



SIV: Social Entrepreneurship in Ghana

Spring 2020
Information Session

Map of Ghana



About Ghana

- Ghana is located in West Africa
- Ghana's 2019 population is 30M
- The official language is English
- Christianity is the predominant religion
- The Ghanaian government is a stable democracy
- Rural areas still follow customary law regarding local matters
- The capital of Ghana is Accra



SIV Goals

Entrepreneurship

- Learn by doing: help incubate community-owned businesses in an underserved environment using social entrepreneurship
- Stimulate homegrown entrepreneurship as a tool for economic development

Volunteer

- Deepen our commitment to community service
- Develop empathy and become more culturally aware

Cultural Immersion

- Expose ourselves to new cultures as part of our business leadership training

Leadership

- Gain perspectives on the world as future business leaders



**Experiential Social
Entrepreneurship!**

SIV Course: 3 credits + Service Learning Trip

**Stern International Volunteers: Ghana
(BSPA-UB 2000)**

3-Credit Course that counts towards

- Co-Concentration in Sustainable Business
- Stern's Social Entrepreneurship Minor
- Stern's Global Business Concentration
- Wagner's Public Policy & Management Minor

In this discussion-based course students will:

- Study key aspects of Ghana's history, economy & culture
- Complete consulting projects building upon social enterprises incubated by previous SIV Ghana classes
- Engage in meaningful volunteer projects in the community
- Become immersed in Ghanaian culture
- Learn to confront real life business challenges

SIV Ghana: Our History



About Waodze Tsatoe

- Population of 500
- Located in the Eastern Volta Lake Region
- Limited electricity, lacking internet connectivity, no nearby health clinic
- Fishing and farming are primary vocations
- In 2015, NYU Stern partnered with the village of Waodze Tsatoe (WT)
- Stern students & faculty have traveled to this village over the past 5 years to incubate, develop and grow several social entrepreneurship projects (e.g. school, latrine, Batik cooperative, farm, bore well, etc.)
We now have a strong relationship with this community.



2015 – Year 1

Volunteer Work, Data Collection & Getting to Know the Community



- Construction of first public latrine for the village
- Teaching in makeshift local elementary school
- Surveying villagers on need-gaps in health, employment, sanitation, energy & education
- Listening & engaging with the community

2016 – Year 2

Education, Artisan Business & Clean Water Enterprise

Incubated a Batik Artisan Business

Funded initial working capital for fabric, supplies & training



Permanent elementary school

Raised funds to construct a permanent elementary school



Clean Water Business

Fundraised construction of clean water bore hole to jumpstart a community-owned water business



2017 – Year 3

Business Processes, Batik Shed, Computer Lab & Library



- Construct Permanent Batik Shed
- Establish computer lab & library
- Implement board governance procedures for water & artisan businesses
- Lead classes in basic Accounting,
- Marketing & Customer Service





2018 – Year 4

Sewing Room, Strategic Assessment for Amenuveve Batik Cooperative & Mango Plantation



Establish a Mango
Plantation/Farm



Built Sewing Room to create
higher value products



2019 – Year 5

- Explored a new business for Tsatoe: Vegetable Farm or Fish Farm?
- Finished Bio-Fill Latrine for Tsatoe School
- Teaching English as a Second Language
- Professional Amenuveve Catalogue created
- Computer Lab conceived
- Health Education sessions led by Nurse Dela & students





Tentative Social Entrepreneurship Projects

In groups of 4-5 students, each team will plan & implement one social entrepreneurship and one volunteer project.

Volta Pads – Create a business plan to produce reusable & affordable sanitary products as a social enterprise, with the objective of decreasing school absenteeism/shame due to menstruation & increase health/sanitation.

Tsatoe Vegetable Farm – Create templates for financial reporting including sales, wages and other expenditures, profits. Develop P&L and train on-ground team. Develop business model for future expansion onto more acreage with irrigation system. Explore challenges pertaining to transportation, water, customer base. Explore funding sources such as grants.

Amenuveve Batik Center – Exploring the Accra Market with Vida Zogli, manager of Amenuveve. Re-validate business model. Further develop Amenuveve brand story



Tentative Volunteer Projects

Clean Water Enterprise – Evaluate business model, make recommendations for tightening systems and processes and for future growth.

School – Teach classes at the local school. Organize the library.

Adult Training – Teach English as a second language to adults in the community. Teach IT and computer skills to adults and school teachers





A Typical Day in Waodze Tsatoe (WT)

MORNING

- Early wake-up
- Breakfast at Hotel
- Travel to Waodze Tsatoe (40-50 mins)
- Morning work - volunteer projects
- Lunch at WT & group reflections

AFTERNOON

- Social entrepreneurship sessions with community stakeholders
- Cultural immersion activity, i.e. cook with family, observe fishing/agriculture, sports & games with children, visit local crafts people, observe local market, etc.
- Depart WT to Hotel
- Dinner at hotel







NYU Accra Partnership

NYU Stern partners with NYU Accra to ensure a sustainable and enriching experience

- Students will be accompanied by two Stern faculty, one Stern staff administrator and a NYU Accra staff members who will provide guidance & support.
- Students and faculty will be housed in hotels during their travels in Ghana
- All meals will be catered & bottled water will always be provided

SIV Ghana: Other Site Visits

Historical

- Accra City Tour
- Osu Slave Castle

Cultural

- Market Visit
- Cooking with Families

Environmental

- Wli Waterfalls

Social Entrepreneurship/Business

- Cocoa farms
- Cargill Factory



SIV Participant Responsibilities

- Enrollment in SIV Seminar Course (BSPA-UB.2000)
- Strong interest in social impact
- Enthusiastic participation in all activities both here & in Ghana
- Active engagement in service work & reflective discussions
- Commitment to interact with fellow students, faculty, staff and community members
- Adherence to Stern travel code of conduct, Stern honor code and nonprofit partner policies
- Ample time to fulfill course requirement & trip responsibilities

Spring 2020 Class & Trip Details

NYC Class dates

- January 30, 2020 – May 7, 2020

Class Meeting Time

- Thursdays
- 9:30am – 10:45am



Tentative Travel Dates: Spring Break 2020

- Arrive in Ghana on Friday, March 13, 2020
- Depart for USA on Saturday, March 21, 2020



Program Fee

Estimated Expenses

1. Students pay Spring 2020 NYU tuition & fees for this course.
2. In addition, a trip fee is required of all participants. Program fee is TBD, last year was \$1,800.

Trip Fee Covers:

- Round trip transportation from/to airport in Ghana, all hotels, service site & cultural activities
- All Housing (hotels)
- All Meals (breakfast, lunch, dinner)
- Costs to NYU Accra: volunteer experience & supplies to the community

Additional Course Expenses: Student Costs

Estimated Expenses

1. Airfare to and from Accra (\$1200 - \$1500). NYU may do a group booking for everyone.
2. Passport Fees (\$110 - *only if you need a passport*)
3. Visa Fee (\$70)
4. Immunization Fees (approx. \$300)
5. Personal Expenses (approx. \$200 for souvenir & snacks)



Stern Scholarship Information

Stern Scholarships are available – indicate interest in online application statement

- Scholarships are available and will be awarded based on financial need.
- Award amounts vary and will assist with the Trip Program Fee, however scholarships do not cover other program expenses.
- An updated FAFSA or CSS profile must be on file with NYU.
- A Short Statement of Need (300 words or less) should be submitted to uc.international@stern.nyu.edu no later than **12:30 pm on Friday, November 22nd**.



Eligibility

- Stern Freshmen, Sophomores,
*Juniors and Seniors in good standing with Stern and the University
- Minimum 3.0 GPA
- Students must be based in New York City during the Spring 2020 course term and throughout the service trip's entirety.



- **The MULT-UB 11 International Studies Program (ISP) course is required for all B.S. in Business students, however the ISP trip is optional.*
- *Since the SIV trip to Accra is over Spring Break, Juniors who are accepted into the SIV program will travel to Accra instead of traveling on ISP.*

Enrollment Process & Timeline

- No application required this year!
- Students will register themselves via NYU Albert (open enrollment as long as space remains available in the course)
- Note: All students who register for this class after the week of November 11th must e-mail uc.international@stern.nyu.edu and submit their trip payment within ten days of registering.
- **Week of November 11th** - Students must register themselves via NYU Albert (open enrollment as long as space remains available in the course)
- **Friday, November 22nd** - Scholarship requests due by 12:30 pm
- **Tuesday, December 3rd - Deadline to Submit Contract**, Passport copy, and non-refundable Trip Program Fee (see below)

Passport & Tourist Visa: Required!

- Passports: must be valid for 6 months beyond travel date (September 2020)
 - US Passport Info:
 - <http://travel.state.gov/passport>
- Visa: Students are responsible for securing a Tourist Visa
 - Visa Info:
 - www.ghanaconsulatenewyork.org/visa.html



Health & Safety

Chaperones: Students will be accompanied during the entire trip by 2 Stern faculty and 1 Stern staff member.

Housing: Students and faculty stay in hotels during their travels in Ghana

Meals: All meals will be catered

Water: Bottled water will always be available

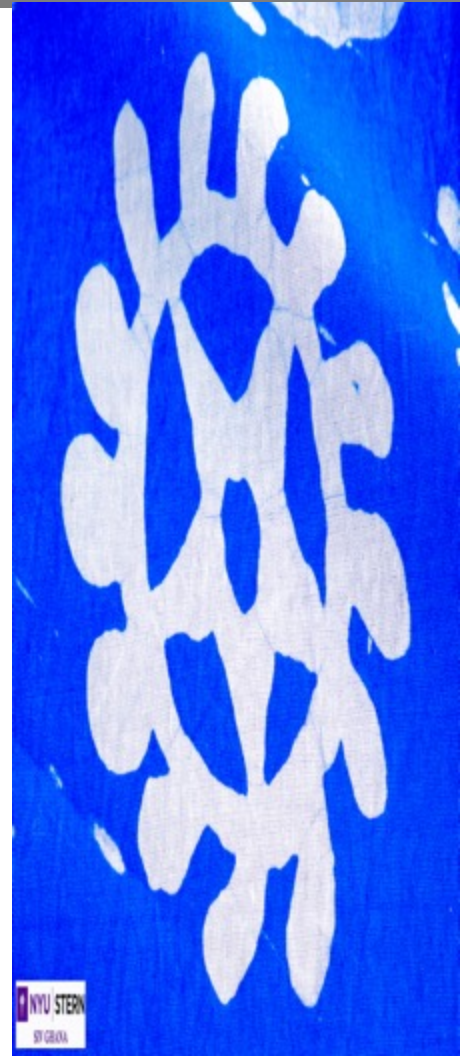
Safety: A nurse will accompany the students during the entire trip

Health Insurance:

All students covered by travel health insurance

In Country Transportation:

Students will travel together on a chartered tour bus



Immunizations

The Center for Disease Control recommends these immunizations for travel to Ghana

- Mandatory Vaccinations for **Yellow Fever**
 - Proof of **Yellow Fever** vaccination is required to obtain a visa
 - Anti Malarial medication strongly recommended
 - Recommended vaccinations: Hepatitis A, Hepatitis B, Typhoid, Meningitis & Polio Booster

NYU Health Center's Office of Travel Medicine provides these vaccinations.

- Not included in your health plan & cost approx. \$300. We recommend checking with your parents about other insurance coverage

Who do I contact?

International Exchanges & Special Programs

Tisch Hall, Sixth Floor

uc.international@stern.nyu.edu

Prof. Kowal: rkowal@stern.nyu.edu

Prof Taparia: htaparia@stern.nyu.edu

www.stern.nyu.edu/siv

A woman with dark skin and braided hair is seated in a workshop, working on a large piece of fabric with a vibrant, multi-colored geometric pattern. She is wearing a green and white patterned top. In the background, other people are visible, and various pieces of patterned fabric are hanging on lines. The setting appears to be a traditional or artisanal workspace with wooden pillars.

For more information visit:
stern.nyu.edu/siv

We welcome your Questions & Comments

