



Session 5: CIE of the GrEEn project in Ghana

C4ED – EUTF

March 2024

*Results presented here are preliminary and may change as the complete dataset is analyzed. Final results of the evaluation of the **GrEEn** project will be presented in the final evaluation report in December 2024*



Outline

- The GrEEn project
- Evaluation questions
- Impact evaluation design
- Findings, conclusions & lessons learned
 - Enrolment and training
 - Impacts



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Boosting Green Employment and Enterprise Opportunities in Ghana (GrEEEn) project

Implementing partner: UNCDF & Netherlands Development Organisation (SNV)

Overall Objective: Creating greater economic and employment opportunities for youth, women and returning migrants by promoting and supporting sustainable, green businesses in selected regions (Ashanti and Western)

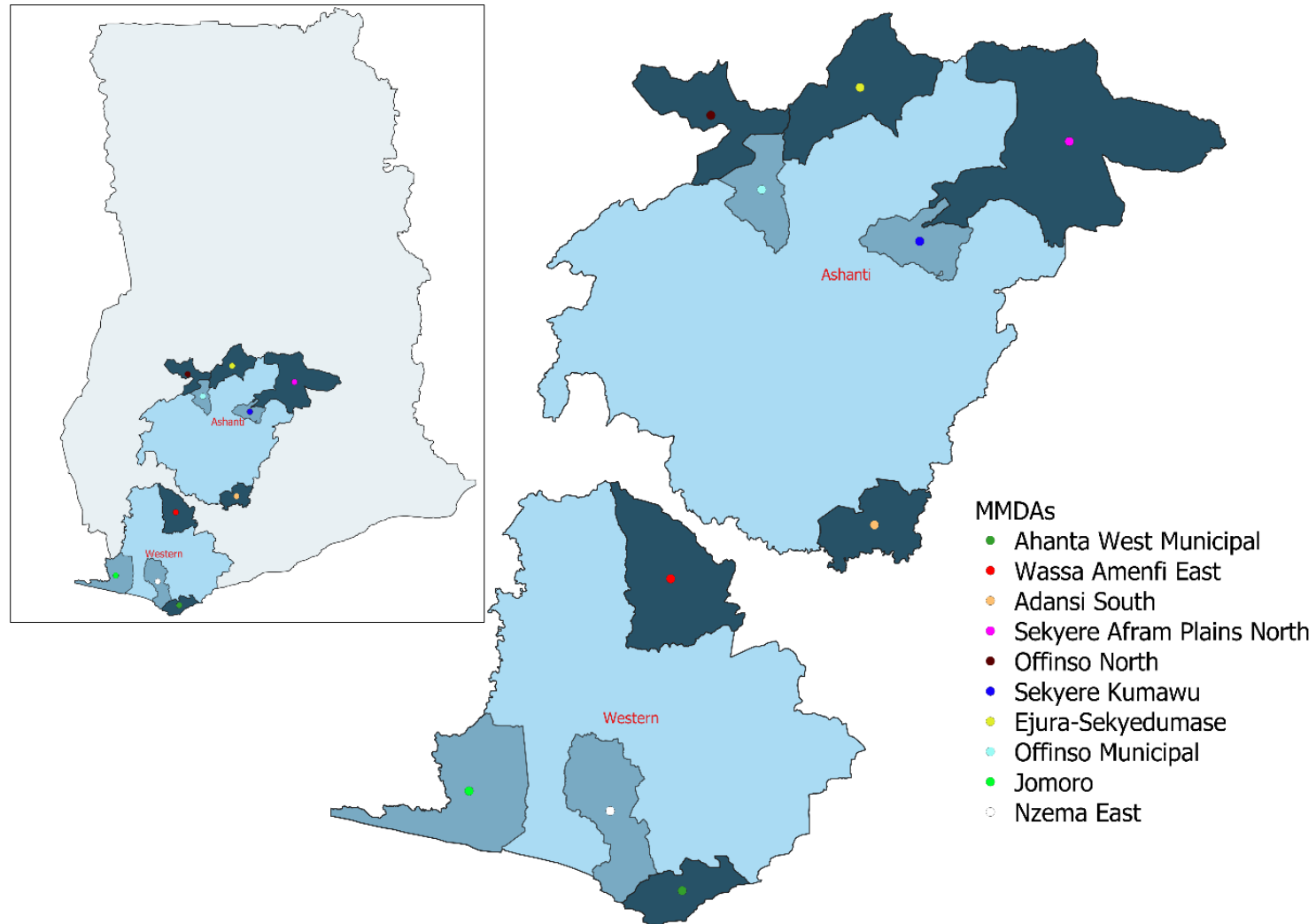
Targeted population: Youth (15-35), women, returned migrants

Implementation period: 2019-2023



The GrEEn Project

Target area:



Project components:

Cash for Work (CfW):

- Basic training and work on CfW projects for eligible individuals
- Implemented by UNCDF

Opportunities for Youth Employment (OYE):

- In-depth employability life skills, entrepreneurship and technical training for eligible individuals
- Implemented by SNV

Micro, Small and Medium-sized Enterprises (MSME):

- Establishment and/or growth of MSMEs through incubation or acceleration services to create decent and sustainable jobs
- Implemented by SNV

Evaluation questions

- Performance on KPIs (effectiveness)
- **EQ 1: Contribution to employment and skills (impact)**
- **EQ 2: Contribution to resilience and livelihoods (impact)**
- EQ 3: Cost-effectiveness analysis (efficiency)
- **EQ 4: Contribution to intended & unintended outcomes (impact)**
- **EQ 5: Inclusion of vulnerable groups (impact)**
- EQ 6: Other intended and unintended outcomes (impact)
- **EQ 7: Specific needs of MSMEs**



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Impact evaluation design

Counterfactual study

assessing the impact (experimental approach) and effectiveness
of the CfW component

Mixed methods approach

Principal quantitative component

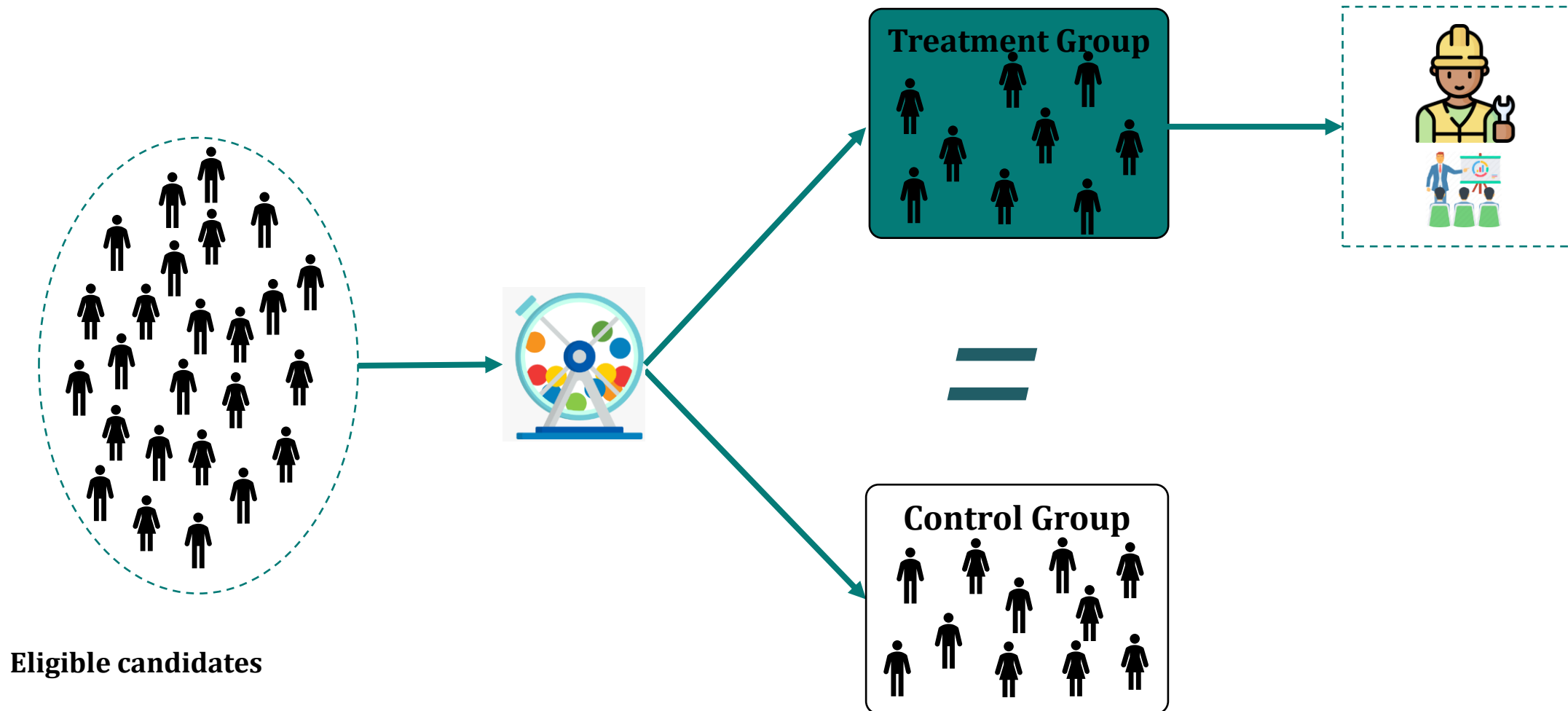
assessing the changes in outcomes (using panel data) for OYE and MSME component

+

Secondary qualitative component

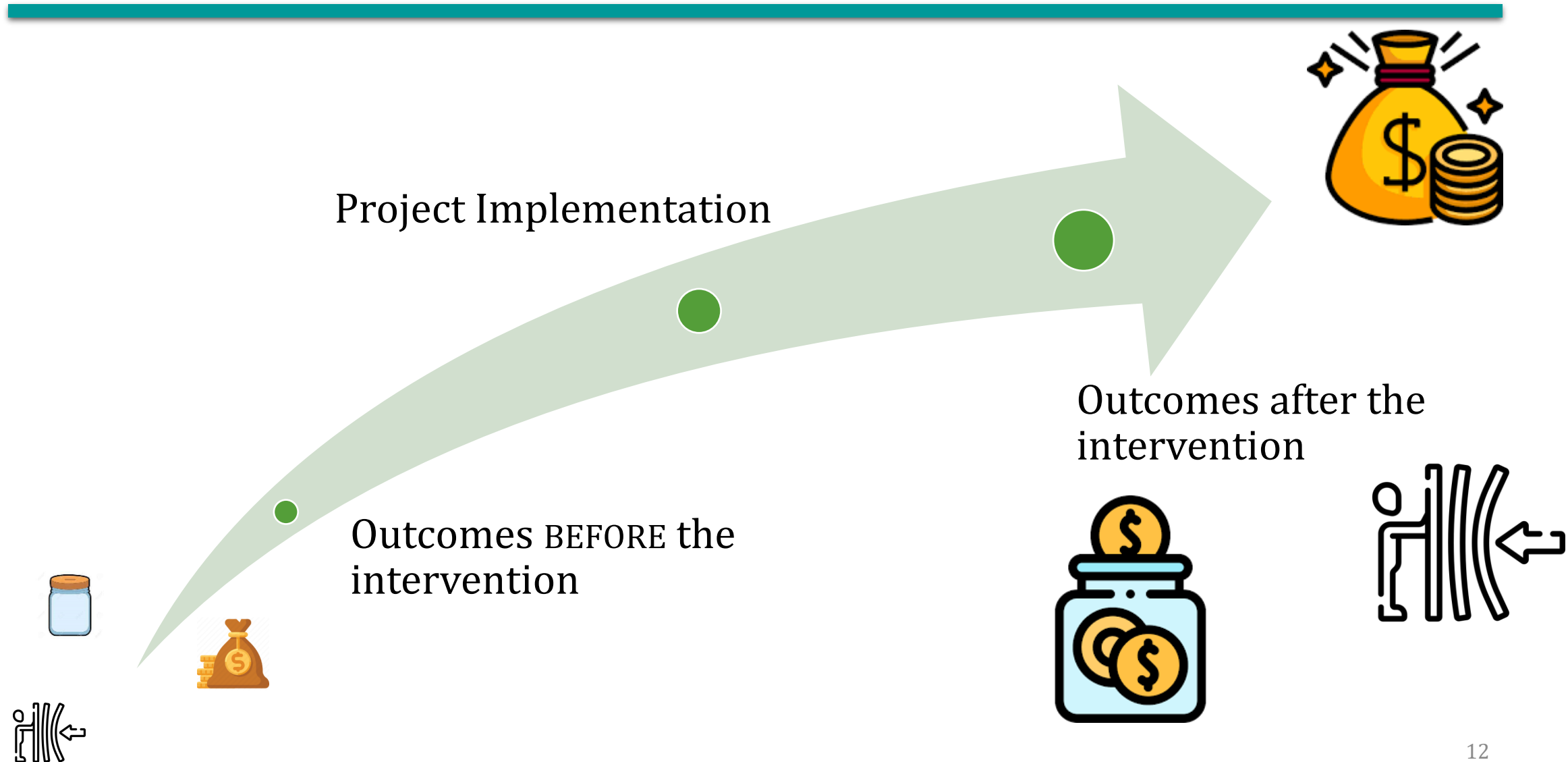
evaluating observed changes (and lack thereof) for OYE and MSME (and CfW)
component

Evaluation design: Experimental design, CfW component

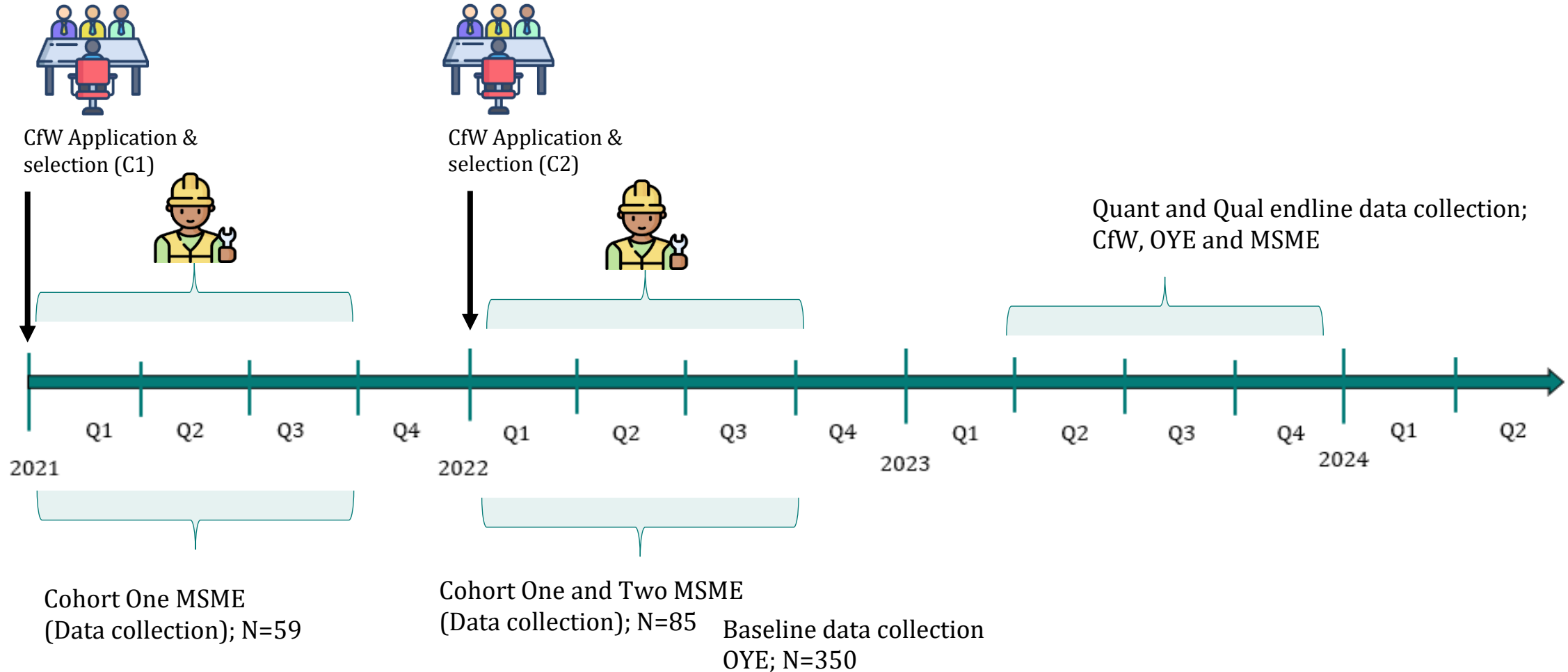




Panel/ Before-After analysis



Impact evaluation design: Timeline of evaluation activities – CfW











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Preliminary findings

Results for CfW and OYE component

	Dimension	CfW	OYE
	Employment	+	+/-
	Income	-	+
	Resilience	+	x
	Access to loans	x	x
	Use of bank services	+	x
	Intention to migrate	x	x



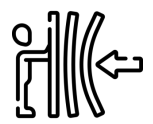

Findings: Barriers to Employment

Barriers to formal employment & project responsiveness			
Wage employment		Self-employment	
	Lack of confidence and innovative thinking		
	Inflation / macro-economy		
	Lucrative income generation via illegal mining		
	Lack of family support for women's employment		
	Lack of job opportunities	Lack of market access	
	Lack of qualifications	Lack of funds	
	Lack of skills	Lack of (financial) know-how	

- ☐ Non- responsive
- ☐ Partially responsive
- ☐ Fully responsive



Results for MSME

	Dimension	MSME
	Employment	+
	Income	+
	Resilience	
	Access to loans and financial services	+

Women



OYE / MSME components are highly gender sensitive.



Some OYE / MSME activities may have small-scale gender transformative effects.



Barriers related to socio-cultural norms may make it harder for women to succeed in their employment in the same way as men.



Still, female-owned MSMEs perform better than male-owned MSMEs.

Youth and returnees



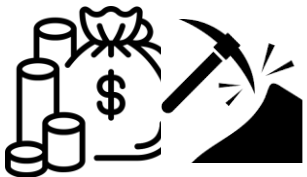
Some considerations were undertaken by OYE and MSME components to specifically target returnees and youth.



Project design of OYE and MSME components could be further adjusted to better match the needs, capacities and interests of younger program participants and returnees.



Main barriers towards successful employment for returnees are often linked to underlying socio-cultural norms (stigma) and economic conditions.



Barriers for youth can be linked to economic conditions, lack of experience and, in some areas, alternative illegal employment opportunities.



Impact on Skills Development

- MSME and OYE components demonstrate a significant positive change in beneficiaries' skills
- Implementing customized training modules, mentorship programs, and entrepreneurship to enhance employability

Dynamic Employment Strategies

- Influence of external economic factors on employment outcomes
- Adoption of dynamic employment strategies
- Flexible job placement services, promoting diverse income-generating activities and entrepreneurship opportunities



Enhanced Gender Mainstreaming

- Project demonstrated a commitment to gender sensitivity
- Conduct gender analyses to identify and address gender disparities

Tailored interventions

- Contextualized intervention design considering the unique socio-economic contexts of target communities
- Tailoring interventions to the needs of different beneficiary groups
- Partnerships and collaboration with local stakeholders, government agencies, and civil society organizations