

Danish organization	Bidrag til Ghana
Title of the intervention	Northern Social Enterprises for Development (NSEfD)
Partner name(s)	HOPin Academy
Amount applied for	460.168 kr.
Country(ies)	Ghana
Period (# of months)	24 Months

1. Objective and relevance (the world around us)

What is the main purpose of the intervention, including challenges that need to be addressed?

The overall objective of HEfD Phase 2 is to improve living conditions in Northern Ghana by improving conditions for young challenged Entrepreneurs. In doing this, it will promote local economic growth and thus help to fight poverty and inequality. At the same time, the intervention will support the sustainability of individual businesses. Additionally, the project will be building a sustainable rights-based organisation called Northern Startups Network (NSN) of 150 young entrepreneurs. The organisation's goal is to engage the young entrepreneurs (members) to strengthen their awareness and capacity to engage in advocacy. It will give them a more powerful voice facing the political system.

The organisation will create smaller networks based on its entrepreneurial areas. These small networks will develop personal capacity, experience sharing, group monitoring, courage to share ideas and challenges, etc. The 150 members of the organisation are also made up of 35 entrepreneurs from the HEfD phase 1 t which set up a continual monitoring and evaluation system to ascertain the progress and challenges faced by 35 start-ups who had graduated HOPin Academy's incubation program, to develop more sustainable businesses in Northern Ghana. The monitoring system gave new data and knowledge of this target group which is important to strengthen, promote and sustain and strengthen them after their launch to be sustainable and who have all completed training at HOPin's Incubator course and built their enterprise. Furthermore, other upcoming and local entrepreneurs/start-ups will be selected based on established criteria. Through engagement and community in the organisation and smaller networks, they will be able to advocate for policies for better living conditions and entrepreneurship in Northern Ghana. It is a long and difficult process, and it will take a long time, but in the end, the organization will be a sustainable and powerful voice to fight poverty and inequality. The HEfD Phase 2 is an extension of the HEfD project engaged aware of their situation. Some of the data is presented below in the challenges and corresponding responses. This would help HOPin Academy to promote SDG 1, 2, 8, and 11 either directly or indirectly in Northern Ghana.

A monitoring framework that was developed for the monitoring and evaluation activity of the project is iterated below in fig 1.0. HOPin Academy selected and trained monitoring officers to visit the 35 selected businesses twice monthly. The monitoring started with a general inquiry about the holistic nature of the business and its modality for operation. It covered questions spanning the scope and nature of the businesses, their operations, and finance. This helped gain insight on initial engagement with the enterprises to understand the nature of their business and to help establish a comparative matrix and a foundation for effective monitoring through data gathering throughout the six(6) months period of engagement with the 35 selected start-ups. The reason for which most of the questions for the initial engagement are related to the past six months was to establish a comparable variable that can be compared with the data that will be gathered over the six months of monitoring.

Also, the monitoring framework which was developed with google suit which collected data (click [here](#) to view the full questions asked during the monitoring six months period). The monitoring questionnaires

were divided into two. A few of the collected data and findings from the monitoring can be seen [here \(click\)](#). The monitoring activity was highly successful and helped us gain key insights on some of the pressing challenges the startups are facing and also some of the best practices they have been employing to become sustainable. Some of the notable challenges are iterated below.

Low Rate of Technology Adoption: Many entrepreneurs still need more capacity building on using social media especially Facebook and WhatsApp to promote their businesses. We realised this during the monitoring visits. As a result, we assigned the social media manager at HOPin Academy to train them using simple technology to market and promote their businesses. In the next phase, the organisation, Northern Startups Network must support the members with training on social media marketing. This will promote local and international commerce and increase investment opportunities which will promote the growth of the local economy.

Access to finance: The Northern region currently has a few private investors and no venture capitalists. Private investors are reluctant in supporting startups due to the fear of losing their money. Another challenge is that there are investment opportunities and other financial support but are surrounded by bureaucracies and cumbersome processes in accessing them. The Network created dialogue with financial institutions to provide better interest rates for loans for businesses and also ensure businesses in Northern Ghana access government investment schemes. An example currently is the Fidelity Young Entrepreneurs Program which is an investment scheme by Fidelity Bank to support growth-stage businesses who have graduated HOPin Academy's Incubator program with loans at a very low-interest rate.

Access to ready market: One major challenge startups have been facing is the ready market for their products or services. By and large, people venture into businesses to grow, make a profit and stay in business. Even though startups can sell to consumers in the region, some consumers still opt for similar products or services from startups in other parts of the country. This can only be achieved when consumers' demands are met and they are ready and willing to pay for the finished product or service. This could result from poor market analysis or insufficient knowledge about consumers' behaviour, poor marketing strategies, and poor packaging. The intervention empowered businesses through further training on product-market fit during capacity building training

Little Government Support: Most of the businesses are not happy that the government offers very little support to enterprises and even when they do, accessing it is a very difficult process. Upon identifying some of the pressing challenges, some of the strategies employed in addressing them are community events where HOPin Academy invites subject matter experts to deliver on interesting solutions to some of the challenges. It was an opportunity for the startups to network among themselves and create relevant partnerships.

Additionally, as part of the intervention (august 2021), we held a conference that convened over 150 entrepreneurs across northern Ghana to network and dialogue on discussion about environmental sustainability for businesses in Northern Ghana. Subject matter experts will also facilitate smaller workshops on the SDGs and share learnings from their experiences. It is upon this background the HEFD Phase 2 is starting. As we have identified the challenges the startups are facing and are interested in ensuring their sustainability, we believe the solutions are also within and thus we are proposing that we create a large organisation of entrepreneurs in Northern Ghana which will be made up of smaller groups or networks of entrepreneurs who are divided based on their type of businesses. Eg. The Network of Hairdressers and the Network of Agric Enterprises will be formed and be under the larger network which is the Northern Startups Network. The reason for the creation of the network is that firstly it will promote collaboration and experience sharing among the startups. The businesses will learn soft skills such as public speaking and business communication, they will learn problem-solving skills, and also gain advocacy skills so they can contribute actively to civil society. They will have leadership which will be constituted overall by HOPin Academy and selected volunteers or frontliners from the Northern Startup Network. The network will be meeting two

times every month to share experiences and insights and also explore collaborative opportunities. The meetings will be held at HOPin Academy and the HOPin team will actively facilitate these meetings and document key learnings on how to run a network.

Describe the context of the intervention:

The contribution of development from the private sector to the sustainable growth of an economy cannot be underestimated. In both developed and developing economies, small and medium enterprises are considered as an engine for economic growth. These SMEs do not only contribute to the growth of national GDP but also contribute to the reduction of unemployment (Mullineux, 1997; Abor & Quartey, 2010). In developed economies such as the United Kingdom and Germany, small and medium enterprises comprise a major number of registered companies. In a developing economy like Ghana, despite there is limited data on the growth and development trends of SMEs, data available from the registrar general department suggests that about 92% of companies registered are small and medium firms. Furthermore, the small and medium enterprise provides 85 percent of manufacturing employment and contributes 70 percent to the national GDP. This supports the fact that small and medium enterprises play a significant impact on economic growth and development, employment, and income (OECD, 1997; Villars, 2004). Therefore, most nations strived to create a harmonious environment and policies that support the sustainable growth of these small and medium enterprises. This is to enable small and medium enterprises to turn out to be larger firms and corporations (Feeney & Riding, 1997). Furthermore, apart from small and medium enterprises being a source for job creation and employment, it also serves as a source of investment opportunities, provision of niche professional services, and capacity building to both individuals and firms. It also serves as a revenue generation stream for government finances (Sowa et al, 1992; Mensah and Rolland, 2004; Palma and Gabriel, 2005).

In a transition economy, small and medium enterprises play a vital role in the migration from state-led firms to more private-led oriented firms (Aryeetey et al. 1994). Therefore, small and medium businesses serve as a seedbed for business development and economic growth in the most developing economy including Ghana. The ability to motivate the development of sustainable small and medium enterprises is an essential ingredient to achieve rapid growth and economic development within the entire sub-region. Despite the numerous advantages that small and medium enterprise provides to the development of the national economy, its development has met many hurdles over the past decades. And this has declined the growth of several small and medium enterprises. These challenges enact from several sources that include inadequate government policy to protect local businesses, globalisation and entry of multinational firms, lack of finance in terms of credit facilities to SMEs, the inadequate use of technology, low R & D capability levels, and others (Anheier & Seibel, 1987; Gockel & Akoena, 2002; Frempong, 2007). Therefore to achieve an efficient SME sector development, there is the need to deal with these challenges in a more proactive manner. This will enable firms to gain a competitive advantage and be more competitive in their various industries. A healthy small and medium enterprise is the backbone for healthy economic development.

Tamale is the capital of the Northern Region of Ghana and the third-largest city in Ghana with a projected population of 950,124. It is one of the fastest-growing cities in West Africa with the main economic activities being agriculture, forestry, and petty trading. However, in the last few years, Tamale has transformed significantly and currently serves as a hub for all administrative and commercial activities in the northern region. It also doubles as the political, economic, and financial capital of the northern region. Over the last few years, the region has seen a very conducive ecosystem for entrepreneurship and traditional businesses. The region has vibrant youth who are venturing into entrepreneurship and petty trading. This is because Tamale being the hotspot of economic activities in the region has various institutional head offices that play key roles in economic development. The individuals and institutions are willing and committed to offering new and growth-stage startups various forms of help in the form of access to finance, mentorship and coaching, financial literacy, and expert business advice. There are also notable Non-governmental

organizations and other private institutions offering diverse support to the youth and women groups in the region. Furthermore, there is a strong pool of industry experts who are directly involved with business processes and other economic activities. Notable ones amongst them are; Registrar General Department, Ghana Revenue Authority, Labour Department, National Board for Small Scale Industries, National Youth Authority, and Financial institutions such as CalBank, Zenith Bank, and UTRAK Savings and loans who provided some forms of support to startups. HOPin Academy has identified all the above as strong partners and stakeholders who can support to make the project successful.

This is why HEFD Phase 2 has a keen focus on enabling the environment in order to make conditions for start-ups better.

Describe how this intervention will strengthen civil society organizations

This intervention will create a rights-based organization called 'Northern Social Enterprise Network'. The Organisation will focus on the capacity building of human beings and organizations to fight for rights and make advocacy. The organization will revolve around the following objectives

1. Participation: to work for an enabling environment that is strong and independent which makes sure that the citizens have access to information and can influence decisions about their lives.
2. accountability: On one side when duty bearers, politicians, leaders, companies are being responsible for the politics and priorities of the human beings who are affected by them. And on the other side, civil society organizations are responsible for their actions and prioritizes.
- 3 Non- discrimination: to include marginalized groups in the development of the society so they get equal access to resources and service deliveries.
4. Openness: To give the citizens access to free and independent information about authorities, companies, and organizations' prioritizations and resources.

What climate conditions do the partnership and/or the intervention need to respond to?

The intervention will strive towards having a climate- and environmentally friendly approach as possible. As a result, there will be only two physical monitoring visits from Bidrag til Ghana to Ghana to reduce the environmental damage of flying. Also improving virtual means of communication will reduce the frequency of travel which will prevent environmental degradation. Besides considerations related to travel, the intervention is carried out concerning minimizing the impact on nature. Additionally, a criterion for selecting members for the Northern Startups Network will be that they are green organizations. Thus they employ environmentally friendly practices in all their operations and processes.

Describe the experiences, capacities, and resources of participant partners

HOPin Academy is a civil society organization with a keen focus on promoting entrepreneurship as a way to create change and reduce the high levels of poverty and rural-urban migration of youth from Northern Ghana to Southern Ghana. The Academy has a special focus on delivering business development and digital skills training, business advisory, and business incubation. Since it started in 2013, HOPin Academy has impacted over 15,000 lives through its various projects and programs. The Academy also has a very active community of young people and volunteers with a common goal. Through the 'HOPin Incubator Program' which is a program designed for challenged young people with business ideas and supported by Bidrag til Ghana, 100s of young people have benefited directly and indirectly from the program. However, the Academy has recently moved its focus into creating an enabling environment for entrepreneurship so that when young people have business ideas it is easy to access government services and already existing businesses can grow without barriers. As a result, HOPin Academy has embarked on a series of policy dialogues with state institutions such as the Ghana Enterprise Agency, the National Youth Authority, the Ghana Police Service, and the Municipal Assembly. and thanks to the SEED project in partnership with FANT DK with funding support from CISU, has acquired a decent level of progress in that agenda. HOPin Academy in partnership with FANT DK created a network of 300 young people who through sport, advocated for better policies for entrepreneurship in Northern Ghana. With the SEED project, HOPin Academy has expanded its network of volunteers which will be built upon in this project.

Creating an enabling environment here means ensuring an environment where businesses find it easy to set up if they have capital. That they are aware of all government regulations surrounding their businesses and that the government regulations are also in their favor. That they can easily access business services provided by state agencies too.

Describe any previous acquaintance or cooperation between the partners, and how these experiences have fed into the development of the proposed intervention.

Bidrag til Ghana (BtG) has been supporting HOPin Academy's incubator program since its inception in 2014. In 2017 BtG decided to support HOPin Incubation Training and start up's with almost all capacity and funding. This change in the strategy was motivated by the close partnership with HOPin. BtG still wanted to sustain young vulnerable people like we always have done but now in the angle of entrepreneurship which creates jobs and supports active youth to fight for improved living conditions and human rights. Through the Incubator program, more than 100 startups have gained access to business development training. To promote the sustainability of these startups, HOPin and BtG with support from CISU developed the HEFD Project which, through monitoring, identified the challenges to sustaining these startups. Together we go a step further to organize the youth in the Northern Startups Network.

Describe the contributions, roles, and responsibilities of the partners and other actors.

HOPin Academy will contribute with all needed expertise to plan and complete the activities of the project and to manage the finance. Bidrag til Ghana will closely monitor and support according to our roles and responsibility. **Ownership** of the HEfD project is very important to both partners. In the application writing, BtG has great confidence and trust that Hopin has the capacity and power to be the head and the main contributor in the process and can reach the objectives and complete the activities as planned. Together we have built a strong relation and collaboration with trust where deadlines, reports, and common agreements always are met. During the collaboration with HOPin, we have experienced the finance department always has been of high quality. Hopin together with the board employs the staff who are all Ghanaian. Communication and dialog are frequent and close between the partners. With the recommendation from BtG Hopin has now installed a high-speed online Internet connection which will strengthen the quality of the online courses at HOPin and improve the digital cooperation in the partnership. A strategy for digital cooperation will be worked out. The goal is to get a deeper understanding. It will also develop a higher involvement and engagement of the board of BtG. In HOPin Academy, MacCarthy MacGbathy will be the project director and will supervise the project officers to ensure project success. He will be supported by the project coordinator, Ahmed Saalim Iddrisu, and the project finance officer Kwame Otoo. **Partnership meetings** will take place every year to strengthen the partnership. The monitoring which is part of the partnership meetings will strengthen BtG's understanding of HOPin's working procedures to support and develop the project. It is urgent to get an insightful view of the local civil society and networks created and through field visits to get personal contact with some young entrepreneurs from the target group. BtG has a goal to get bigger knowledge and closer cooperation with the board of HOPin.

Describe how the intervention will contribute to developing the relationship and collaboration between the partners: Since BtG has an inexperienced board with members who are new in development work it is important to have a close relationship with the partner and create a high commitment and professionalism among the board members in Denmark. The board members are very engaged and work together to get a good understanding of the whole system of development work and application writing. 5 persons from the board participate actively in the whole process of application writing where discussions about objectives and understanding of the financial issues are important. To improve the commitment and strengthen the partnership with HOPin the physical meetings will be prioritised with yearly partnership meetings in Ghana.

Since both partners have developed the project idea for HEfD2 together, the starting point for a dynamic and high-quality collaboration has already started. Hopin has the role of writing and BtG reads, comments, and has the contact to the Cisu consultant. We believe that HOPin through the application writing gets total ownership of the intervention. And since HOPin has the biggest capacity for application writing, it gives meaning to share the responsibilities in that way. It is also seen as a learning process for both partners for future applications. The actual intervention will offer the board of BtG a much deeper understanding of the whole context in the Ghanaian environment and a deeper picture of the work in HOPin Academy to improve our partnership and future work. BtG has a goal to get in contact with the target group through physical meetings in Ghana both at HOPin and locally through field visits.

Target groups, objectives, and expected results (our intervention)

The primary target group for the project is:

- 150 young entrepreneurs living in deprived communities in Northern Ghana aged 18 to 35 years. These entrepreneurs do not need to have an education to be able to join the network. Also, the entrepreneurs should have businesses that are working for a better climate: health, sanitation, recycling, and farming, etc.

The project will cover deprived communities in the Northern Region **with an entry point, Tamale. Deprived communities in this context are inner-city areas that lack access to adequate food, education and have very few sources of livelihood.** The gender balance in the 150 vulnerable entrepreneurs is expected to be around 60% female and 40%, male. Also, an important criterion is that the entrepreneurs have an existing business that is fully functioning and not still an idea. The reason for this target group is that businesses in Northern Ghana have suffered from huge inequity in the appropriation of government support and resource allocation. As a result, businesses struggle a lot to stay in operation and usually close up after operating for a year. This is because the businesses do not have a collective voice to challenge the government and indulge in civil dialogue to address the inequities. Especially small businesses in deprived communities in Northern Ghana which supports an entire family do not even know they are eligible for tax reliefs and usually have to pay huge levies and taxes on the small profits they earn. This is why it is important collectively we create an organization that can build their capacity to speak up against the abuse of their economic rights.

The secondary target group for the project is:

5 Board Members and 4 management teams of HOPin Academy, 15 Government stakeholders in Northern Ghana, 10 Media Organizations in Northern Ghana, 5 Civil Society Organizations in Northern Ghana, 100 Co-founders and staff of selected businesses. 300 Listeners on the radio and 500 participants/guests of the Trade Fair. **These are secondary target groups for the project as they are key stakeholders to project success and will also indirectly be affected by the project activities.** The board members and staff of HOPin Academy will ensure project management and direction, the government actors will also be participating in most of the policy dialogue sessions by the network. The media will be engaged in all advocacy efforts by the network to ensure the wide reach of the Network. Also, the staff of the selected businesses will directly benefit from their participation in the network. The general populace of at least 300 listeners of radio is added as they will monitor and participate in radio programs by the network. There will also be at least 500 people participating in the trade fair who will benefit directly or indirectly from the activity.

Strategy: Through the Northern Startups Network, the 150 entrepreneurs will gain soft skills in public speaking, advocacy, and some business development skills. This will increase their confidence and consciousness about rights to speak up on the problems they see and face every day and contribute strongly to advocacy efforts in that direction. This will promote participation in decision-making and the

realization of people's rights. Additionally, to promote volunteering, the network's leadership or frontliners will be made up of the staff of HOPin Academy and selected volunteers who will see to the administrative duties of the Northern Startups Network. The entire network will also be engaged in volunteering activities throughout the project to promote active citizenship.

Given the high rates of inequality of youth in Northern Ghana, advocacy is a strong component of the Northern Startups Network. After the network's capacity has been developed on advocacy, the entrepreneurs will embark on radio programs to discuss some of the problems the businesses are facing and also suggest key policy solutions to these problems. The network will be embarking on advocacy campaigns and have meetings with key public officers to advocate on reducing unequal access to resources among other challenges. As a registered organisation, it will be easier to participate in high-level decision-making for the Region.

The overall objective, project goals, activities, and outputs :

The overall objective of HEfD Phase 2 is to fight poverty and inequality by improving livelihood and job creation for young challenged Entrepreneurs in Northern Ghana and to create better conditions for new enterprises in the future.

Project Goal 1: A rights-based organization of 150 entrepreneurs is created to work for a better framework for young entrepreneurs

Project Goal 2: The intervention has supported and encouraged young people to be aware of their social rights as entrepreneurs and human beings, express successes and challenges related to their enterprises and the enabling environment, and sustain their enterprises.

Project Goal 3: The intervention has created a well-functioning organization with leadership and articles of the organization where vulnerable people feel ownership and are participating and influencing the enabling environment for entrepreneurs.

Project Goals	Activities	Outputs
Project Goal 1: A rights-based organization of 150 entrepreneurs is created to work for a better framework for young entrepreneurs	1.1.1 Kick-off workshop with relevant stakeholders of the project to launch the project and pledge their commitment to project success as well as make inputs to the recruitment strategy and criteria for Northern Startups Network.	<p>1.1.1 A strategy has been defined on how many smaller networks are to be created and inputs made on the initial criteria. An initial criterion is:</p> <p>i. The business should be based and operating in deprived communities in Northern Ghana.</p> <p>ii. The business should be working for a better climate: health, sanitation, recycling, and farming, etc.</p> <p>Also, a strategy on how to recruit the entrepreneurs for the network will be discussed.</p>

	<p>1.1.2 Recruitment for the NSN members will begin.</p> <p>1.1.3 The registration process for the NSN will begin.</p> <p>1.1.4 A website, Facebook, Linkedin, Instagram, and Twitter pages have been created for the network and a WhatsApp group to facilitate easier communication.</p>	<p>1.1.2 The 150 members of NSN have been recruited.</p> <p>1.1.3 NSN has been registered.</p> <p>1.1.4 Social media pages and a website have been created for NSN</p>
<p>Project Goal 2: The intervention has supported and encouraged young people to be aware of their economic, social, and cultural rights as entrepreneurs and human beings, express successes and challenges related to their enterprises and the enabling environment, and sustain their enterprises.</p>	<p>1.2.1 Capacity Building and Networking: There will be an initial capacity building workshop of the members of the NSN on advocacy and raising awareness on their economic social and cultural rights. These rights include the human right to work, the right to an adequate standard of living, including food, clothing, and housing, the right to physical and mental health, the right to social security, the right to a healthy environment, and the right to education.</p>	<p>1.2.1 The members of NSN have built their capacity on public speaking, advocacy, and can identify challenges in their community and advocate strongly against them.</p>
	<p>1.2.2 A bi-annual entrepreneurs conference for NSN will be held for capacity building, experience sharing, networking, and advocacy. During the conference, a policy document will be presented to duty bearers from state organizations.</p>	<p>1.2.2 Through the bi-annual conference, NSN has presented a policy document to state actors/duty bearers detailing key policy solutions to the problems businesses face in the Northern Region.</p>
	<p>1.2.3 A radio program to be designed and dedicated to NSN to discuss and deliver on topics relating to challenges businesses face and encouraging people to advocate to promote an active society.</p> <p>1.2.4 Advocacy: The advocacy strategy is four-tiered. The steps are below.</p> <p>i. Invite state actors or duty bearers to engage with NSN members on the government services programs available for enterprises. And answer any questions the businesses may have.</p> <p>ii. Enterprises try to access government services and programs available. Some of these services are tax exemptions for businesses, government support programs for startups, government subsidies on</p>	<p>1.2.3 Through radio engagements, NSN has actively engaged the general society in Tamale about their rights and how to advocate for them.</p> <p>1.2.4 The engagements with duty bearers have influenced the target group to be more inclusive and promote equity in their activities and allocation of resources to businesses in the Northern Sector.</p>

	<p>utility bills for startups, business registration processes, etc.</p> <p>iii. Feedback session where the duty bearers are invited and entrepreneurs share feedback on their experiences accessing government services and also share action points on how the entire process could be better. This will let duty bearers receive first-hand information on the challenges entrepreneurs are facing and also possible policy solutions.</p> <p>iv. NSN infuses advocacy messages in radio engagements to get more people involved and influence government action.</p>	
	<p>1.2.5 Local Monitoring of the entrepreneurs: The monitoring of the entrepreneurs will continue at Phase 2. Thus the leadership of the Northern Startups Network with support from HOPin Academy will oversee the monitoring of the 150 enterprises. However, the monitoring will be done at the smaller network level. This makes coordination easier. A new framework will be developed for the phase 2 monitoring as there are new businesses that are not past students of the HOPin incubation program.</p>	<p>1.2.5 The monitoring and evaluation visits have provided key insights into the challenges businesses face in Northern Ghana and have provided a broader perspective or roadmap to the economic and social development of Northern Ghana through the creation and sustainability of businesses.</p>
<p>Project Goal 3: The intervention has created a well-functioning organization with leadership and articles of the organization where vulnerable people feel ownership and are participating and influencing the enabling</p>	<p>1.3.1 An initial workshop will be organized to form the principles and constitution of NSN after it has created rules, and the objectives of NSN will be shared.</p>	<p>1.3.1 Principles, constitution, and leadership of NSN have been created with HOPin Academy participating and overseeing it.</p>
	<p>1.3.2 A launch event for all members of NSEN. The principles, the governing rules, and the objectives of NSN will be shared.</p>	<p>1.3.2 NSN has been launched and all members are aware of the objectives, constitution, and principles of the organization.</p>
	<p>1.3.3 Creation of 5 smaller networks within NSEN.</p>	<p>1.3.3 Five smaller networks have been created within NSEN</p>
	<p>1.3.4 Upon Establishing the Northern Startups Network and registering it as well as co-designing the constitution with the members of the network, HOPin Academy and the Northern Startups Network</p>	<p>1.3.4 A trade fair has been organized for the Northern Startups Network which has given them the opportunity to</p>

environment for entrepreneurs.	<p>will organize a trade fair in Northern Ghana. A Trade fair is a massive stage that provides widespread exposure and interactions. It is one of the most popular means of promotion and gaining recognition as participants can meet customers and industry partners, examine opportunities and market trends, study the activities of their competitors and showcase their latest services and products to one and all. This will convene businesses from across the country to showcase their products and services and promote inter-regional trade and partnership. The government and other private stakeholders will be invited to contribute to the program's success. Participating businesses will be the 150 businesses and other local and businesses who are interested in participating. It will be open to the general public to attend and will be organized annually for the Network. During the trade fair, there will be breakout sessions for capacity building for the Network members and also the Media Houses in Northern Ghana will be present to showcase the network members' products and services. This will also serve as a bigger platform for the Network to put forward their policy document and use it as a channel for advocacy.</p>	<p>promote their goods and services and establish strategic partnerships. This has also enabled them to dialogue with government agencies and present their policy document for advocacy. The general populace attending in Northern Ghana and the Network has also developed their capacity to better do business. The vulnerable people and Network members also feel a part of the Network due to their engagement in its activities.</p>
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Intervention-related information work in Denmark

BtG will improve the information work through different activities to spread knowledge about the challenges of the youth in Northern Ghana. Through this phase, the number of members has increased by 10 % and we are working for the same increase in the next phase.

Means of activities:

- Yearly activity at Silkeborg square where members sell plants and inform about HOPin and HEfD.
- Creation of small films about entrepreneurs. We will use the films at BtG's Facebook page, on the blog, and for information campaigns.
- Updating of the booklet - 2023 (updated May 2021)
- Bidrag til Ghana's 10 anniversary will be celebrated with the board and members.
- Facebook page and Blog will be updated.

The target group of all our information activities is mostly people who are interested in development work. Through our yearly square activity, we try to reach new people who are on the square on a Saturday morning. We are open to coming out to organizations and schools to inform them about our work. Through these activities, we reach a different group of people. We will try to get more followers on our Facebook page.