

2024 Consolidated

# Annual Report

Locally-Led Climate Action  
Philanthropy  
Innovation  
Grassroot development  
Resilience  
Justice



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# Executive Director's Remarks

The year 2024 was a pivotal one for sustainable development in Africa. Globally, conversations around climate resilience, circular economies, and youth-driven innovation gained momentum, reminding us that local action is key to achieving lasting impact.

At Green Growth Africa (GGA), we remained committed to empowering communities, fostering collaboration, and advancing solutions that link people, planet, and prosperity. Through partnerships, capacity building, and digital engagement, we strengthened resilience and created opportunities that speak directly to today's most pressing challenges.

While financial limitations and climate shocks tested our efforts, they also pushed us to innovate and adapt, reaffirming the importance of inclusive, community-led approaches.

As we look to 2025, we are committed to scaling our impact, aligning with emerging trends in green jobs, circular economy practices, and digital transformation, while ensuring communities remain at the center of Africa's growth story.

On behalf of the Board and Management, I thank our partners, supporters, and communities for their trust and collaboration. Together, we will continue to shape a sustainable and equitable future.

**Allan Amoako-Gyedu**

Executive Director

**Green Growth Africa**

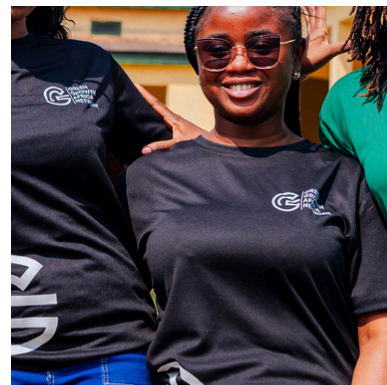
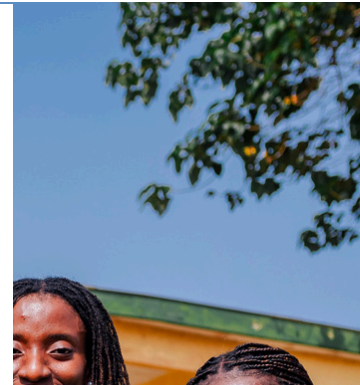


# Executive Summary

The 2024 Annual Comprehensive Report provides a detailed account of Green Growth Africa's (GGA) activities, impact, and future outlook. GGA continues to champion socio-economic, environmental, and technological growth in African communities through innovative projects and strategic partnerships. This report highlights key initiatives such as the Beyond Waste Initiative, the Coastal Resilience and Sustainable Livelihood Initiative (CRESLI), and the Rising Roots Project.



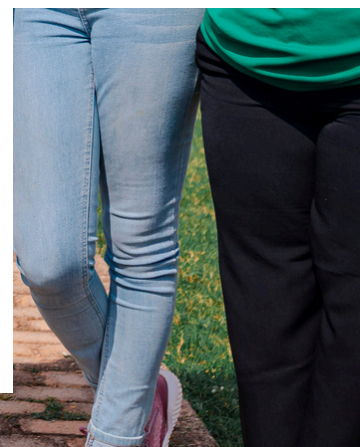
Local solutions to global challenges



Nurture  
Innovation  
Culture



Digital  
Transformation





## ABOUT GGA

Green Growth Africa (GGA) is a non-profit organization focused on catalyzing sustainable development in Africa's rural and urban poor communities. GGA addresses complex socio-economic challenges by promoting climate-smart practices, biodiversity conservation, circular economy solutions, and capacity-building programs. By fostering grassroots innovation and collaboration, GGA aims to build resilient communities and drive impactful change.

## MISSION

To drive sustainable socio-economic growth by empowering African communities through education, innovation, and capacity building, fostering environmental protection, and promoting inclusive development.

## VISION

A sustainable Africa where communities thrive through equitable access to resources, resilient ecosystems, and socio-economic opportunities.

# 2024 PROJECT HIGHLIGHTS

## BEYOND WASTE INITIATIVE

In November 2024, the Circular Economy Department celebrated a significant milestone by securing a grant from the UMI Fund to implement the Beyond Waste Initiative (BWI). This achievement underscores the department's commitment to promoting sustainable waste management practices and advancing a circular economy within the Cape Coast Metropolitan Assembly (CCMA).

The Beyond Waste Initiative (BWI) addresses pressing waste management challenges in Cape Coast, where approximately 1,100 tonnes of solid waste are generated daily. The project improves waste pickers' health, economic security, and dignity while promoting sustainable waste management practices and protecting marine ecosystems.

The Beyond Waste Initiative (BWI) aims to improve waste pickers' health, economic security, and dignity in the Central Region of Ghana through the following specific objectives:

- **Capacity Building:** Train 25 waste pickers on safe and efficient waste collection, sorting, recovery, and recycling techniques. This includes hands-on demonstrations and the provision of personal protective equipment (PPE).
- **Livelihood Diversification:** Introduce additional income-generating activities such as plastic recycling, composting, and mushroom farming within the waste value chain.
- **Community Engagement:** Promote awareness of the zero-waste model within CCMA and build local stakeholder support for sustainable waste management practices.

Trainings to Participants

**5 : 25**



Vulnerabilities

**1 : 5**



## KEY ACTIVITIES

The Beyond Waste Initiative (BWI) began by engaging a series of stakeholders critical to the success of the project. One of the first and most significant engagements was with the Cape Coast Metropolitan Assembly (CCMA), a key partner in achieving the project's vision of a zero-waste model.

During the initial meeting at the CCMA offices, the BWI team had the opportunity to meet the Director of CCMA. CCMA pledged to allocate space for training sessions to equip waste pickers with essential skills, provide personal protective equipment to improve safety standards, and leverage technical expertise from the waste department to train waste pickers.

The Waste Management Department and Environmental Health Unit compiled a list of 25 waste pickers for the project's training programs.

## IMPACT

- Engaged stakeholders, including CCMA, to secure project resources.
- Established partnerships with recycling companies.
- Provided waste pickers with personal protective equipment and capacity-building training.
- Secured a Trainer for Organic Composting and Mushroom Production

# CRESLI

## COASTAL RESILIENCE & SUSTAINABLE LIVELIHOODS INITIATIVE



### COASTAL

- Helping coastal communities
- Locally-led climate action
- Rising sea level
- Women empowerment

### RESILIENCE

- Creating livelihoods
- Empowering youth
- Giving hope

### SUSTAINABLE

- Sustainable livelihoods
- Green Jobs
- Youth leadership

### LIVELIHOODS INITIATIVE

- Diversified livelihoods
- Improved income
- Dealing with multi-dimensional poverty

# CRESLI

## COASTAL RESILIENCE & SUSTAINABLE LIVELIHOOD INITIATIVE



To launch the project, GGA engaged key stakeholders, including Traditional Authorities, the Forestry Commission, the Ghana Enterprise Agency (GEA), the Fishermen Council, the District Chief Executive, and other influential community leaders. A durbar held on December 12, 2024, marked the official introduction of the initiative, with 132 stakeholders in attendance, including chiefs, queen mothers, local government representatives, civil society organizations, fishing and fish processing groups' leaders, staff of Green Growth Africa, GEA representatives and other beneficiaries.

The additional livelihood training in the initial phase of the project focused on capacity building for local women. GGA organized training sessions for 115 women, equipping them with soap-making and breadmaking skills. This effort has empowered women and strengthened household economic resilience within the community.

Looking ahead, the remaining components of the CRESLI project will be implemented in 2025.

Overall, the Coastal Resilience and Sustainable Livelihood Initiative has made remarkable progress in addressing the socio-economic and environmental challenges faced by the New Kedzi community. GGA remains committed to scaling up these efforts to ensure lasting impact and resilience for coastal communities in Ghana.

### Impact:

- Improved livelihoods for women fish processors.
- Enhanced coastal protection and ecosystem health.
- Strengthened community engagement and collaboration.





## CRESLI

In October 2024, Green Growth Africa (GGA) launched the Coastal Resilience and Sustainable Livelihood Initiative (CRESLI) in New Kedzi, a displaced community within the Keta Municipal Assembly in Ghana's Volta Region. This community was established after severe flooding displaced residents from nearby coastal towns, highlighting the urgent need for climate adaptation and sustainable livelihood solutions. The CRESLI project was developed to address critical climate-induced challenges, including disrupted livelihoods, food insecurity, and the degradation of vital mangrove ecosystems.

## FOCUS

- The CRESLI project aims to ensure a thriving sustainable livelihood in the Volta Region of Ghana through the following specific objectives:
- Provide 50 energy-efficient fish-smoking ovens, reducing costs and health risks for women fish processors.
- Train 100 beneficiaries in alternative livelihoods such as soap-making, composting, and beekeeping.
- Restore two hectares of degraded mangroves along the Keta Lagoon, enhancing coastal protection and ecosystem health.
- The project adopted a community-led approach to ensure long-term sustainability. GGA prioritized active participation from local stakeholders, fostering a sense of ownership and responsibility within the community. This collaborative model has been instrumental in the project's success.



# Rising Roots Project

The "Rising Roots" project, an initiative under the Young Africa Innovates (YAI) Intervention, aims to harness the potential of young innovators and atypical entrepreneurs in the Central Region of Ghana to promote sustainable entrepreneurship and employment. The project innovatively scouts, identifies, and enrolls young innovators and atypical entrepreneurs in the Young Africa Innovates program for extensive boot camps, training, and incubation, all geared toward strengthening the rural economy in the Central Region.

This initiative aligns with the broader objectives of the Mastercard-UNDP-led program, Young Africa Innovates (YAI), which seeks to empower young Africans to address pressing socio-economic and environmental challenges through innovative solutions.

# RISING ROOTS PROJECT

YOUNG AFRICA INNOVATES



The project places a particular emphasis on innovations from marginalized groups, including women, youth, and persons with disabilities.

As of the project completion, the following districts within the Central Region of Ghana were effectively scouted by Green Growth Africa: Cape Coast Metropolitan Assembly, Ekumfi, Awutu Senya East District, Awutu Senya Municipal, Effutu, Mfantiman, Komenda Edina Eguafo Assembly (KEEA), Gomoa East, Gomoa West, Abura-Asebu Kwamankese and Ajumako Districts

The Rising Roots project aims to ensure a thriving rural economy in the Central Region of Ghana through the following specific objectives:

- Establish a strong stakeholder forum at the grassroots level: Engage local government, traditional authorities, youth and women's groups, and private sector entities to support and sustain the project's outcomes and promote entrepreneurship.

- Scout, identify, and select 100 young innovators and atypical entrepreneurs: Ensure that at least 70% of the selected participants are women, with fair representation of youth and persons with disabilities.
- Establish a robust network of local entrepreneurs: Facilitate grassroots innovation and entrepreneurship through capacity-building programs and networking opportunities, fostering long-term sustainability.





## KEY ACTIVITIES

- Established stakeholder forums, community durbars, and radio engagements.
- Scouted and identified innovators covering approximately 36 communities within each district, resulting in a total of about ?? local communities being scouted. Through this comprehensive scouting process, GGA engaged around 5000 community members, including chiefs, local leaders, and innovators. The scouting engagements yielded over 300 promising innovators. After thorough screening and vetting by the UNDP committee, a shortlist of 144 high-potential innovators was finalized, surpassing the project's initial target. Among the 141 approved innovators, 69 were male, 72 were female, and 18 were persons with disabilities.

The Rising Roots project continues to make significant progress, contributing to GGA's mission of promoting sustainable economic growth and inclusive development. Future phases will focus on expanding the project's reach and enhancing the support systems for young innovators.

## IMPACT

- Empowered 144 innovators, including women and persons with disabilities.
- Fostered a network of local entrepreneurs to boost rural economies.



## Young Africa Innovates (YAI) Stage-gated Incubations

The YAI project is under the UNDP's Young Africa Innovate Program in partnership with MEST Africa to support grassroots entrepreneurs and seeks to leverage youth-led solutions to drive socio-economic development in Ghana through identifying, incubating, and scaling solutions across a diverse set of sectors. Green Growth Africa is a partner hub in the Central Region of Ghana and provides innovation incubation and acceleration to support and scale up grassroots innovations and business, promoting entrepreneurship and employment in the Central Region.



KEY ACTIVITIES	IMPACT
A week-long program designed to equip trainers with effective business development methodologies to support innovators.	Supported five innovators across waste management, agriculture, and agro-processing sectors to establish formal businesses.
Engaged 44 stakeholders, including representatives from MEST Africa, Cape Coast Municipal Assembly, Access Bank Ghana, and local leaders, to introduce the program and its benefits.	Facilitated the creation of direct jobs through the ventures of program participants.
Organized Learning Retreat, A five-day intensive session covering business assessments, solution refinement, impact evaluation, and Minimum Viable Product (MVP) development.	Provided structured business development training to project officers and innovators, ensuring long-term sustainability.
Daily project management and supervision sessions for innovators to apply learning outcomes and refine their business models.	Successfully hosted a demo day in Brafoyaw, Cape Coast, with over 120 attendees, including four Queen Mothers, local government officials, and private organizations.
A platform for innovators to showcase their MVPs to key stakeholders, fostering partnerships and investment opportunities during the Demo days.	Two innovators successfully progressed to Stage 2 of the program, securing grant support for further business expansion.

# Capacity Building and Training Activities

GGA conducted extensive training programs to build community capacity in:

- Waste management and recycling techniques.
- Sustainable livelihoods, such as soap-making, composting, and mushroom farming.
- Entrepreneurship and grassroots innovation.





# Impact and Achievements

GGA's 2024 initiatives had a transformative impact on communities across Ghana. Key achievements include:

**200**

beneficiaries  
of  
sustainable  
livelihoods

**10**

Networks  
of grassroots  
innovators  
established

**144**

Innovators  
Scouted &  
Incubated

**50**

Waste  
pickers  
empowered

Hectares  
Degraded  
mangrove  
ecosystems  
restored

**05**





# Thank You

Our doors are open for collaboration and discussions around creating solutions. Green Growth Africa is a believer and advocate for local solutions to global challenges. Premised on this, we are keen on galvanizing the people and resources needed to engineer sustainable change.



For Enquiries, Contact.



+233 27 392 5309



info@greengrowthafrica.org



@greengrowthafrica

www.greengrowthafrica.org