



Call for Proposals: Innovative Business Ideas for Financial Support to
Establish Green Social Enterprises under the TCSP

A. Introduction:

The Sekondi-Takoradi Metropolitan Assembly (STMA), in collaboration with its project implementing partners, has secured funding from the European Union (EU) under the 'Local Authorities: Partnership for Sustainable Cities' initiative to implement the Twin-Cities in Sustainable Partnership Project (TCSPP). This project focuses on capacity building to improve urban management and strengthen the twinning relationship between the Municipality of Palermo (Italy) and STMA, in alignment with the 2030 Agenda for Sustainable Development.

B. Background (Financial Support to Third-Parties):

Sekondi-Takoradi, with a population exceeding 200,000, faces significant challenges such as high unemployment rates, particularly among youth and women from economically disadvantaged households, and critical environmental issues like plastic pollution, unsafe fish processing, and open defecation. To address these issues, the TCSPP has provided skills training and support for 150 unemployed women, youth, and local artisans in areas such as recycling low-value plastic waste, constructing eco-friendly ovens, and bio-digester technology.

To further these efforts, a financial support scheme is being rolled out in accordance with Article 10 of the General Conditions and the Third-Party Support Regulations of the EU. This scheme aims to incentivize the trainees to establish social enterprises to support their livelihoods.

C. Objective:

Within the specific context of adopting of green technology to create and promote sustainable livelihoods (aligned to the TCSPP skills training programme on plastic waste recycling, eco-friendly oven construction and bio-digester technology) for the teeming unemployed youth within the metropolis, the Financial Support for Third Parties (FSTP) under the TCSPP aims at:

- ***Initiating Green Social Enterprises:*** providing seed funding to young entrepreneurs to initiate green technology ventures aimed at addressing environmental challenges and promoting sustainability within the metropolis.
- ***Catalyzing Entrepreneurship:*** stimulating entrepreneurship among unemployed youth by offering seed funding to those interested in starting their own green technology businesses. This funding serves as a catalyst for turning ideas into viable ventures, creating opportunities for self-employment and wealth creation.
- ***Supporting Early-stage Development:*** assisting start-ups in overcoming initial financial barriers to enter the market with their green technology products or services. Seed funding can cover expenses such as product manufacturing, marketing, and initial sales efforts.

D. Scope:

The TCSPP FSTP shall provide support for the following:

1. Financial Assistance:

- Tools and Equipment Acquisition (*purchase or lease of machinery, tools and equipment*)



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- Manufacturing Costs (*raw materials, utilities, and overhead expenses associated with manufacturing*)
- Marketing, and Initial Sales Efforts (*branding, advertising, website development, and promotional materials to raise awareness and generate demand for the products or services*)

2. Regulatory Compliance and Certification:

- Registration fees (social enterprise and cooperatives)

E. Funding Information:

- The maximum amount which may be given per social enterprise is **GHS 62,000. (5,000 Euros)**
- Duration for setting up the enterprises shall not exceed **two (2) months** from the date of disbursement.
- As a condition precedent, successful applicants **must register as a legal entity** (either as a social enterprise, foundation, or cooperative) before the award (disbursement) of the grant.

F. Eligibility Criteria:

1. Participation in TCSP's training programmes:

- Must have actively participated in TCSP's training programmes (classroom and field work) on:
 - *Eco-friendly oven construction*
 - *Bio-digester toilet construction*
 - *Plastic waste recycling*

2. Innovativeness and Feasibility:

- Applicants must submit innovative but feasible business proposals on green social enterprises aligned to the training modules outlined above.

G. Business Proposal Requirement:

Interested trainees must submit a detailed business proposal that includes:

1. **Business Description:** Detailed description of the product or service, including its social and environmental benefits.
2. **Market Analysis:** Identification of the target market, competitors, and market needs.
3. **Business Model:** Explanation of how the business will operate, generate revenue, and achieve sustainability.
4. **Implementation Plan:** Step-by-step plan for launching and scaling the social enterprise, including timelines.
5. **Financial Plan:** Budget, funding requirements, and financial projections for the first three years, including eligible costs such as tools and equipment.
 - **Eligible Costs for Setting-Up:**
 - i. *Tools and equipment necessary for the business*
 - ii. *Raw materials and supplies*
 - iii. *Marketing and promotional activities*
 - iv. *Initial operational costs*
 - v. *License and registration fees*



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Note: All eligible costs ***must not*** exceed the cedi equivalent of 5,000.00 Euros (GHS 62,000.00).

6. **Social Impact:** Description of the expected social and environmental impact of the business.
7. **Team:** Information about the team members (for group application) and their roles.

H. Evaluation Criteria:

Proposals shall be evaluated based on:

- **Innovation:** Novelty and creativity of the business idea.
- **Feasibility:** Practicality and achievability of the business plan.
- **Social Impact:** Potential positive impact on the community and environment.
- **Sustainability:** Long-term viability and scalability of the business.
- **Team Competence:** Skills and experience of the team members.

I. Selection Process:

1. **Initial Screening:** Proposals will be reviewed for completeness and eligibility.
2. **Detailed Evaluation:** Eligible proposals will be evaluated based on the criteria outlined above.
3. **Pitching:** Shortlisted teams shall be invited to a pitching session to present their business model and implementation plan.
4. **Final Selection:** The final selection of successful business proposals shall be made based on the overall evaluation and pitching results.

J. Submission Guidelines:

- **Deadline:** Proposals must be submitted by **5:00pm, Friday, 30th August, 2024**.
- **Format:** Proposals should be submitted electronically in **PDF format and hard copy** (1 copy).
- **Contact Information:** For any inquiries, please contact the TCSPP Secretariat on 0531391946.
- **Submission Address:** Proposals should be sent to: **TCSSP Secretariat, Room 8, STMA Main Office.**

Note: Only shortlisted applicants will be contacted for further discussions.

K. Evaluation Process Timeline:

| Task | Date |
|---------------------------------------|---------------|
| Business Proposal Submission Deadline | 30/08/2024 |
| Preliminary Evaluation | 2-11/09/2024 |
| Shortlisting Announcement | 13/09/2024 |
| Idea Pitching Sessions | 17-19/09/2024 |
| Notification of Successful Teams | 20/09/2024 |



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| Task | | Date |
|------------------------------|---|-------------|
| Final Selection Announcement | <i>Award Ceremony</i> | 7/10/2024 |
| | <i>Notification on detailed guidance on the next steps for start-up training, financial support, and mentoring.</i> | 7-9/10/2024 |

Disclaimer: The TCSPP reserves the right to accept or reject any or all proposals without assigning any reason thereof.

**PROJECT
IMPLEMENTING
PARTNERS**

