



GHANA

ONGOING PROGRAMMES

Fit For Market (FFM, FFM SPS, FFM+)



ICR Facility



Business ACP



ACP Business-friendly



ACP Quality Infrastructure



Boost Africa



ABC Fund



FO4ACP



Women Entrepreneurship for Africa



DESCRIPTION OF INTERVENTIONS

Fit For Market (FFM) programmes support companies in the horticultural sector and their environment to ensure their international access to horticultural and national markets while complying with sanitary and phytosanitary regulations and market requirements, individually or collectively. Support includes food safety, environmental management, social compliance and business management. The main types of support are related to the implementation of a management system (on social themes, environment, quality) meeting the requirements of international certification standards required by customers (GLOBALG.A.P., HACCP, Rainforest Alliance, SMETA, etc.). Set up in the continuity of FFM past programmes, the new FFM Plus (FFM+) programme support is tailored to facilitate the transition of ACP horticulture towards more sustainable food systems, addressing the priority areas identified in the Farm to Fork strategy of the European Green Deal. Ghana has benefitted from COLEAD's programme since several years. FFM has helped **Maphlix Trust Ghana Limited** to start exporting sweet potatoes to the Netherlands. The company is a producer and processor of food crops, including sweet potatoes, a developing sector in Ghana. FFM facilitated the development of the governance system and managerial effectiveness of the **Sweet Potato Value Chain Association of Ghana (SPVCA)**, a national platform whose mission is to bring innovation among actors in the sweet potato supply chain and to stimulate cooperation between stakeholders.



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Two professional organisations, **VEPEAG** and **SPEG**, have also received support from FFM to facilitate the linking of producers in their networks with buyers. An online market platform has been created to facilitate exchanges between VEPEAG and SPEG producers and potential buyers. A Field Training Workshop for the **Global Shea Alliance (GSA)** aimed to develop participants' capacity to transmit good practices in hygiene, traceability, crop protection and the safe use of pesticides to workers and/or small producers, as part of the FFM programme. Held in March 2021, the workshop was designed for producers and extension staff. GSA was also supported by the FFM programme through the organisation of a dedicated training in cost/benefit analysis for micro/small scale producers.

In 2022, **FFM SPS** organised collective training on "Coconut tree cultivation" for coconut producing and/or exporting companies. The specific objective of this training was to strengthen capacities of coconut smallholders, farmer groups and organisations, and horticultural MSMEs, to access local and international markets by complying with SPS measures and other market requirements. **HPW Fresh & Dry Ltd.** is a Ghanaian horticultural company created in January 2010, producing and marketing processed fruits (dried fruits, fruit bars, etc.), mainly for the European market. The company employs over 1,000 workers to run the organically certified farm and factory and sources tropical fruits from over 1,400 outgrowers, often organised in cooperatives, of which 5 are organically certified. The new EU Organic Regulation (Regulation (EU) 2018/848) includes new requirements for group certification. The company requested support from COLEAD to understand the implications for their operations and to adapt to the new requirements by the end of 2023. The company also received support in order to be able to accurately size its supply chain and optimize the resources needed to collect the data on the ground from the multitude of outgrowers.

ACP Business-friendly is designed to achieve two key outcomes:

- Adopting and implementing business-friendly, inclusive and responsible national policies and legal frameworks;
- Strengthening productive, processing, promoting and marketing capabilities and value chains.

At macro level, the World Bank Group (WBG) focuses on two themes: **i)** improvements to policy, regulatory, and administrative environments; and **ii)** improvements to policy environments for FDI linkages addressing key market failures. In Ghana, two reforms, including policy and legislative frameworks needed to enhance the Quality Infrastructure environment, have been achieved. In 2022, the cabinet of Ghana adopted and approved the National Quality Policy (NQP).



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The GSA Standards Bill was passed by the Parliament of Ghana: ACP Business-friendly supported the Ghana Standards Authority to organise and engage broadly with all relevant stakeholders from public and private sectors. In general, the programme aims to secure more and better jobs for Ghanaians during and post-recovery from COVID-19 through enhanced investment climate, supported by investment diversification to non-resource-based sectors; a conducive policy and regulatory environment that promotes new entrants, and instils confidence for investors to stay and expand; and quality infrastructure to help domestic firms upgrade their competitiveness and facilitate integration into global value chains. Policy makers from Ghana participated into the peer-to-peer learning event organised in Luanda, Angola, on December 2022.

UNIDO is implementing the meso-level component of the ACP Business-friendly programme. Investment promotion interventions are aimed to facilitate the process of identifying, mobilizing capital, knowledge, and technological resources for a more targeted investment development impact. The programme's main counterparts include the **Ghana Investment Promotion Agency (GIPC)**, the **Coffee Federation of Ghana (CFG)** and the **Ministry of Trade and Investment (MoTI)**. Priority sectors are agriculture value chains of coffee and cocoa. GIPC staff benefited from 6 capacity building sessions (survey campaign, data collection, update of companies' database, etc.). At the end of 2022, GIPC had 19 projects published on the promotion portal, while CFG had 14 investment opportunities. Ghana has now a dedicated country page on the "Invest-in-ACP" Portal, while a series of video testimonials from GIPC are now posted on UNIDO's YouTube Channel. Synergies with other organisations and EU-funded projects like WACOMP and GrEEen are ongoing and will continue.

Micro-level interventions are led by ITC through its **Alliances for Action approach** that promotes inclusive and sustainable agricultural value chains. Interventions aim to enhance value chain operators' individual and collective competitiveness. In Ghana, the programme is providing support to coffee value chains actors, farmer cooperatives, and support institutions. ACP Business-friendly has been able to enhance the productive capacities of farmers by offering capacity building trainings on good agricultural practices, harvesting techniques, and coffee farm establishment. Additionally, the programme has promoted local consumption and value addition enhancement by organising trainings on coffee roasting, cupping, and coffee shop management, as well as market development. 1,103 coffee farmers across 7 regions were trained on agronomy; over 100,000 coffee seedlings were distributed to farmers; a training manual on post-harvest handling and processing of coffee was developed; 15 coffee MSMEs were trained on value addition and market connections.



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Support provided included the participation in international events to promote inclusive market and buyer linkages, benchmarking exchange visits, etc. 10 women coffee entrepreneurs participated in the **ACRAM (Agence des Cafés Robusta d'Afrique et de Madagascar) Regional Workshop** on women in coffee held in Togo, where they discussed with other countries challenges faced by women and possible solutions to address them.

The **ACP Quality Infrastructure (QI)** programme supports ACP policy makers, institutions and private sector actors to **(i)** enhance the regional Quality and Regulatory infrastructure governance; **(ii)** strengthen the availability of the value chain-specific QI services; **(iii)** promote quality culture and practices. The programme complements and builds on the ongoing achievements of the ACP Business-Friendly programme reinforcing the UNIDO's programme action. ACP QI for the African region was officially launched in Luanda in December 2022, during the OACPS Business Days held on the margins of the OACPS Heads of State Summit.

ICR Facility focuses on supporting ACP partner countries, i.e. private and public stakeholders and regional institutions, to improve their investment climate and business environment by facilitating public-private dialogue, among other actions.

The **ICR Facility** supports **Social Enterprise Ghana** in taking the draft of the **Social Enterprise Policy for Ghana** through a Public-Private Dialogue process, update the draft and develop an action plan to be used for the adoption/mainstreaming of the updated Social Enterprise Policy. The support also includes the development of tools and frameworks, a series of trainings on the concept of social enterprises and social financing/impact investing for public and private stakeholders as well as trainings on policy development and advocacy. Lastly, training on how to build a sustainable Business Member Organisation is also part of the support. The **ICR Facility** also supported the **Ghanaian Ministry of Employment and Labour Relations (MELR)** in conducting an inclusive public-private dialogue (PPD) for the successful implementation of the 'Ghana National Green Jobs Strategy' contributing to a more sustainable business environment.

At regional level, ICR Facility supported **ECOWAS Bank for Investment and Development (EBID)** to create a tailor-made capacity building programme for its staff and management. A tailored work plan has been developed and includes works on a learning management system and specialized training. The programme supported the private sector section of the **Commission of the West African Economic and Monetary Union (UEMOA)** to develop a partnership and dialogue between the public and the private sector in the Sahel region and to thus improve the business and investment climate.



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It also provided 2 technical assistance to **FEWACCI (Federation of West African Chambers of Commerce and Industry)**; one focused on promoting the harmonization of business law in ECOWAS Member States; the other was an assessment of the main factors influencing the business environment for women-led enterprises in agribusiness value chains in the ECOWAS region. Additionally, the program supported the **Regional Capacity Building Office of the World Customs Organization** in the organization of a series of online workshops on topics related to the effects of the COVID-19 crisis on organizations customs.

Another recent intervention was the development of a policy brief with the aim of positively influence the design of the AfCFTA Digital Trade protocol. The intention being that the protocol addresses issues and challenges for the African innovation and entrepreneurship ecosystem and contributes to creating an enabling environment for African entrepreneurs and innovators.

FO4ACP Farmers' Organizations for ACP Countries programme aims to increase the incomes and improve the livelihoods, food and nutrition security, and safety of organized smallholders and family farmers in African, Caribbean and Pacific countries by strengthening regional, national and local farmers' organizations. The programme supported the **Network of Farmers' and Producers' Organizations of West Africa (ROPPA)** and their technical support staff called **CNIEP** (Conseiller National aux Initiatives Economiques des OP) in consolidating three priority value chains (potato, sweet potato, poultry). Moreover, nineteen women and youth cooperatives were selected and benefited from capacity building support by the CNIEP. Three farmers' organisations networks (**APESS, RBM, ROPPA**) have set up a Surveillance and Action Committee which is intended to be a space for encouraging and structuring cooperation between all the networks of farmers' organisations and CSOs in the face of COVID-19 crises. The Women and Youth platform of ROPPA also organised consultations among its members.

WE4A aims to improve the business capacity of women-led enterprises to increase their chances of raising follow-on funding from private sector investors. Both the Initial acceleration and follow-on growth programmes aim to assist women entrepreneurs in Sub-Saharan Africa to flourish and contribute to employment creation in their communities through enhanced business capacities, access to formal financial services, and integration into local/regional value chains. Component 1 of the programme provided gender sensitive entrepreneurship training and seed capital through the the Tony Elumelu Foundation; component 2, implemented by GIZ through the "Employment and Skills for development in Africa" (E4D) project, links African women entrepreneurs (TEF alumni) to private sector initiatives and provide technical assistance to build commercial bridges with larger lead businesses and integrating their supply chains;



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and component 3, led by the Swiss Association for Entrepreneurship in Emerging markets (SAFEEM), supports African women entrepreneurs to secure second stage financing as a major stepping-stone to be becoming fully bankable and capitalizing on the employment potential of their businesses. In Ghana, 6 women-led MSMEs benefited from WE4A in agriculture, health or services.

ABC Fund is a blended-finance impact fund, which provides catalytic financing to underserved yet profitable segments of agribusiness value chains in developing countries. To reach them most effectively, these products are made available either directly to farmers' organizations and SMEs, or indirectly via financial institutions. The ABC Fund deploys loans and equity investments in farmer organisations, rural SMEs, and financial institutions. In Ghana, ABC Fund allocated a loan of EUR 395 653 to **Maphlix**, that produces and processes tubers and vegetables, to expand the production of sweet potatoes. The programme also lent EUR 800 000 to **Dragon Farming** that processes raw soya beans into soya bean meal, full fat soya and soya oil for local feed millers, poultry farmers, tilapia feed producers and input suppliers. The loan assists the company to scale up its operations to meet customer demand and increase the volume of soya beans purchased from farmer-based organisations.

EURIZ guarantee helps to increase credit accessibility for MSMEs, by engaging in cooperation initiatives with a wide variety of financial institutions. Implemented by PROPARCO (AFD Group), EURIZ covers agricultural and agri-business, health, education, digital, and microfinancing companies owned by women or young people, who are facing increased difficulties in accessing finance. With the 10M euros EURIZ guarantee allocated to **Ecobank Ghana**, PROPARCO is supporting a project which aims to facilitate access to credit for SMEs, particularly in high-impact development sectors, in order to help them play their essential role in economic growth and job creation in Ghana. The project is expected to support 300 SMEs, help create or maintain 900 jobs and mobilize the equivalent of a total of EUR 18M EUR of financing.

DIRECCT (Digital Response Connecting Citizens) is being deployed in more than 55 ACP countries through 10 projects. It is implemented jointly by Agence française de développement (AFD) and the Belgian development agency, Enabel. The programme supports the connectivity and digitization of health, education and small business actors to better cope with current and future shocks. In 2021, the **Ghana National Chamber of Commerce and Industry (GNCCI)** launched the Micro Small Medium Enterprises (MSMEs) Digital Skills Training Programme in Accra.



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The support from DIRECCT is provided through Expertise France and aims to train and build-capacity in digital techniques of MSMEs and improve the performance of staff. It is also to support participants to integrate and apply knowledge gained from the training.

Boost Africa offers blended finance and focuses on supporting entrepreneurially-driven, early stage, and start-up SMEs on the African continent. Boost Africa targets innovative investments in any sector, with special focus on those that have a high potential for economic impact. Training through AfDB's "ELAB" are available for start-ups in Ghana.

MORE INFORMATION

- **Read the Monitoring Report 2021:**
<https://businessacp.com/wp-content/uploads/2019/12/Annual-Report-online-version.pdf>
- **Visit the "Programmes' Highlights" page on the Business ACP website:**
<https://businessacp.com/en/94071-2/>