



## G-lish Foundation : Ghana

Income Generation, Re-Generation, Next Generation.

### Project description

G-lish produces baskets from plastic and cloth scraps using traditional Bolgatanga weaving techniques to promote sustainable development in impoverished rural communities. Basket sales are coupled with tree planting and youth development activities to create a culture of environmental conservation.



### Business model

G-lish produces and sells an innovative and sustainable product to create income, preserve traditional skills and the environment by paying fair prices to labour, offering direct market access, developing business skills, implementing environmentally friendly practices, and empowering the weavers.

Currently G-lish is producing two styles of baskets from recycled materials. In addition to the baskets, G-lish has started developing shoulder bags and other functional accessories for export markets.

### Scaling up activities in 2011

- Secure export and local partners
- Sell between 100-500 baskets per month, processing 23,000-1,150,000 plastic water bags monthly
- Pay 50-100 basket makers and production workers
- Plant 100-500 trees per month
- Employ 2-3 staff recruited from the community in office management, quality control, and tree-planting activities.
- Facilitate accompanying activities, such as business development skills for weavers, counselling on domestic violence, tree-bank health insurance scheme.

### Immediate needs

- Finding partners to support and fund business development and scaling-up.
- Support in increasing distribution and market access, including export.
- Expertise and funding for 'tree-bank health insurance' scheme.
- Support in opening G-lish store in the south of Ghana.





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### Partnership

- **Desert Growth Foundation**, a micro-finance NGO established in 2007 in Bolgatanga, will provide money management training for the project participants.
- **Trashy Bags**, a retailer for baskets in Accra, is providing access to the expat and tourist market.



### Social, environmental and economic impacts

**Social impact:** G-lish offers a fair and sustainable income for women and youth, as well as education in business skills and women's rights. By developing a health insurance scheme the initiative aims to further enhance its local social impact.

**Environmental impact:** The initiative helps to reduce waste and promotes plastic recycling by processing recycled materials. Due to the additional tree planting and reforestation activities, G-lish contributes to combating climate change.

**Economic impact:** Especially marginalized, rural families benefit from income generation through the initiative. G-lish offers a business model with substantial economic potential for scaling-up.

### Contact

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### SEED Partners

SEED is hosted by the United Nations Environment Programme (UNEP). Other current partners are the United Nations Development Programme (UNDP); IUCN (International Union for Conservation of Nature); and the governments of Germany, India, the Netherlands, Norway, South Africa, Spain, the United Kingdom and the United States of America.



### About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs that while working towards a greener economy also tackle poverty, marginalisation and social exclusion.

SEED provides these social entrepreneurs with know how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making.

More information: [www.seedinit.org](http://www.seedinit.org)

### SEED Secretariat

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