

LINCOLN BUSINESS SCHOOL AND HERITAGE BUSINESS SCHOOL

SUSTAINABLE PERSPECTIVES: VIEWS FROM DIFFERENT
PERSPECTIVES

INTERNATIONAL CONFERENCE, NOVEMBER 2023



EMBEDDING THE SOCIAL AND
ENVIRONMENT WITHIN THE
SUSTAINABLE ENTREPRENEURSHIP IN
GHANA



DR DEBADAYITA RAHA

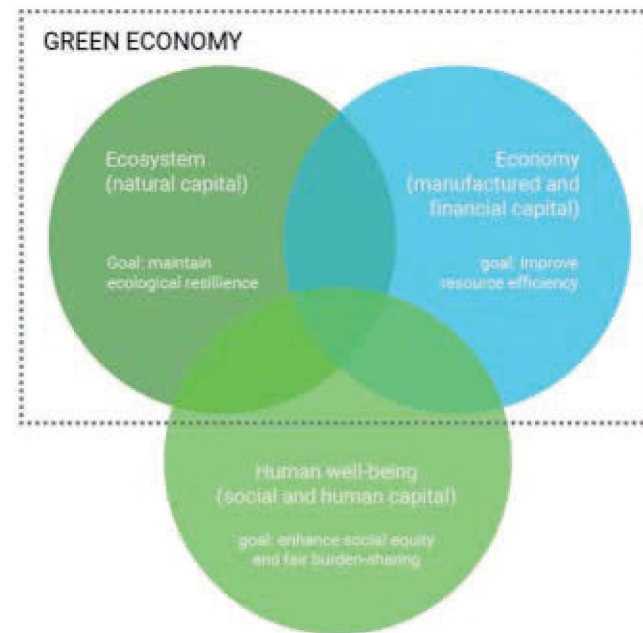
DRaha@lincoln.ac.uk

Climate Change and its impacts on the Global South

- **Climate change experienced** in coastal communities results in them becoming increasingly complex and unpredictable
- **Sea level rise** at 3mm per year (Rahmstorf 2007) and shifts in storm and patterns results in physical changes to the coastline including flooding, erosion and sediment accretion.
- **Human factors** such as increasing coastal populations, changing coastal demographics and pressure on coastal resources are also critical stressors (Small and Nicholls 2003).
- Communities in the **Global South or Less Economically Developed countries (LEDCS)** are particularly vulnerable because of a dependence on their local environment.

Challenges of small-scale fishing communities

Sustainable Consumption and Production - Analysing the blue green framework



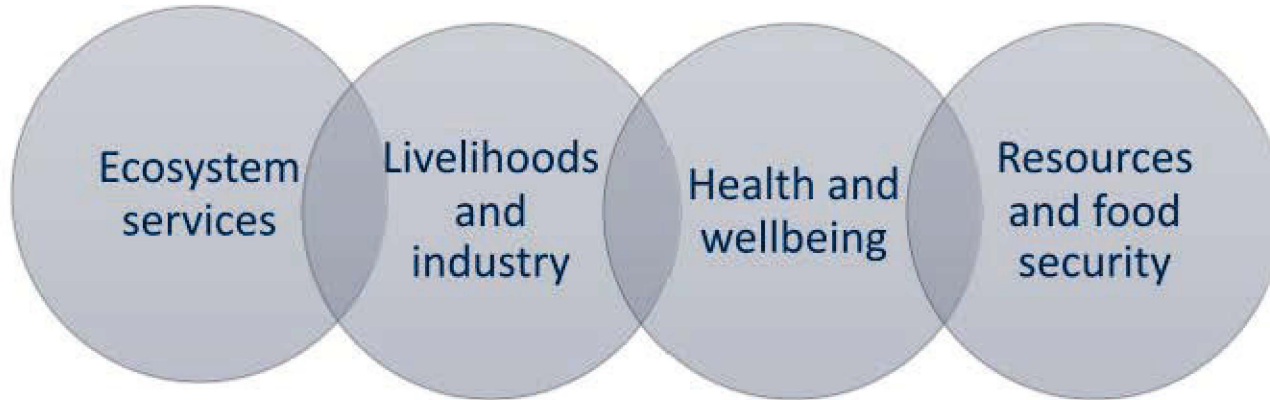
Green Economy framework . Source: European Environmental Agency

Lagoons are:



**Coastal lakes found along low-lying shorelines across the world.
Separated from and connected to the ocean by a natural sandy barrier.
At the boundary between land and sea, a place where river and ocean
life and waters mix.**

Why lagoons matter



Impacts of climate change

Sea level rise – increased storminess – temperature rise
changes to rainfall patterns



All photos property of RLN members, used with permission



Development related impacts

Urbanisation-habitat fragmentation-water quality
resource management-waste-sanitation

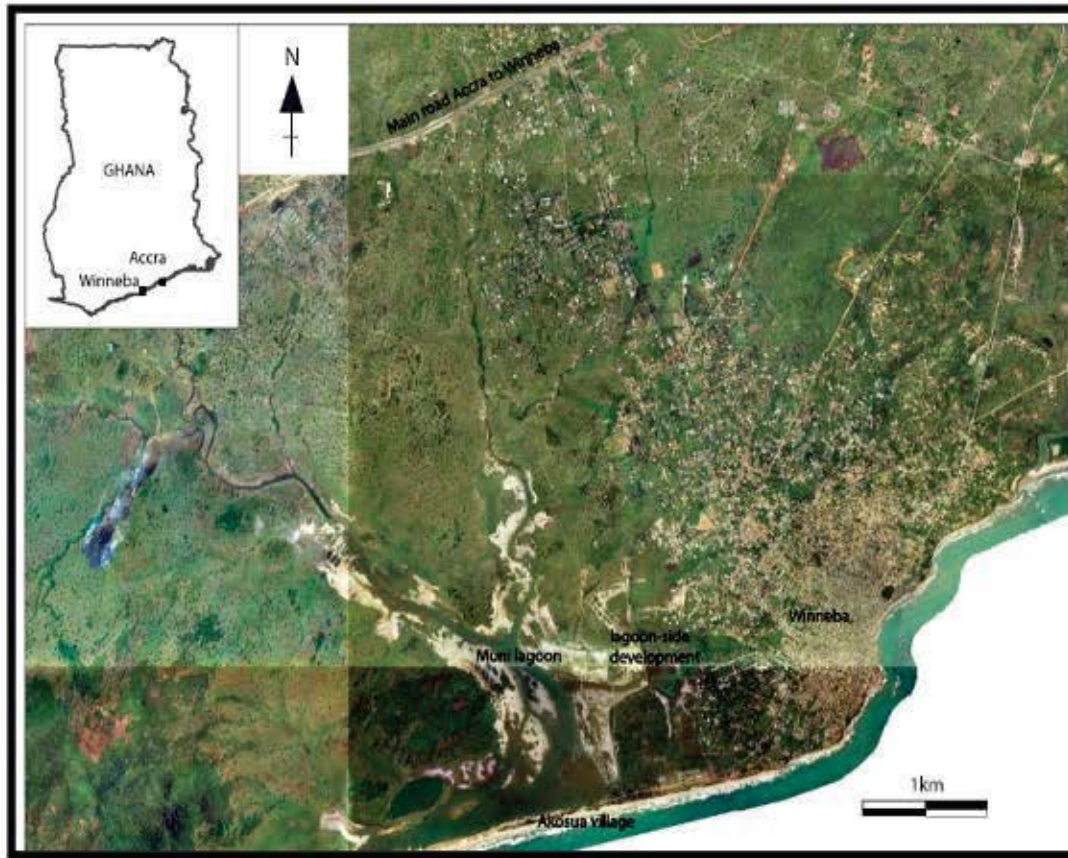


All photos property of RLN members, used with permission

Research Background



There are urban and rural lagoons in Ghana that support local communities and small-scale fishers as a source of livelihood and yet are adversely affected by over-use of resources, uncoordinated and ineffective management of the environment and complex non-environmental factors.



Akosua Village



Picture Source: Copyright of author

The Muni Pomadze lagoon (MPL) is situated on Ghana's central coastline,

60 km west of Accra and adjacent to the town of Winneba.

It consists of a lagoon-wetland, fronted by a beach-barrier, a common setting along the West African coast.

- Ramsar Protected Area - MPL received Ramsar protected wetland status in 1988 (a policy for managing wetlands)
- Fishing Community
- Drag net fishing and lagoon fishing
- Migrant population – moved from the Volta region 45 years ago
- Strong urban and rural linkage with Winneba town and Volta region
- No land ownership – living in temporary builds



Picture Source: Copyright of author

- Physical changes – Sea Level Rise
- Lagoon Barrier Breach – Opening and Closing
- Social Knowledge and Practices
- **Economic – Livelihood Alternatives**
- Other related well being aspects of the community



Picture Source: Copyright of author

Main problem faced is unreliable livelihood options

- Using variables such as livelihood, risk assessment undertaking to calculate a vulnerability index for the fishing households in Akosua village
- How this effect is differentiated by key social identities like gender, age-group and economic class
- **Livelihood portfolio needs to be expanded – previously introduced Grasscutters and snails failed initiatives**



Picture Source: Copyright of author



Picture Source: Copyright of author

Stakeholder Meeting

- Representatives from the village , local government, University of Education Winneba (2021)
- The first to bring stakeholders together to discuss problems being faced and to address the balance between ecological priorities and human needs.



Picture Source: Copyright of author

Outcome of the meeting

- **Livelihood Alternative Portfolio to be strengthened**
- Collaborative effort to replant and protect mangroves that will improve lagoon
- Waste Management – Human and Plastic
- Fishing practices need to be monitored
- Younger generation needed to be more aware and active

Key Indicators of sustainable lagoons

Key drivers of challenges faced by lagoons and their communities:

Population growth

Resource use

Climate change

Social and economic

Food security
Sustainable livelihoods
Access to healthcare and wellbeing support
Effective sanitation systems
Functioning ecosystem services
Provision for environmental education

Governance

Effective and integrated
institutional framework
Involvement of local stakeholders
Inclusion of indigenous knowledge
Effective planning systems

Environmental

Water quality
Functioning ecosystems
Biodiversity
Functioning hydromorphology
Sustainable resource use



Literature Background

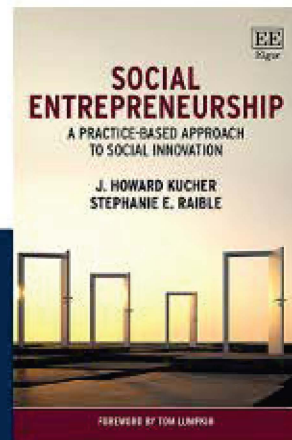
- Social Entrepreneurship is a for-profit business model that strives to make a positive impact on social issues or the environment.
- However, requires more evidence-based studies to link social entrepreneurship to sustainability (Kamaludin, 2023) from the perspective of practitioners, stakeholders, and social entrepreneurs worldwide
- Environmental Entrepreneurship: to create and implement solutions to environmental problems and promote social change (Huggins et al 2013)

Impact on environment still peripheral issues

Social Entrepreneurs...

- Social entrepreneurship (SE) is considered a new form of entrepreneurship: (and there are other sub fields)
- One that incorporates a **social mission into a business model** (Austin et al., 2006)
- The **social mission can be diverse** and includes but is not limited to alleviating poverty or integrating marginalised groups into the labour market (Perrini et al., 2010; Mittermaier et al., 2021). **[Environment? SDG?]**
- As both—**the social mission and the income-oriented business model**—are combined, social enterprises are also referred to as **hybrid enterprises** (Tracey and Phillips, 2007; Kruse et al., 2021).

However, this is not easy – We will discuss this further in our cultural lecture next week

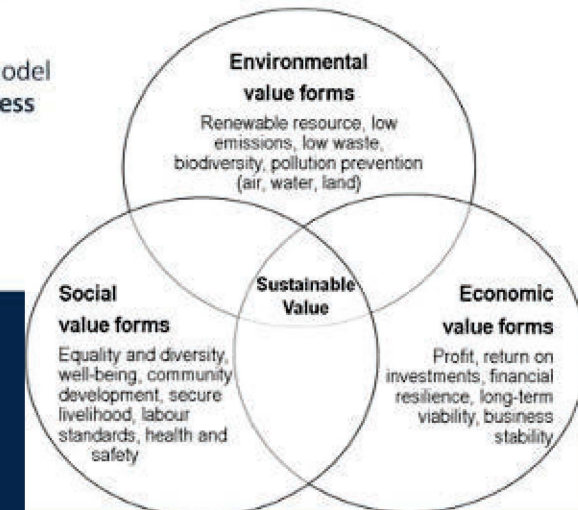
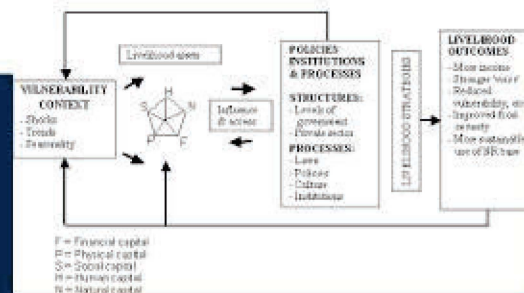


Going beyond the **sustainable livelihood framework**...

Publications are talking about going beyond SLF in the 21st Century

- Newer research focuses on the need to support entrepreneurship
- Sustainable entrepreneurship
- Multidisciplinary : Researchers from different disciplines (economic sociology, innovation, history, technology studies) have attempted to explain from various perspectives.
- Integrated: require more integrated thinking and the reconfiguration of several business aspects such as capabilities, stakeholder relationships, knowledge management, leadership and culture.

Evans, S., Vladimirova, D., Holgado, M., Van Fossen, K., Yang, M., Silva, E.A. and Barlow, C.Y. (2017). Business Model Innovation for Sustainability: Towards a Unified Perspective for Creation of Sustainable Business Models. **Business Strategy and the Environment**, [online] 26(5), pp.597–608. doi:<https://doi.org/10.1002/bse.1939>.



Research Objectives

Research Aim: Scoping and explorative research study to explore environmental entrepreneurship with the objective of recognising the benefits and challenges of these initiatives.

1. New dimensions are proposed to distinguish among Sustainable Entrepreneurial Ventures (SEVs)
2. Classify SEVs and enhance the planning and designing of future SEVs. These are:
 1. Role of entrepreneur in the social change process (what is their mind-sett, skills and motivation)
 2. approach to the social problem;
 3. extent of social change.

Policy Mechanisms in Ghana



- National Entrepreneurship and Innovation Programme (NEIP)
- Started in 2017 - Presidential Business Support Programme, Ministry of Business Development in Ghana.
- 19,000 businesses or entrepreneurs in Ghana and total of 4,350 funding beneficiaries.
- Reviewing funding calls grassroots in the rural and peri urban communities that have not really benefitted



- Thus, third call (2020) objective is “The Community Business Initiative to improve the entrepreneurial capacity of Ghanaians particularly the youth in rural communities in order to create jobs and wealth.
- Support programme in terms of training and funding support 260 districts in Ghana comprising of all districts in 16 regions of Ghana

Critical perspective of the NEIP:

1. Quantitative approach
2. Initial training and support – no further guidance
3. Lacking monitoring and evaluation of those trained
4. No information of those not successful
5. Lack of support system for certain businesses

Innohub, Ghana ...

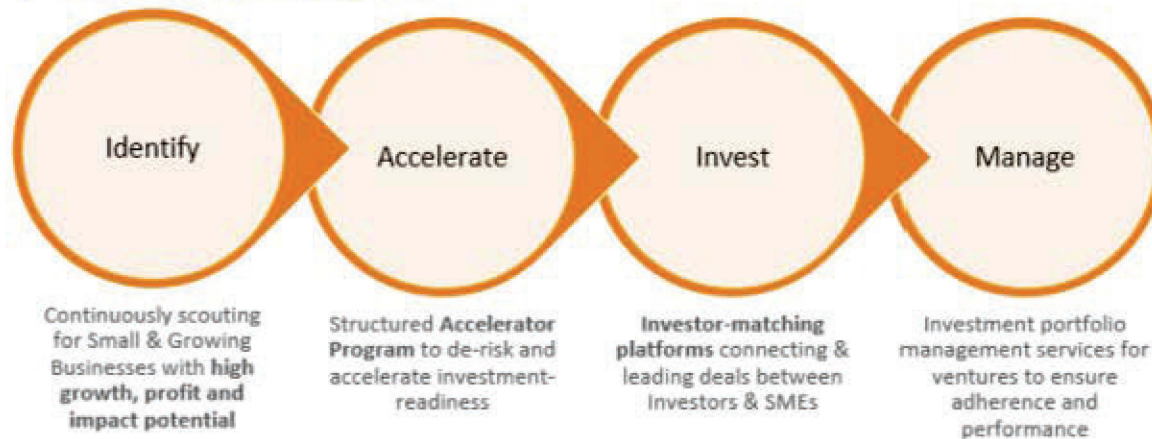
- Innohub is a Business Accelerator, Growth Consulting and Impact Investment firm started in 2016
- Supports Small and Growing Businesses to become sustainable, scalable and investment ready
- And serves as a platform for matching businesses to the capital needed for growth.
- Bridging early and middle funding - Innohub is the sponsor of finance vehicles like Wangara Green Venture Capital Company Limited with a \$3.2m grant from the World Bank, and the Accra Angels Network.

Innohub's approach

Our Mission Statements:

- To provide innovative business support services and programs for Small and Growing Businesses to achieve growth and impact.
- To provide quality dealflow for investors.

1.2 The Innohub Approach



There are many programmes

- Targeted at Ghanaian AgriTech Entrepreneurs
- Short Entrepreneurship Training Program
- AFIDBA – AFD For Inclusive and Digital Business in Africa is a three-years programme that is financed by the Agence Française de Développement (French Agency for Development)

Innohub Ghana <https://www.innohub.com.gh/>

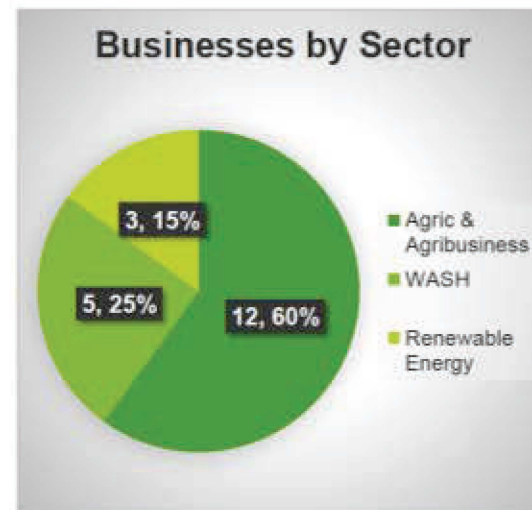
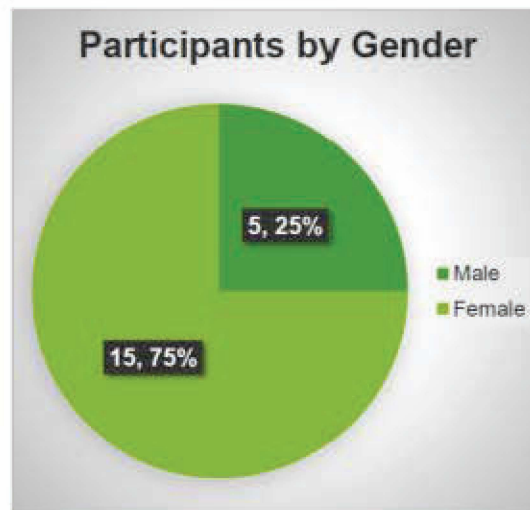
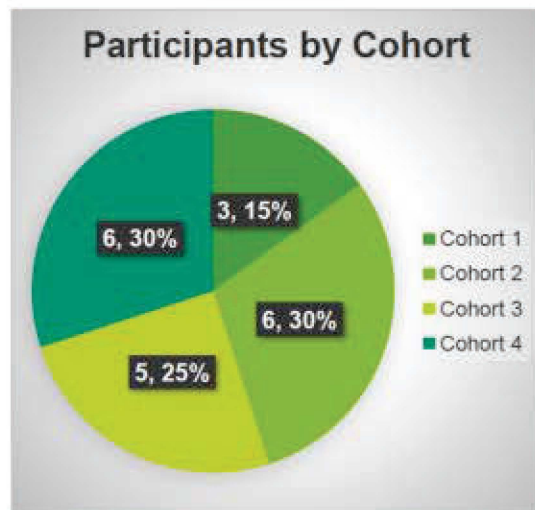
Example: 1

Green Accelerator Programme

- The GrEEEn acceleration programme aims at supporting and strengthening enterprises through the following:
 - Environmental and social safeguards assessments
 - Good manufacturing practices
 - Eco-friendly packaging
- Dedicated portfolio analysts working with your team to develop Investment readiness documentation (under the acceleration program)
- GrEEEn Innovation Challenge (opportunity to be awarded EUR 25,000.00 matching grant)

Some outputs from the programme

(2018 – 2020)



One of the success stories - Pamela

SUCCESS STORIES – PAMELA CHICKS & FEEDS

BEFORE PROGRAM SUPPORT	AFTER PROGRAM SUPPORT
Sole Proprietorship	Limited Liability Company
Deficiency with business management skills	Has improved business management skills
Did not have investment readiness documentation place	Has investment readiness documentation
Could not raise funding	Won GHS100K from Challenge fund and engaging investors now
Growth Plans to develop feed mill by 2024	Set up feed mill in 2022 with fund support from challenge fund
Capacity for ready to lay birds was 8000	Currently supplying 20,000 ready to lay birds
Had 8 Employees (5 female & 3 male)	Currently has 12 employees (6m & 6f), Feed mill to create 5 new jobs
Annual Revenues 2019 GHS330,015 2020 GHS40,005 (Due to closure of borders-COVID)	Annual revenue 2021 GHS 787,500 (An increase of 138% from 2019 which was her best performing year prior to 2021)

Example 2:

Women in Climate Accelerator Programme

Women focused there is also fLAB. This initiative seeks to promote innovative technology entrepreneurship among females with the aim of providing the female owned tech startups with product development and business development support.

- Designed to promote women led green businesses offering innovative climate solutions
- This is a collaboration between Innohub, Wangara Green Ventures, and the Israeli High Commission to promote gender equality in green financing and also build mutually beneficial cross-border partnerships between Ghanaian businesses and Israeli clean tech businesses.

Sectors Include

- Climate-Smart Agriculture
- Renewable Energy
- Energy-Efficient Solutions
- Water & Sanitation

Environmental and Social Impact

Venture must deliver Environmental and Social Impact. Demonstrate the ability to impact people, and the environment in your business operations

A Female-Led Venture

Venture must be fully-owned, partly-owned by, and/or led by female(s). WIC-A is designed to involve women at the core of creating impact

Small Scale or Marginalised Communities

- Quantity of fish catch varies - Taboo days – certain days are designated to deter people fishing in the sea and lagoon.
- Market Linkage – Role of women who are travelling further to get better prices
- Fuel – Smoked fish have a stronger market, earlier wood smoked now charcoal smoked



© 2011 by the author. All rights reserved.

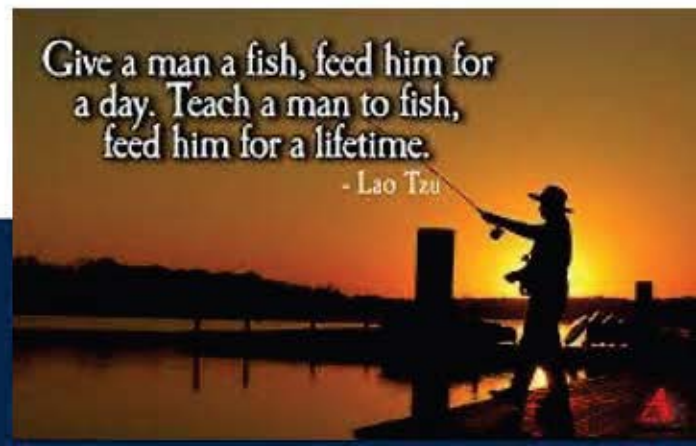
Challenges that still exist

Climate change is impacting their traditional livelihood

- Regular storms
- Low fish catches (large scale trawlers owned by Chinese companies)
- Lack of awareness regarding market linkages
- The below proverb needs rethinking due to climate change impacting fishing
- Low skills and education levels – thinking about scale

Give a man a fish, feed him for
a day. Teach a man to fish,
feed him for a lifetime.

- Lao Tzu



Focusing on small scale entrepreneurship

Alternative income generation as an adaptive strategy - bringing together the sustainable livelihood framework with entrepreneurship literature

- Alternative livelihood portfolio (complimentary to traditional practises)
- Role of micro-credit
- Reliable market linkages
- Cost and benefit analysis – taking in to account non-quantifiable variables
- Capacity building and skills training needed
- Inclusion of women

Institutional support

Sectoral partnerships and collaborations

- Role of NGOs
- Bottom-up support from policy mechanisms
- Support from different government departments
- Support for scaling up from funders or private sector
- SCALAR DIMENSION

Thinking about linking alternative livelihood (small scale) and entrepreneurship through policy support

Sustainable entrepreneurship is defined as, “the discovery, creation, and exploitation of opportunities to create future goods and services that sustain the natural and/or communal environment and provide development gain for others” (Patzelt & Shepherd, 2011, p. 632).



Source: The Internet

- So, from the case studies and review of the village level information
- Thus, for achieving the UN SDGs through entrepreneurship as alternatives livelihood for people we need to embed social and environment into entrepreneurship
- Scaling up or long-term support will be invaluable (not just initial support)

The Resilient Lagoon Network

<https://lagoonnetwork.org/>



15 network members from 10 institutions in the UK, Ghana, Nigeria and Benin with expertise in natural and social sciences.

We aim to provide a framework to develop, test, and share solutions that will address the development challenges of these rapidly growing and increasingly vulnerable coastal lagoons and their communities.

Dr Debadayita Raha, Lincoln International
Business School
Professor Sian Davies-Vollum, University of
Northampton
Mr Nelson Amo, Innohub, Ghana

[Acknowledging all community members and
Innohub staff in Ghana



Picture Source: Copyright of author

THANK YOU

ANY QUESTIONS?