas production
- Solar irrigation
- Waste recycling
- Plastic recycling
- Organic horticulture production
- Clean cookstove production and distribution
- Solar panel installation
- Green building construction

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 into (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 Micro, Small and Medium-sized Enterprises (MSMEs).

What does GrEEEn do?

Aimed at promoting the growth of green and circular economies, GrEEEn has 4 result areas: UNCDF will focus on Results 1 and 3, while SNV will focus on Results 2 and 4.

The 4 result areas are as follows:

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

**Key targets**

- 10 Metropolitan, Municipal and District Assemblies (MMDAs) have transitioned 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.

Going GrEEEn for a sustainable future!
The Performance Based Climate Resilience Grant System (PBCRGs)

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 recognized 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.

The Opportunities for Youth Employment (OYE) approach

SNV will apply its tested and proven Opportunities for Youth Employment (OYE) approach in implementing its part of the GrEEn Project in the sectors of agriculture, energy and Water, Sanitation and Hygiene (WASH).

This Push-Match-Pull model is an integrated model that brings together skills demand and offer.

The approach 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, as well as 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.
YouthStart approach

UNCDF will leverage its expertise in financial inclusion with an emphasis on the use of digital services to help accelerate access of youth and women and to facilitate access of Micro, Small and Medium-sized Enterprises (MSMEs) to appropriate financial services. It uses a market systems-based approach (working at the micro, meso and macro levels) and ensures improved Financial Services Provider (FSP) products respond to market needs so that available services are used in a way that actually benefits the real economy, and those most in need. With a focus on micro-level activities in Ghana, UNCDF will also build on the lessons learned from its YouthStart Pilot programme, which has brought access to financial services to nearly 1 million youth in 8 different countries in sub-Saharan Africa.

Incubation and acceleration of MSMEs

Micro-, Small, and Medium-sized Enterprises (MSMEs) are a major source of employment and growth but face various threats and challenges which impede their development. Under the GrEEn project, SNV will support 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 the strengthening of enterprises in 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.