



# SOCIAL ENTERPRISE

BUILDING SUSTAINABLE BUSINESSES FOR SOCIAL IMPACT



The British Council is the UK's international organisation for educational opportunities and cultural relations. We are on the ground in six continents and over 100 countries, bringing international opportunity to life.

Launched in 2009, the British Council's Global Social Enterprise (SE) programme currently runs in 29 countries and supports the development of socially innovative enterprises and investment models that facilitate a more inclusive, sustainable and prosperous future for all, especially young people.

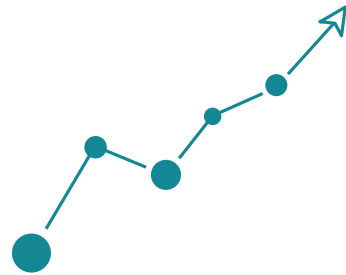
Together, we provide social entrepreneurs with access to training, mentoring and funding opportunities and promote social enterprise education in schools and universities. We convene policy dialogues, organise study tours and conduct research to share knowledge and best practice in scaling social enterprise and social investment. We also deliver international development projects that promote the growth of social enterprise. It is a systemic approach designed to help foster a more sustainable, inclusive and prosperous future and build collaboration, opportunities and trust between the UK and other countries.

## **HELPING TO CREATE EFFECTIVE AND SUSTAINABLE CHANGE**

Find out more at: [www.britishcouncil.org/society/social-enterprise](http://www.britishcouncil.org/society/social-enterprise)

# The state of social enterprise in Ghana

Social Enterprise development in Ghana has seen significant growth in the last 3 years.



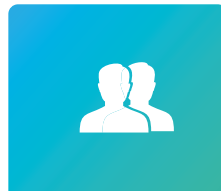
**26,000**

Social enterprises identified



**958**

Jobs created annually



**60%**

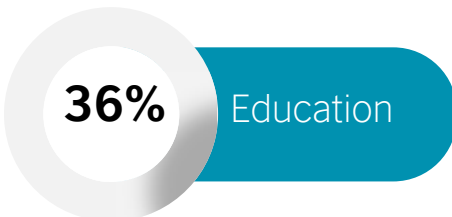
Social enterprises creating employment opportunities



**3X**

Female social enterprise leaders than in mainstream enterprises

Most social enterprises in Ghana fall under Education and Agriculture sectors, with the educational ones being more dominant in Accra, and the agricultural ones more common in the northern parts of Ghana.



## Decokraft Cakes & Chocolates



Decokraft CEO, Akua Obenewaa Donkor, specialises in the production and packaging of handmade chocolates in Ghana. Akua invests her profits into her charity “I love to read”, which encourages children who live in cocoa growing areas to read.



# Our Approach

## POLICY & RESEARCH

Drawing on our UK and international experience, we support governments and other policy influencers to create an enabling environment for social enterprises to succeed.



## HIGHER EDUCATION

We work with higher education institutions to incorporate social enterprise in their curricula and engage in research to support advocacy and planning.



## CAPACITY BUILDING

We provide social entrepreneurs with the needed skills, business incubation, mentoring, access to funding, innovative technology, networks and access to markets to enable enterprise growth.



## AWARENESS CREATION

We create awareness about the role social enterprise plays in supporting economic growth, job creation, environmental protection and social protection.



## INTERNATIONAL DEVELOPMENT

We leverage our 110 country network to connect social enterprises to the UK and the rest of the world. We bring best practice from across the world to develop the social enterprise ecosystem in Ghana.





## OUR WORK IN NUMBERS

3 YEARS OF PROGRAMME  
IMPLEMENTATION

7+M PEOPLE REACHED  
THROUGH OUR WORK



**2**

SOCIAL ENTERPRISE  
REPORTS ON GHANA  
COMMISSIONED AND PUBLISHED



**11**

SOCIAL ENTERPRISES  
DIRECTLY SUPPORTED  
TOWARDS INVESTMENT  
READINESS



**5**

SOCIAL ENTERPRISES CONNECTED TO  
COUNTERPARTS IN THE UK  
LEADING TO KNOWLEDGE,  
TECHNOLOGY & BUSINESS  
TRANSFERS



**110**

SOCIAL ENTERPRISE  
NETWORK MEMBERS  
IN GHANA

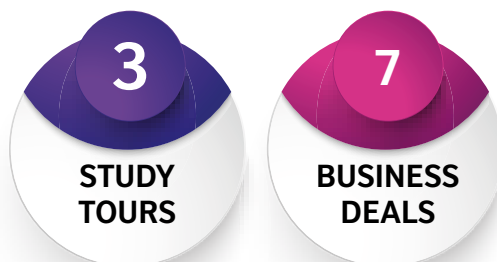


**105**

SOCIAL ENTREPRENEURS  
TRAINED IN BUSINESS  
MANAGEMENT &  
DEVELOPMENT SKILLS



We have facilitated study tours to the UK, Kenya, and Hong Kong for government ministers, industry leaders, CEOs of private sector companies and social entrepreneurs in Ghana.



In 2017, we hosted the first ever Enterprise Africa Summit in Ghana, bringing together 558 delegates, 92 speakers and 45 exhibitors from 23 countries.



Our work attracts heads of diplomatic missions, ministers of state, thought leaders, policy-makers, private sector, (impact) investors, development partners, civil society groups, and entrepreneurs.

*Her Royal Highness Princess Anne's visit to the British Council.*





## Zaacoal



Sulley Amin, in his quest to finding answers to how the world manages climatic change, started Zaacoal, a company that turns coconut husks into smokeless, odourless and environmentally friendly fuel for cooking and other needs. Amin sells his charcoal to high end stores in Ghana, Lebanon and the UK as well as to the everyday charcoal user in Accra. Amin plans to sell his charcoal across the country.





## Kumasi Hive

”

Kumasi Hive works with young technology enthusiasts to build 3D printers and drones from recycling parts of old photocopiers and printers. Their innovation has built a water filtration system for a small rural community.



Solid businesses and enterprises are the driving force of developed countries, and Africa as a developing continent will need strong enterprises, and practical and well informed entrepreneurs to steer its affairs to be able to achieve the required level of development.”



*Hon.  
Ibrahim Awal  
Mohammed,  
Minister for Business  
Development*

## Our Programme Highlights



**POLICY & RESEARCH**

**INTERNATIONAL DEVELOPMENT**

**CAPACITY BUILDING**

**AWARENESS CREATION**

**HIGHER EDUCATION**

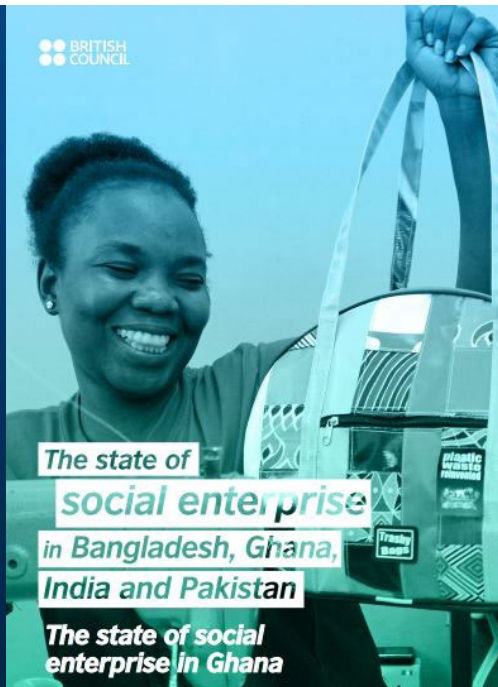


## POLICY & RESEARCH

### Policy Dialogues

Our Policy dialogue sessions over the years have created a platform for the British Council to engage stakeholders on major issues relevant to sectors of interest to our work. We have hosted 4 policy dialogue sessions since 2014 in partnership with various government and development agencies focusing on skills, enterprise, youth employment, social protection and rethinking development financing.





**W**e conduct relevant industry research as an integral part of our advocacy and planning efforts to promote and enhance social enterprise development and investment in Ghana.



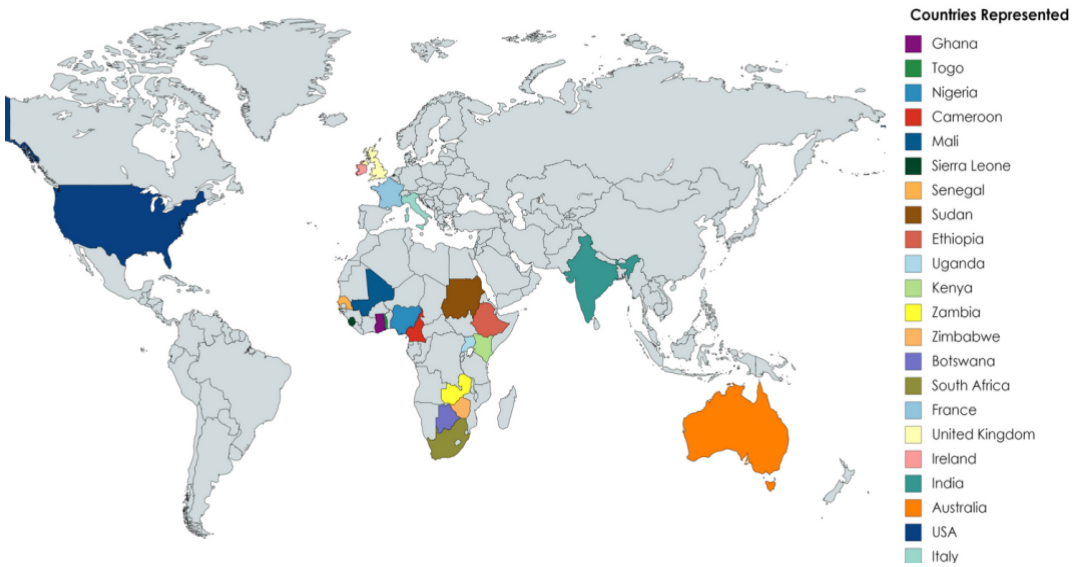


## INTERNATIONAL DEVELOPMENT

### Enterprise Africa Summit

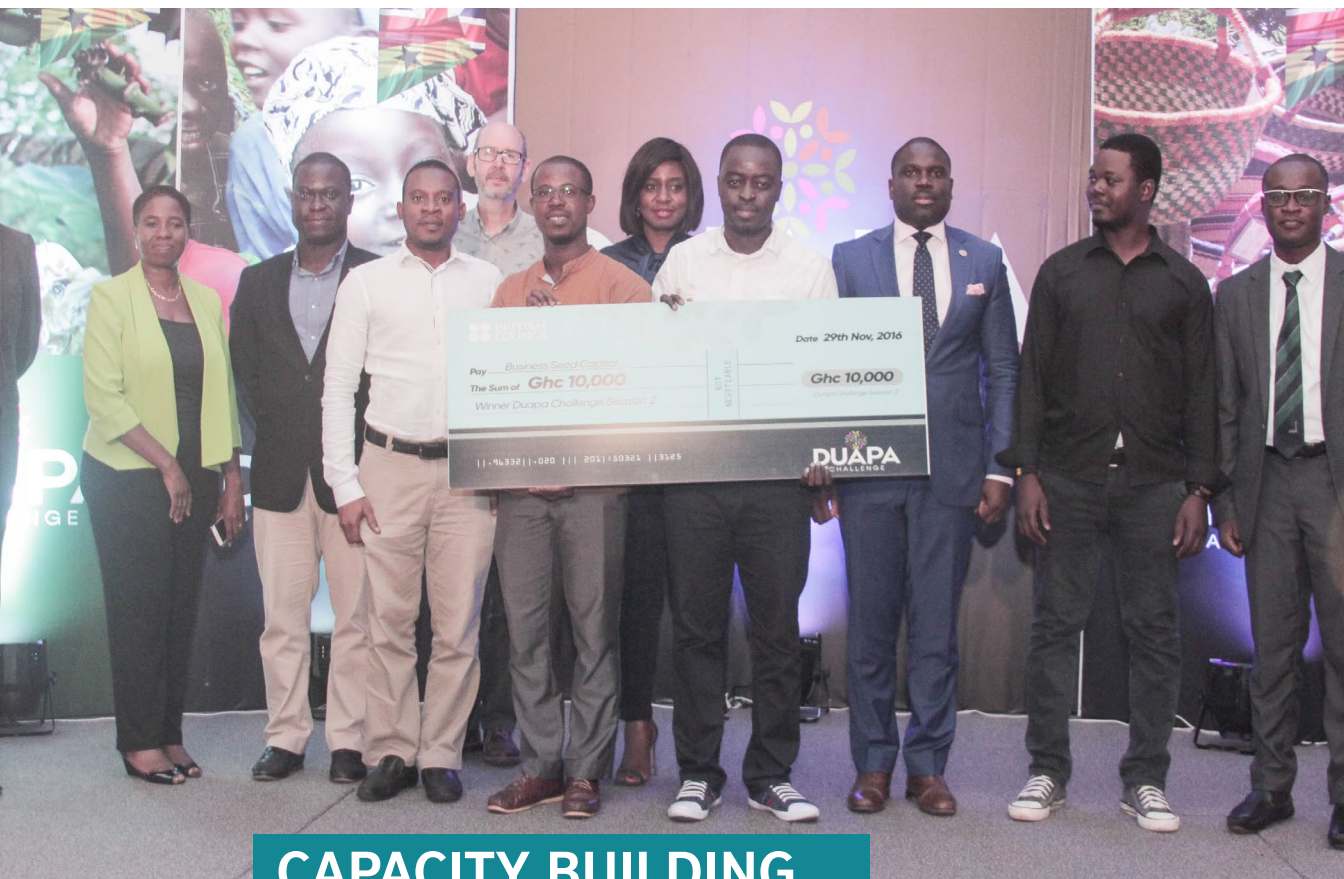
In March 2017, the British Council Ghana launched and hosted the very first Enterprise Africa Summit. Drawing on international as well as regional players. The three-day event brought together thought leaders including

policy-makers, entrepreneurs and academia to discuss next generation enterprise models and share best practices in connecting enterprise to resilient development.



The three-day Summit featured 30 sessions that covered a wide range of topics including Africa's Competitiveness in the Global Digital Space, Building on Africa's Creative Arts Economy for a Global Market, Transformational Entrepreneurship Education and Policymaking for Impactful African Enterprises.





## CAPACITY BUILDING

### Duapa Challenge

**T**he Duapa Challenge is an early stage social innovation support competition providing seed capital for already existing, early stage viable social enterprises. Its execution connects leaders of viable early stage social enterprises to leading local social impact incubators, to provide them with support from “idea to market”. This forms a part of the British Council’s Global Social Enterprise programme which draws on the UK’s expertise to support the development of social enterprise in Ghana. Two winners have emerged from the competition;

*Zaacoal – [www.zaacoal.com](http://www.zaacoal.com) and Trotro tractor- <http://www.trotrotractor.com/>*



## Active Citizens Programme

For the past 6 years, the British Council has delivered a successful social leadership training programme called Active Citizens, that promotes intercultural dialogue, and community-led social development. This is an exciting 5-day programme which brings together entrepreneurs that have experience in setting up, leading or managing social enterprises together. The key purpose of the programme is to create a global pool of inspiring, engaged, skilled and connected social enterprise leaders. In Ghana, 50 social enterprise leaders have participated in this programme. 2 social enterprises have emerged from the hackathon following the training.



**B**iR aims to strengthen organisations providing support to social enterprises around the world (including Ghana) by providing them with the support they need to enhance and scale the impact of their work. It is designed to build on the success of the British Council's social enterprise capacity building initiatives around the world that have been in progress since 2009. BiR draws the various country initiatives together under one platform aiming to leverage and share knowledge, technology, business and skills at a global level.

## Business and Investment Readiness (BiR) programme

# Business innovation & acceleration

## INNOVATION COMMUNITY SPACE

The British Council's innovation centres have been created to foster innovation and entrepreneurship in Accra and Kumasi.

The centres serve as a desired host to between 50 – 70 youth-led start-ups and SMEs annually in their shared workspaces and private offices. These businesses will have access to business development services that span from the idea stage through launch to scale up. To enhance access to funding by these businesses, the centres will host an Angels Network, institute monthly/quarterly investor pitch sessions and inaugurate an impact fund for SMEs.





# Bold Steps

It is estimated that 60% of employed people in rural areas are working within a social enterprise. However, many are without a support base and a clear policy framework. Our policy engagements have completed a draft social enterprise policy which will create an enabling environment for SMEs to thrive.





## Trotro Tractor

**W**e are a team of young passionate Africans using the internet of things (IOT) and technology to change the lives of smallholder farmers through the provision of platforms which makes agricultural mechanization (Tractor) service available, accessible and affordability to enhance productivity, improve efficiency and reduce post-harvest loss.

## How we work

We continue to:

**Work with the government** and other stakeholders to create a legal and policy framework that offers social enterprise a favourable environment to operate in.

**Connect Ghanaian universities** to the UK experience of higher education to provide support for social enterprise.

**Raise public awareness** on impact and growth potential of social enterprise in Ghana.

**Provide skills** and mentoring support to young social entrepreneurs, ensuring they are investment-ready.

**Build online** and offline networking systems to connect Ghanaian social entrepreneurs with their peers in Ghana, the UK and elsewhere in Sub-Saharan Africa.

**Facilitate dialogue** among stakeholders on impact investment funding.

**Provide business incubation** and development services through innovation hubs across the country.

**Facilitate the setup** of a viable social enterprise fund to support the growth of enterprises to create jobs, economic growth and social impact.





## Who we work with

- We partner with organisations seeking to grow their bottom line to integrate social enterprises into their value and supply chains
- We connect social enterprises to investors including impact investors, philanthropists, angel investors and venture capitalists
- We partner with the private sector to design and redefine their CSR programmes to support skills and enterprises of young people leading to job creation, improved personal incomes and spending power to consume products and services of the investing firms
- We also engage donor agencies, trusts and foundations with a focus on supporting innovative social development, women's empowerment, economic independence of youth and sustainable livelihood programmes.





## Our offer

We approach every partnership with:

- A long standing reputation in Ghana building trust and friendly relationships across all sectors
- A demonstrable understanding of the local context in Ghana and Sub-Saharan Africa
- Access to and our relationships with key stakeholders, audiences and communities in Ghana and in the UK
- New global imperatives and standards for integrity, transparency and accountability, in driving renewed search for credible partners and delivery agents
- A status as a charity and shared values of working and operating across the globe
- The capacity to mobilize other resources, partners and solution providers from the UK and across our network
- Experience in youth employment initiatives
- Significant investment in skills and enterprise infrastructure and resources including state of the art technology, skills and innovation hubs, internationally accredited trainers and a regional strategy that supports skills and enterprise for youth.



*Social Enterprise is a tested model around the world creating employment for youth, shaping economies, growing the private sector and creating social impact.*

Partner us in our bid to create jobs for sustainable livelihoods for 5 million youth and their dependents by 2020. We have done this in the UK, wider EU and Asia. It has worked and we aim to bring the lessons of partnering local institutions to grow social enterprise as a business and social protection model.

There are more young people living now than ever in the history of mankind. This trend will remain the same for another 30+ years. Also, there are more young people living in Africa than anywhere in the world. This is the case for Ghana. We have a unique opportunity to benefit from the 'youth bulge' to turn around the fortunes of Africa or allow the potential of youth to wither away.

Globally development aid is dwindling; this coupled with Ghana attaining lower middle income status mean we need to pursue innovative development, financing models to support social development programmes. Social enterprise is a tested model around the world creating employment opportunities for the youth, shaping economies, growing the private sector and creating social impact.



*“Self-dependent small businesses have the potential to grow into major new industries for Ghana.”*

*Jon Benjamin, British High Commissioner at the Enterprise Africa Summit*



*Call or visit us online.*  
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[www.britishcouncil.org.gh](http://www.britishcouncil.org.gh)

The British Council creates opportunities for people worldwide by helping societies achieve change in education, skills, the public sector, civil society and justice. Working closely with governments, private sector and donors, we deliver value for money international development solutions that are both effective and sustainable.

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