

## Replicating Eco-Inclusive Enterprise Solutions for Green Economy and Sustainable Development in West Africa

20 July, Accra, Ghana

### Summary Report



The **SEED West Africa Symposium 2017 July 20<sup>th</sup> in Accra, Ghana** was attended by more than 150 key stakeholders from government, enterprises, financial institutions, policy makers and accelerator programmes from **Ghana** and **Burkina Faso**. Also present were representatives of the **United Nations, European Union and actors in the eco-inclusive space**. Sustainable approaches to innovation and multi-stakeholder partnerships were established to support the promotion and replication of business models that would successfully contribute to the transition to an inclusive green economy and sustainable development in West Africa.

The event is part of the implementation of "**Promoting Eco-Entrepreneurship in Africa**", a **SWITCH-Africa Green** multi-country project in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda.

The main challenge articulated for this symposium was on how to **recognize and replicate proven, successful business models** that bring fulfilment to the vision of the **2030 Agenda for Sustainable Development**.

## Opening – Key Note Speakers

SEED was honoured to have important keynote speakers who shared great insights for various stakeholders in the eco-inclusive space.

**Mr. Fredua Agyeman**, Director of Environment at Ministry of Environment, Science, Technology and Innovation (MESTI) of Ghana, and **Nestor Batio Bassiere**, Minister of Environment, Green Economy and Climate Change of Burkina Faso, inaugurated the event with highlights of the commitments by their respective local governments towards achieving green and inclusive economies. As both countries see **Small and Medium Enterprises as key actors**, big efforts are made to develop policies and programmes that enable SMEs to increase their positive ecological and social impact that prioritizes resource efficiency and cleaner production. Ghana is also implementing a performance rating programme, called “Akoben” to reduce waste and emissions in key sectors like manufacturing or mining. Also in the Energy sector the country sets ambitious goals like the Universal Access to Electricity by 2020. For Burkina Faso, the Minister outlined that all approaches regarding sustainable development should be guided by the best available science and based on traditional and local knowledge, with the view to **accelerating, encouraging and enabling innovation**.

Both Government representatives recognized the efforts of SEED for organizing the West Africa Symposium to jointly develop approaches and strengthen partnerships with key stakeholders like enterprises, financial institutions, the policy level and accelerator programmes that can successfully contribute to inclusive green economy and sustainable development in West Africa.

**Joe Tackie**, Acting Chief Director at the Ministry for Business Development of Ghana emphasized that countries like Ghana, with the economy predominantly dependent on SMEs, need to support SMEs in enhancing their contribution to the overall development of the country. With the recent launch of the National Entrepreneurship and Innovation Plan (NEIP), the President of the Republic aims to **accelerate and improve the quality of entrepreneurship and promote innovation in businesses**.

**Christine Evans-Klock**, Resident Coordinator for the UN in Ghana, presented the vision of the Agenda 2030 for Sustainable Development, which she described as interconnected, indivisible and inclusive, structured around five important components, known as the Five Ps:

- To end **P**overty
- To Protect the **P**lanet
- To Promote **P**rosperity
- To ensure **P**eace for all
- And to work together through **P**artnerships.

With these goals in mind, she emphasizes that the challenge of pushing a more equitable social, economic and environmental development, needs to be tackled with collective action from government, civil society, and the private sector and development partners. By **providing a wide range of technical services to SME's**, initiatives like SWITCH Africa Green help to accelerate transition towards an inclusive economy based on sustainable consumption and production pattern, while generating growth, creating jobs and reducing poverty.

Finally Ms. Clock reflected on the unsustainable growth in the past, which was based on the exploitation and export of raw materials with little value addition, resulting in serious environmental damages and growing inequality between urban and rural areas. She urged

for more **learning and sharing of experiences about different and alternative pathways to grow.**

**Benoist Bazin**, Head of Operations in Infrastructure and Sustainable Development, Delegation of the European Union to Ghana, praised the country's efforts in integrating climate change issues in a wide range of sectors in the country. He also commented the impressive progress in the transition to a green economy through a set of national policies and strategies. He further highlighted EU's initiatives such as the Partnership for Action in Green Economy (PAGE), SWITCH-Africa Green (SAG) and the new business strategy of the European Investment Bank which addresses poverty reduction.

Finally he presented the results of a study on social eco-enterprises in Ghana which shows the lack of access to advisors, mentors, finance, and communication channels to promote their success. He concluded that the **interests and capabilities of Government, donors, and NGO's need to be better coordinated to support the emergence of social and eco enterprises.**

All speakers sent their warmest congratulations to the 2017 SWITCH Africa Green-SEED Award Winners from Ghana and Burkina Faso.

### Key Takeaways:

- Government's commitment through reducing barriers and supporting business innovation is crucial to assist SME's development in the transition to inclusive green economy
- Special attention by creating conducive conditions must be given to SME's as they promote and drive innovation, as well as eco-inclusive actions in local communities.
- There is the need to share experiences and learn from each other on means to propel economic growth in sustainable ways.
- Climate action should follow a country-driven, gender-responsive, participatory and fully transparent approach, taking into consideration vulnerable groups, communities and ecosystems.
- Approaches should be guided by, and based on science, local, and traditional knowledge with a view to integrating adaptation into relevant socioeconomic and environmental policies and actions.
- The co-benefits expected to be generated by the green economy i.e. growth in income and employment driven by investments that reduce carbon emissions and pollution, have yet to be translated into effective actions and needed transformative impact.



**Fredua Agyeman**  
Ministry for Environment, Science, Technology and Innovation, Ghana



**Nestor Batio Bassiere**  
Minister of Environment, Green Economy and Climate Change, Burkina Faso



**Joe Tackie**  
Ministry for Business Development, Ghana



**Christine Evans-Klock**  
United Nations in Ghana



**Benoist Bazin**  
Delegation of the European Union to Ghana

## Panel Discussion I

### Spurring West Africa's Sustainability Transition through the Replication of Eco-Inclusive Enterprise Solutions

In Ghana, the government has identified **entrepreneurship as a key priority to tackle the country's unemployment crisis**, especially among youth. Innovative solutions are urgently required to end poverty especially for those who have been left behind. In Burkina Faso, the national development plan is strongly linked to green economy and the Sustainable Development Goals (SDGs).



Panel Discussion I

Despite these ambitious aspirations, business development in West Africa still faces challenges. For example, SME productions do not always consider the environment, and weak financial capacity as a result of financial institutions lacking necessary information to support SMEs.

The private sector is a catalyst of sustainable economic growth that enhances efficiency and fosters sustainability in a community. **Eco-inclusive entrepreneurship offers opportunities for job creation and a significant contribution to sustainable development in West Africa.**

As such, the **replication of successful business models provides opportunities to capitalise on the successes of existing eco-inclusive enterprises and increases the sector's size and impact**. Ghana has experienced replication success amongst eco-inclusive enterprise which has proven to be important, as it helps avoid wasting resources on troubleshooting and making mistakes.

Present to discuss the role of private sector replication were Vivian Ahiayibor of **City Waste Recycling** (2016 SAG-SEED Awards Winner); Kwamina Amoasi-Andoh, National Project Manager, **SCORE, ILO**; Ayuk Elias, Director of the **UNU Institute for Natural Resources in Africa (UNU-INRA)** and Ruka Sanusi, Executive Director, **Ghana Climate Innovation Center**.

### Key Takeaways

- The private sector is a catalyst to economic growth that fosters sustainability.
- Replication provides opportunities to capitalise on the successes of existing eco-inclusive enterprises and increase the sector's size and impact.
- Empowerment of women as key to eco-inclusive SLEs development and to propelling replication efforts.
- Successful replication should consider the following 5I's:
  - Ideas
  - Incentives
  - Innovations
  - Institution
  - Implementation



## Parallel Sessions

### I. Policy Roundtable (by invite only)

Hosted by SWITCH Africa Green and SEED

**Moderation:**

- **Kingsley Bekoe**, United Nations Development Programme (UNDP)
- **Arab Hoballah**, SEED

The SWITCH-Africa Green project supports selected pilot countries, including Ghana, to achieve sustainable development and implement the 2030 Sustainable Development Agenda by engaging in the transition to an inclusive green economy. Enterprises, specifically small and medium sized enterprises, active in the three pre-selected sectors of manufacturing, tourism and integrated waste management, face enormous challenges. Only by drawing on appropriate instruments, policy makers, researchers, finance institutions and other key stakeholders can these smallholders be supported in overcoming barriers.



**Parallel Session I - Policy Roundtable**

The Policy Prototyping session explored actions to close policy gaps and accelerate the transition to a green economy. This new definition of businesses and economy inter-relations requires advanced enabling conditions for sustainable consumption and production practices in the different fields.

### Key Takeaways:

(Integrated) Waste Management	Manufacturing	Tourism
<ul style="list-style-type: none"> <li>• Implement an education policy focused on the Manufacturing Cost Policy Deployment</li> <li>• Development of a tax policy better adapted to eco-enterprises</li> <li>• Develop participative and inclusive approaches</li> <li>• Quantify waste in terms of value for money effectively</li> <li>• Create incentives for SMEs to convert waste to energy</li> <li>• Develop a renewable energy act</li> <li>• Polluter Pay-Principle</li> <li>• Benchmarking indicators</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce the costs of starting green businesses to make it economically more attractive</li> <li>• Tax breaks to incentivize the green business sector</li> <li>• Enhance expansion and provide financial assistance</li> <li>• Implement stakeholder consultation meetings</li> <li>• Prepare case studies to demonstrate benefits of providing fiscal incentives</li> </ul>	<ul style="list-style-type: none"> <li>• Promote sustainable consumption of resources</li> <li>• Capacity building of all actors</li> <li>• Support supply and value chain linkages</li> <li>• Develop manuals and information brochures for business operators</li> <li>• Intensify input into curricula</li> <li>• Engage land owners and traditional rulers in tapping potential</li> <li>• Organise discussion forums</li> </ul>
<p>All groups debated the institutionalisation of policies beyond SWITCH and came up with ideas like the integration of approaches in national policies (e.g. educational, general taxes), the set-up of committees and society advocacy groups as well as the transparent measurement and communication of results.</p>		

## II. BDS Practitioners Dialogue

*Hosted by IBA Hub Ghana and SEED*

### **Moderation:**

- **Saskia Rotshuizen**, Inclusive Business Accelerator
- **René Vermeulen**, MDF West Africa and IBA Hub Ghana
- **Carolyn Ehrensperger**, SEED
- **Solomon Twum**, Reach for Change

Eco-inclusive enterprises can drive sustainable development, but they cannot do so alone. This parallel session encouraged Business Development Service Providers (BDS) to enter in an open exchange about current challenges they are facing or potential solutions they have identified.

Together with representatives of IBA Hub and SEED, participants analysed which roles they can play to support BDS providers in their work.

### **Key Takeaways:**

- Replication is good but it is not easy to come by or implement
- Some BDS experienced difficulty in finding partners for start-ups; however collaboration with big players is important
- Consensus that meeting people and talking to them in person is better than meeting partners online
- There is big competition for funds and financial constraints
- Existence of notable cultural challenges between government and private sector
- Demand for more peer learning among BDS
- BDS should specialize
- Regulations for social entrepreneurs need to be implemented
- Capacity and awareness must be created



**Parallel Session II - BDS Practitioners Dialogue**

### III. Reinventing? Replicating! – Maximizing Impacts through the Transfer of Successful Eco-Inclusive Business Models

Hosted by SEED

#### Speakers:

- **Sulley Amin Abubakar**, Zaacoal
- **Gloria Asare**, CEO, Global Bamboo Products Ltd. (GBPL)
- **Kofi S. Ampomah**, CEO, AfriJourneys
- **Sydney Tetteh-Hushie**, Business Development Consultant, British Council

#### Moderation:

- **Larisa Bowen-Dodoo**, British Council
- **Ebenezer Kumi**, SEED

In this session hosted in partnership with the British Council, entrepreneurs from local tourism, waste, and manufacturing sectors convened to discuss replication approaches in these industries. The speakers shared their experiences and ideas they would like to implement in the future.

#### Key Takeaways:

- Connect UK businesses to Ghanaian businesses. The British Council is considering organizing a conference in October to promote collaboration of Ghanaian and UK enterprises
- **Tourism:** adapting the Airbnb model (and calling it “Bra be da”) in Ghana’s touristic sites could significantly help reduce the high costs of accommodation which hinder travel especially among Ghanaians.
- **Waste Sector:** Models such as franchising and subcontracting buy-back centers are promising due to the low cost of investment and skill set needed in setting up buy-back centers, where collectors can bring waste for cash.
- **Manufacturing and Agro-processing:** out-grower schemes may provide a viable replicable path that can multiply impacts in the sector.



Parallel Session III - Reinventing? Replicating! – Maximizing Impacts through the Transfer of Successful Eco-Inclusive

#### IV. Pre-identification of Potential EU's contribution to the Green Economy Sector in Ghana through the Development of local Social-Environmental or Eco-Enterprises

*Hosted by Acciona Ingeniería S.A.*

##### **Speakers:**

- **Marta Regoyos Sainz**, Sustainable Development expert, Acciona Ingeniería S.A.
- **Daniel Kofi Abu**, Green Economy and Eco-Enterprises expert, Acciona Ingeniería S.A.

This session exposed outcomes of a study by Acciona Ingeniería about EU's potential contribution to the green economy in Ghana through the development of eco-inclusive enterprises.

##### **Key Takeaways:**

- There are policies supporting the green economy – local content (National Youth and Employment Policy; National Climate Change Adaptation Strategy etc.)
- There is constant declining growth in agriculture
- The green economy is diminishing due to our own actions, however there is hope for the green economy (agro-processing is key when it comes to development of the green economy)
- A lot of small and medium scale enterprises depend on microfinance institutions for loans
- Current bank loans are not very accommodative towards business development
- The green economy can also be improved through merging of top-class foreign companies with smaller local companies to aid in technology transfers and coaching to improve conditions for local green economy



**Parallel Session IV - Pre-identification of Potential EU's contribution to the Green Economy Sector in Ghana through the Development of local Social-Environmental or Eco-Enterprises**



## Panel Discussion II

### Review and Enrich: Eco-Inclusive Enterprise Solutions for Green Growth and Sustainable Development in West Africa

One core module that makes for successful replication is partnership. Acknowledging the benefits of multi-stakeholder collaborations, this panel discussion showcased ideas and solutions for supporting the private sector to foster West Africa's path towards an inclusive green economy.

The panel discussion was attended by **Kingsley Bekoe** from United Nations Development Programme (UNDP); **Nicolas Biron** from Organisation Internationale de la Francophonie; **Salma Abdulai** from Unique Quality Product Enterprise (2016 SAG-SEED Awards



Panel Discussion II

Winner); **Ebenezer Kumi** from SEED; **René Vermeulen** from IBA Hub Ghana; and **Marta Regoyos Sainz** from Acciona Ingenieria S.A.

International organisations support institutional collaborations through raising awareness of policies and its implications on businesses, and advocating stakeholders to move towards the green economy. Incubation hubs support the sector through capacity building of business development service providers to be able to increase the support for individual enterprises.

Similarly, implementation partners promote the replication of business ideas through SEED Replication programmes, such as the SEED one, as a way to establish widespread successful business networks. Particularly for small players in industries like tourism, manufacturing and integrated waste management, partnerships between entrepreneurs are useful to drive the sector towards green growth. These approaches from different sectors help to strengthen the role of small and medium-sized eco-inclusive enterprises in being a driving factor of sustainable development in West Africa. **Successfully creating multi-stakeholder collaborations of international organisations, governments and implementation partners are crucial in order to galvanise action through the promotion of eco-inclusive enterprises.** The session concluded with an additional call for policymakers to create an environment that enables SME and the private sector to flourish.

### Key Takeaways

- One core module that makes for successful replication is partnership.
- International organisations support institutional collaborations through raising awareness about policies and stakeholder advocacy.
- Incubation hubs support BDS providers to build capacity in order to better support individual enterprises.
- Implementation partners to promote methods that foster partnerships between entrepreneurs in the SME sector.
- Policymakers need to ensure an enabling environment for SME and the private sector to flourish.

## SEED Exhibition

During the breaks participants visited the exhibition area where around 30 eco-inclusive enterprises as well as organisations and programmes from various sectors and countries presented their work and programmes.



**The following exhibitors participated:**

• Ashoka	• Lagazel
• City Waste Recycling	• PagSung Shea Butter Association
• Coliba Waste Management Company	• RECFAM - PRIDE Pads
• Coopérative Sahel Vert	• Recycleplast
• European Union	• SWITCH Africa Green
• Farmable	• TECO <sup>2</sup>
• GRAAD/NEERE	• The Fruit Master
• HON-MAKEM Ventures	• Unique Quality Product Enterprise
• IBA	• WASHKing
• IBA Hub Ghana	• Waste Is Not Waste
• IBAN	• Zaacoal

## SAG-SEED Award Ceremony

In closing, SAG-SEED Award Ceremony celebrated the winners of the award and highlighted the innovative solutions and business cases from Ghana and Burkina Faso that can contribute to implementing the 2030 Sustainable Development Agenda and its SDGs locally.

The annual SEED Awards identify and support the most promising and innovative small and medium-sized eco-inclusive enterprises in developing and emerging economies. Since 2005 over 220 SEED Winners have been selected by the SEED International Jury and were celebrated at high-level International Awards Ceremonies. SEED Winners benefit from business and management advice which is triple bottom line focused; a financial contribution; high-level profiling; and access to an international network of businesses, governments, investors, legal, development, and finance institutions.

Through a short interview with the enterprises' representatives, the audience was briefly introduced into their eco-inclusive idea, business model and the specific impacts they achieve.

Finally, each Winner was presented a personal certificate for their valuable work.



**Out of 15 2017 SAG-SEED Award winners, five winners listed below were honoured at the Awards Ceremony at the SEED West Africa Symposium 2017.**

### Coopérative Sahel Vert, Burkina Faso

Coopérative Sahel Vert encourages the generation and use of clean biogas and organic fertiliser by constructing and maintaining biodigesters in rural areas. Besides the various positive environmental impacts, the sale of surplus agricultural production and organic fertilisers offers households additional income opportunities.



### Lagazel, Burkina Faso

Lagazel produces and markets sustainable solar lamps to light urban and rural households without access to electricity. The local production generates employment and compared to conventional light sources, the use of solar lamps contributes to climate change mitigation and healthier living conditions.



### **TECO<sup>2</sup> Carre, Burkina Faso**

TECO2 markets school benches sustainably produced from plastic waste and other locally sourced input materials. As this mixture of materials substitutes wood as raw material in the production process, the enterprise contributes to the mitigation of deforestation and environmental pollution.



### **RECFRAM Pride Pads, Ghana**

RECFAM produces organic and biodegradable sanitary pads - PRIDE Pads - out of banana and plantain fibre for schoolgirls and women who lack access to proper menstrual hygiene products. Women are integrated into the whole value chain, receiving training and income opportunities.



### **WASHKing, Ghana**

WASHKing produces, supplies and installs biodigester toilets out of eco-friendly material for low-income urban households in order to improve health and economic conditions and to keep the environment clean. Training on using the toilet and after-sales services complement the package.





## Quotes

“

*I am glad to note that today's gathering of expert minds with diverse backgrounds would help in finding out how we can realise the full potential of enterprise solutions that contribute to achieving the SDGs and how to propel West Africa on the path towards green economy.*

”

**Joe Tackie, Ministry of Business Development of Ghana**

“

*"#SMEs should remember they are citizens and must be #ecofriendly" kwamina Amoasi-Andoh. @SEED\_SustDev #Ghana #BurkinaFaso #Africa #SEEDWAS17*

”

**IBAN Inclusive Business Action Network (Twitter)**

“

*Je voudrais saluer le caractère exemplaire du combat avant - gardiste des initiatives Switch Africa Green et SEED qui, depuis plusieurs années, soutiennent nos efforts en matière de l'éco - entrepreneuriat, la participation du secteur privé; les entreprises vertes et l'éco-innovation.*

”

**Nestor Batio Bassière, Ministère de l'Environnement, de l'Economie verte du Changement Climatique du Burkina Faso**

“

*Initiatives such as SAG-SEED project are important to foster learning and sharing of experience about different pathways to growth, about seizing the potential for alternative pathways to industrialisation and modern agriculture and economic diversification.*

”

**Christine Evans-Klock, UN Resident Coordinator Ghana**

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