



ENTREPRENEURSHIP PROJECT

Ghana CSR Trip - December 2019



Aim of the CSR Project

Every MAD project is unique and the experience is enriched by your input and commitment, the more you put into your project the more you will get out of it.

The Aim of your time in Ghana is to learn as much as possible about grass-root entrepreneurship at village level – spend time with as many people from all walks of life and really get to know the community at a deep level. Then use this knowledge to decide how best to allocate grants and loans to spread the wealth and investment from your fundraising. Our aim as a Team is to raise as utilize £10,000 into good causes.

A part of your trip will be to familiarize yourself with the Cocoa Industry, the main occupation of this area – how it operates, who does what, what support is available for farmers – and apply this knowledge during your stay to an existing network of farmers who need financial support, guidance and ideas on how to scale up their productivity.

We will have identified 5 to 10 families/entrepreneurs to support with the Project.

You will be asked to identify a challenge and then provide some solutions for the host families to implement. MAD Project Leaders will also be nearby for mentoring and advice. Giving a range of different perspectives and sharing thoughts during reflection periods at the close of each day will be a rewarding experience for all concerned.

Location

Shia and is situated 25km east of Ho, the capital of the Volta Region. It has a population of 3000 people 70% of whom are under 18 years of age. The people of Shia are predominantly peasant farmers, although a few of them engage in cocoa and mango farming and petty trading. Before 1983 when bush fires destroyed 90% of their cocoa farms, the cocoa industry accounted for about 80% of the income of Shia inhabitants.

Shia is approximately a 4-hour drive north east of Accra, where the main airport is. The village itself is on the Ghana-Togo border and is accessible by car. Share taxis travel daily although infrequently between Shia and Ho.

Background on Shia and its partnership with MAD

The people of Shia approached John Lawler in 1998, a service learning student taking time out in Ghana at the time for support, and John founded MAD a year later to help bring volunteers to the village. This means that Shia has a fantastic relationship with MAD, and John was asked to become the Development Chief of the village during his gap year.



From 1998 through to 2004 there were a number of Projects completed which included a new kindergarten, public toilets, building and renovating classrooms in all the schools in Shia which focused on health and education issues. Since then MAD has worked with hundreds of villages worldwide, but many of which are still in the Volta Region of Ghana, undertaking Projects of a similar nature.

Project work

You will spend time visiting the Chiefs of nearby villages where the MAD Foundation has built schools, toilets, clinics and many other projects that have helped community development initiatives.

We will also spend one to two days on site engaging with a school – this may be helping to renovate a dilapidated classroom, coaching sport and donating supplies, or getting involved inside the classroom. This mix of activities will depend on the interests, skills and desires of individuals within the Team.



The project will be help Shia and its neighbors (called the NORDU area) develop its Cocoa Industry.

A report that a small number of UK students undertook is available and acts as a baseline study along with the reports from MAD's most recent Project. The affected farmers are unable to rehabilitate their farms because of old age and financial constraints and the consequence of their reduced income is a huge constrain on the socio-economic development of the community.

Many farmers in developing countries suffer fluctuating prices that may not cover the costs of producing their crop. The organic cocoa project focuses on creating a fair working environment, driving income generation and sustainable development for poorer producers. Not only does cocoa farming have a positive impact on the environment it also holds great income generating potential. MAD sets out to work alongside cocoa farmers in Shia to create a rich environment as well as develop an enterprising, self-sustainable income generator for the community and NORDU area.



Shia's aim to help raise the entire village out of poverty within 5 years by focusing on a major cross-generational income-generation initiative.

You will be implementing and driving a project which will not only develop this particular community but which also champions better working conditions and ethical food production globally.

Accommodation

Your first night will be in a hotel in Accra where you can refresh after flights and enjoy the comforts and some of the nightlife of the city. You will then spend the next 4 days week in Shia. Your last few days on a cultural and adventurous road trip around the Coast. Accommodation will be a mixture of local guest houses and secure and supervised group home-stays in the village.

The house is very comfortable with fans and has a large sitting area where the group may spend the majority of their time when not out in the village. It works very well having a communal space of this type especially in the evenings and at meal times. The majority of food is bought in Ho once a week when we come back from a weekend as the markets in Ho are much more plentiful.











Detailed Itinerary

Day One – Saturday 1 Dec - Accra	<ul style="list-style-type: none"> • Depart Newcastle early morning and connect via LHR or AMS • Arrive into Accra around 8pm • 25 minute drive from airport to Hotel • Brief welcome and a run through of next 24 hours from your Project Leader and a light meal / snacks and welcome drinks • Stay overnight in hostel in Accra
Day Two – Sunday 2 Dec - Shia	<ul style="list-style-type: none"> • 8am Breakfast a guest house followed by an orientation talk which will include cultural awareness, how to keep yourself safe and healthy, and what the plan is for the next 10 days. • 10am – two and a half hour bus journey to Shia. Travelling along the road look out for bustling crowds on their way to market carrying anything from sacks of rice to live chickens on local transport and the back of bicycles. • 12.30pm – lunch • 1.30pm – Meet the Paramount Chief and let him know your Mission. Speeches, Ghana Handshakes, exchange of formal gifts and the presentation of 2 bottles of local schnapps are all part of the official welcome. • 3.30pm - You will be shown around the village for a site-specific orientation, a local welcome and an afternoon of initial familiarizations. Get to know your surroundings, find out where the local 'store' is and what delights they sell. Food is very much seasonal in Ghana enjoy the fresh local fruit and vegetables. • 6pm – Dinner, reflection time, relax, play games etc.

Day Three – Monday 3 Dec - Shia	<ul style="list-style-type: none"> • 7-8.00am breakfast and get dressed • 8am – travel to the Cocoa Farms where participants will learn about cocoa production, work alongside farmers on the cocoa farm. • 12.30 – 1.30 lunch at the Farm. • 1.30pm – Meet local entrepreneurs and spend time with families to find about more about their daily lives. • 4-5.30pm - return to the house, shower, Dinner, reflection time, relax, play games etc.
Day Four – Tuesday 4 Dec - Shia	<ul style="list-style-type: none"> • 7-8.00am breakfast and get dressed • 8am – continue field work. • 12.30 – 1.30 lunch back at the house. • 1.30pm – continue field work. • 5.30pm Dinner, reflection time, relax, play games etc
Day Five – Wednesday 5 Dec - Shia	<ul style="list-style-type: none"> • 7-8.00am breakfast and get dressed • 8am – continue field work. • 12.30 – 1.30 lunch back at the house. • 1.30pm – complete field work and Presentation to the community under the sacred tree for awards to local entrepreneurs and speeches. • 5.30pm Dinner and farewell party with your village hosts.
Day Six – Thursday 6 Dec - Accra	<ul style="list-style-type: none"> • 7am - Breakfast • 8am - Depart Shia for Kokrobite which is on the outskirts of Accra (Big Milly's Backyard) • 1pm - Arrive at Kokrobite for lunch • 2pm - enjoy the beautiful Kokrobite beach or the resort area with some Team Building Acra-Yoga • 6pm Dinner and Beach Bar

Day Seven – Friday 7 Dec – Cape Coast	<ul style="list-style-type: none"> • 8am - Breakfast • 8.30am - Depart Kokrobite and travel to Kakum National Forest near Cape Coast. • 10.30am - Guided canopy walk at Kakum National Forest (2 to 3 hours). Please wear good hiking shoes / sturdy trainers, hats and sun-screen and have plenty of bottled water • 1.30pm - Late Lunch • 3.30pm - Guided tour – Cape Coast Castle • 6pm – Dinner and Stay at Cape Coast Beach Resort
Day Eight – Saturday 8 Dec - Accra	<ul style="list-style-type: none"> • 8am – Breakfast • 10am Guided tour – Elmina Castle or final beach morning for Team debrief. • 11.30am noon – early lunch before driving to Accra. • 2.00pm Explore the outskirts of Accra where there is an Arts and Crafts Centre before we drive to a good airport hotel to freshen up before you head to the airport to check in for your journey home. • Flights leave Accra around 11pm and arrive back into Newcastle via LHR / AMS on the morning of Sunday 9th December.









FAQs

Arrival Information

What do I need when arriving in Ghana?

- Your Passport with your Travel Visa inside it
- Yellow Fever Certificate (they may check this as you get off the aircraft)
- Copy of your personal Travel Insurance
- Immigration details for Arrival Form (This form needs to be filled out on the airplane). Please have your Passport details, Flight number and address in Ghana for the forms.

Ghana Visa - All Nationalities need a Visa to enter Ghana. Please note that visas are your responsibility.

Your flight should arrive into Accra around 8pm and by the time you pass through immigration control to get your passport stamped, and through customs who may have a quick look through your bags, it may be around 9 to 9.30pm when you reach the outside pick up area.

Please keep your luggage tags to hand (usually stuck on the back on your passport or boarding card) as they will check it against your luggage label at customs as you leave the airport to ensure that you are not taking another person's bag.

On the immigration forms you will need to enter the following address of where you will be staying in Accra, and also remember to take a black pen as there are no pens in the Arrivals hall:

Agoo Guest House
C93/5 Keta Close
PMB 297 Accra-North
Accra
Tel +233 302 222726

Keep a close eye on all your belongings and when you see your MAD Project Leader in the arrivals area outside please follow them to the minibuses that will be waiting to take you to Agoo, around a 25-minute drive away. Here you will help unload your minibus before being directed to your bed for the night.

Agoo Hostel in Accra

If you are still hungry we can order some take out and have it in the cozy communal area of the hostel.

There is veranda where you can grab a drink and take in the Accra nighttime atmosphere or just simply head to bed to catch some sleep.



Budgeting

We recommend between £50 to £150 spending money per week.

It is unlikely that you will be able to get hold of Ghana currency in your home country.

Every participant is different and therefore spending money requirements will vary. Some may drink more than others while others like to purchase more souvenirs than most. Please consider your own spending habits when it comes to allowing for drinks, shopping, participating in optional activities and tipping.

Any tip that you wish to give local guides or restaurant workers in recognition of excellent service is always appreciated. However please be wary of giving anyone large amounts of cash claiming that it's for school, medical, or family emergencies.

Do I need malaria medication?

Yes, Malaria medication is applicable when entering Ghana.

What vaccinations do I need?

A yellow fever certificate is compulsory when travelling to Ghana.

It is also generally recommended that you are vaccinated for: tetanus, diphtheria, hepatitis A, hepatitis B and some GPs recommend a typhoid vaccination. Note that you will have had some of these vaccinations as a child.

These recommendations are only for guidance and as everyone has a different history of vaccinations, and has different allergies and medical histories, so you must speak to your own doctor or travel clinic to get the latest information and advice that is relevant to you.

Do I need to bring any medications?

Although pharmacy services are available in Ghana it is recommended that you bring all medication you require for the duration of your stay.

Can I drink the tap water?

No, please ensure that you only drink treated or bottled water. There will be purified water sachets available for you at the accommodation so make sure you take enough supplies with you each day.

Are there a lot of mosquitoes?

There are mosquitoes here, because we are situated in a malaria infected area. You will want to bring plenty of mosquito repellent and a mosquito net for sleeping. For safety please bring along all your allergy medication and other medication if needed.

What other activities can we do?

Sport is a great way to break down barriers. Coaching sessions are welcomed, particularly as all schools and villages have a soccer team, and matches can be arranged easily. The children also have a keen interest in volleyball and netball and are more than willing to try new skills that you can teach them - try showing them something different if you have it to offer.

In Shia we will have more time to explore the community and take part and organize activities, such as visiting and taking part in fun activities with the children in-between project assignments.

You may wish to play games with the children, coach sport or assist in community activities, use this time to have a shower, or wash some clothes. In Ghana the village runs of 'Ghana time', which means these times are estimated! Everything is very laid back and the activities vary depending on what participants want to do, what we are able to do, and the weather.

Arts and crafts classes can also be taught in the late afternoons. Any materials for such classes should be brought with you (only basic stationary is available locally) and can be donated to the school on your departure.

Most of the children can speak basic English but their home language is Ghanaian (Ewe in Shia) so be prepared to use all forms of communication to engage with them.



What kind of Food are we going to eat?

Food will include both local and continental. Please let John as soon as possible if you have any dietary requirements or food allergies that we need to be made aware of so we can plan ahead of time for ingredients.

We will employ a local cook to provide meals, which will be mainly traditional dishes, but we will also be using local restaurants as the itinerary is very transient. The Ghanaian diet is full of starchy foods with rice, beans, maize meal and root vegetables all being standard. Sometimes meals will be accompanied with simply prepared meat and most all will have some locally available vegetables or fruit.

You will become very well acquainted with 'Fufu' during your time in Ghana. It's made using plantain (a lot like a banana in appearance but hard and starchy) and cassava (a woody shrub with edible roots a bit like potato) which are boiled and then pounded furiously to make a dough ball, which is served with soup or stew.

Jollof rice is another firm favorite and is a spicy dish containing rice, peppers, tomato paste, onions and usually some kind of meat or fish. Vegetarians are well catered for as most meals are made without meat, which is then added near the end. If you like seafood you'll be in your element, particularly when you travel to the coast on the second to last night, where you can eat the freshest grilled fish, and try some you may not have had before such as Tilapia and Snapper.

The most traditional of Ghanaian food is served at 'chop bars' offering the equivalent of fast food, which might be just as fast through your system, if your stomach is not accustomed to the food on offer! These chop bars often have quite amazing names as well such as 'observers are worried chop bar' (possibly one to avoid!).

You'll also see people trying to sell you 'grasscutter' at the side of roads. These are quite big rodents, a little like guinea pigs, which are sliced open and stretched out on a wooden cross and then smoked. If all this sounds a little too authentic for your tastes, then don't worry as you will be able to get a western fix when we travel and explore Ghana.

Do I need to bring cash or can I use my debit / credit card?

Visa debit and credit card facilities are readily available so you do not need to bring a large amount of cash. Ensure that your card is set up to be used abroad before you leave home. Visa cards are most widely accepted and you should also bring money to exchange to local currency. Please note that there are no ATMs or money exchangers at your project site so make sure you have some local currency from Accra for your first week until you reach facilities again.

Is it possible to smoke?

Yes, there are designated smoking areas outside the main accommodation where we will be eating. Smoking is not allowed in front of children and whilst working, unless you are on lunch break and not on project site. Please be discreet as smoking is frowned upon.

Will I have internet access?

Unfortunately, there is no wifi at the residence in Shia. John will have a wifi hub with him which allows access up to 5 devices but the strength is best only for checking urgent emails.

The nearest internet café nearest to Shia is in the regional capital of Ho, around a 30 minute drive away.

There is also 3G mobile phone coverage however this can become very costly so it is worth asking your mobile phone provider what roaming packages are available in Ghana if you wish to upload any content to social media when we are travelling away from the village where we will be able to pass by some internet cafes and restaurants to use wifi during free time.

Is there electricity and will there be plug sockets in every room?

Electricity should be available right throughout your stay, but should it not be available alternatives will be provided during 'lights out' (ie power cuts) - paraffin lamps which create a really cozy environment in the evenings and a generator to charge items.

In every room there are standard (UK-style) power sockets.

What happens if there is an emergency?

We provide 24 hour support and you will be given a contact number to use in case of a genuine emergency.

What are the closest Medical Facilities?

Shia has a small village clinic, and in Ho (30 mins drive from Shia) there is large hospital, and Accra beyond that.

Should I bring donations such as educational materials or sports equipment?

Donations are always welcome; however you should not feel like you have to bring anything. However it is always nice to provide the host farming families with some small items from your home country that you may wish to bring and share. T-shirts will go down a treat!

Feedback has always indicated that participants would have preferred to buy donations whilst in-country. The advantages of this are 2 fold, firstly it means that they can provide the most necessary donations at the time of their visit and secondly it means that local traders benefit from goods being bought in Ghana, particular if you spot something that one of your Ghanaian hosts could benefit from that you noticed during your time with them.

Please consult the Project Leader on how to donate items so that we ensure we are being culturally appropriate and respectful.

Is it safe on my project?

We minimize risks to our participants by giving advice on to how to keep safe, how to be culturally sensitive, and how to blend into the community.

Our Projects are all integrated and hosted within small local communities, who all keep a careful watch over our participants and are well away from places such as busy tourist markets and shopping malls. Like any country there are unsafe places, particularly at night. These are well known by everyone and it is extremely unlikely that any participant could accidentally walk into them.

Crime of any kind is rare in the villages where we work, and the local communities deal harshly with anyone who brings shame on the village as a criminal. The biggest risk is from opportunist theft, usually by children who don't know any better. The way to avoid this is by keeping any valuables out of site and in a secure place, and making sure that children do not enter bedrooms or other parts of the house where you have possessions.

Ghana is as safe as any other country to visit if common sense and basic precautions are taken. All our projects are situated in safe areas with staff onsite. For the vast majority of visitors, Ghana is a relatively safe country and with common sense precautions you are highly unlikely to experience any serious problems.

It is widely recognized that visitors are beneficial to Ghana and its people; therefore, they receive a warm welcome in Ghana.

Can I take photos of the children?

Yes, you can take your camera to the project and take photos. Always ask permission when taking photos. You will be given a briefing on arrival about our Child Protection Policy which will go over ways to keep you and the children you will encounter safe from harm.

I'm scared of HIV and AIDS, what are the risks?

HIV is a blood bound infection. You will not contract HIV through playing and touching the children. We do not know the HIV status of all the children we work with, therefore if there is an accident involving blood let your project leader take control.

How many people sleep in a room?

In Shia each room has a double bed, which is big enough for two and so have a think about who you would like to be paired with, although we will also be using single mattresses that will be spread across the floors with bigger rooms as are there are limited beds in the Shia House.

Will there be a possibility to go shopping, (for food or groceries etc.) while on the project, or are we just staying at the MAD accommodation?

Yes, there are local markets and shops that are easily accessible throughout your stay.

Where can I do my washing?

Please let your crew leader know if you want to have laundry done and leave about around £3 per bundle as a tip for your hosts who may offer to do it for you. You are also welcome to buy your own washing powder and do your own.

What to Bring

- Comfortable hiking type boots (with ankle protection for the cocoa farms)
- Raincoat (or light poncho) should there be showers (unlikely)
- Jeans or long trousers (to avoid scratches) and long sleeve shirts for the farm visits.
- Comfortable shoes or sandals for relaxing in the evenings.
- A thin Sleeping bag and pillow or duvet cover/sheet (at night it remains hot and humid)
- Sunscreen, Mosquito repellent and net
- Personal medication
- Headlamp (a flashlight will work too, but we recommend headlamps for their convenience)
- Refillable Water Bottle
- Work gloves
- Toiletries: you can always buy essentials in Ghana when you arrive such as washing soap, local mobile sim cards (if you have an unlocked device) and top ups, and other simple amenities.
- Medical: band aids, painkillers, antiseptic gel, wipes etc. (there is a medical kit in the house for more serious problems).
- Beach shoes, swim wear and towel

Other Information

- The climate through the day is very warm and sometimes humid so light coloured, loose clothing is preferable. For girls especially it is important to not be too exposed in the village – short shorts and skimpy tops are not appropriate for the village and may mean you receive unwanted attention. This can be avoided by wearing longer shorts / skirts and t-shirts / tank tops which are not revealing.
- In general, clothing should be lightweight, tough and casual. The days in Ghana are hot and humid year-round, with the highest temperatures from December to March and rain most likely from April to September (which you should therefore miss).

Language

Although English is the official language of Ghana, over 75 African languages and dialects are spoken throughout the country. Ga is the most widely used African language in the capital. In Shia, Ewe (ay-way) is widely spoken:

English

Welcome

Welcome response

Good morning

Good afternoon

Good evening

Good morning response

How are you?

Fine, thanks

Thank you

Ewe

Wezo

Yo

Ndi

Ndo

Fie

Ndi pometo

E foe

Eē

Akpe



See you in Ghana!