



**Escape Poverty (EP)-Africa**

*Creating wealth and opportunities for poor communities*

## **CORPORATE PROFILE**

### **ESCAPE POVERTY (EP) - AFRICA**



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## 1.0 ABOUT ESCAPE POVERTY (EP) - AFRICA

Established in December 2013, Escape Poverty (EP) – Africa is a non-political and non-governmental organization based in Ghana. The Organization specializes in the following areas: Climate Change Mitigation and Adaptation, Women’s Economic Empowerment, Business Incubation, Agribusiness and Rural Entrepreneurship Development, Research, Monitoring and Evaluation, MSMEs Managerial Capacity Building and Business Development Services (BDS) Delivery, Youth Entrepreneurship, Vocational and Technical Skills Development, Financial Education for informal SMEs and SME Associations, Transparency and Social Accountability, Human Capital and Organizational Development as well as Green Industry Development.

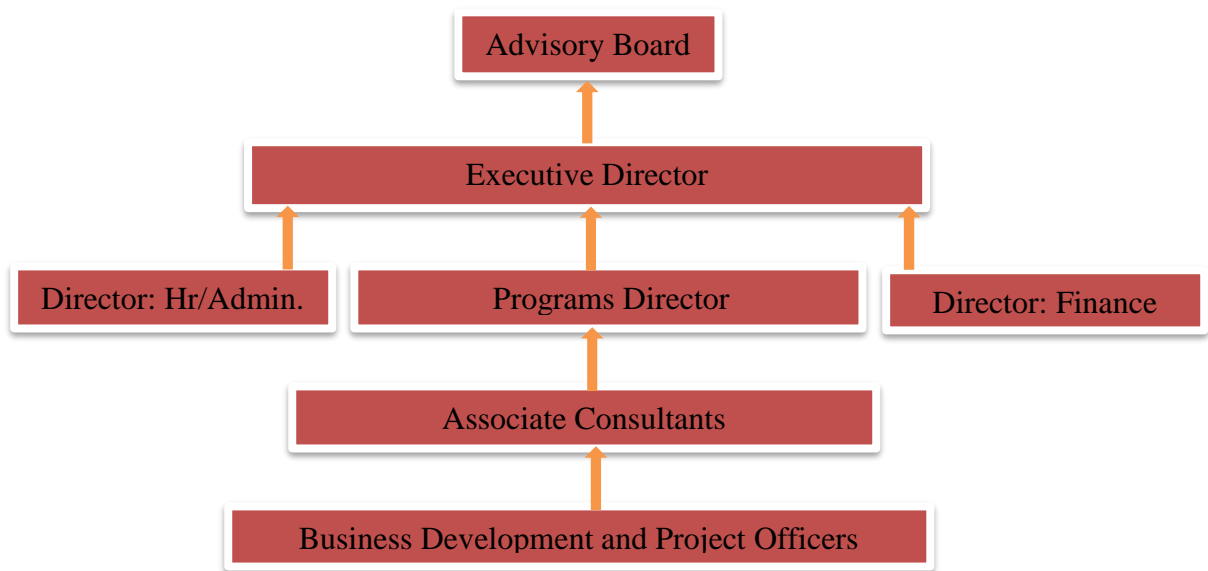
The organization works to achieve inclusive economic development, wealth and prosperity for all young people in Africa by harnessing private sector potentials to contribute to industrial development, poverty reduction, transparent and accountable institutions and communities.

EP – Africa works to support efforts at enhancing the contribution of the private sector to industrial development and poverty reduction.

It is a credible organization (not involved with terrorist activities) with adequate management and financial resources to perform any contract within its scope of services. Moreover, EP-Africa has excellent records of performance history, integrity and business ethics. We are also registered with relevant Government Agencies such as Ghana Revenue Authority (GRA) and the Registrar General’s Department.

For more information about our operations please refer to [www.escapepovertyafrica.org](http://www.escapepovertyafrica.org).

## 1.1. Corporate Governance Structure



## 2.0. VISION

Inclusive economic development, wealth and prosperity for all young people in Africa

## 3.0. MISSION

To build a sustainable Escape Poverty (EP) - Africa that is able to harness private sector potentials to contribute to industrial development, poverty reduction, transparent and accountable institutions and communities

## 4.0. OUR CORE VALUES

The core values which guide and govern the organization's daily interactions with customers and industry stakeholders are:

- Integrity
- Professionalism
- Respect for Diversity

## 5.0. KEY FOCUS AREAS

- Extractives (Mining, Oil and Gas)
- Renewable Energy and Environment
- Micro, Small and Medium Enterprises (MSMEs)
- Agricultural value chains (Cocoa, Oil Palm, Cashew and Coffee)

## 6.0 OUR WORK

Escape Poverty (EP) – Africa's work encompasses the following:

### 6.1 Climate Change mitigation and adaptation

Climate-smart agriculture (CSA) is an approach that helps to guide actions needed to transform and reorient agricultural systems to effectively support development and ensure food security in a changing climate. CSA aims to tackle three main objectives: sustainably increasing agricultural productivity and incomes; adapting and building resilience to climate change; and reducing and/or removing greenhouse gas emissions, where possible.

Escape Poverty (EP)-Africa works to address climate change by promoting Climate-smart agriculture (CSA). We teach farmers particularly, Cocoa Farmers best farming and environmental practices. We nurse and distribute shade trees for Cocoa Farmers and coach and mentor farmers to plant shade trees on their Cocoa farms.

## 6.2 Women's Economic Empowerment

Escape Poverty (EP)-Africa defines women's economic empowerment as the process by which women increase their right to economic resources and power to make decisions that benefit themselves, their families and their communities. Investing in women's economic empowerment sets a path for poverty reduction and for equality between men and women. Escape Poverty (EP)-Africa works to ensure that poor women have access to a full range of suitable and affordable financial services critical to withstand shocks and fulfil their economic and social potential. We empower women to build better livelihoods, earn more income, and create businesses that provide jobs and boost local economies. With improved financial security, other areas of women's lives also improve: they can afford health care, purchase uniforms for their children, and are more likely to play a leadership role in their communities.

Around 2 billion poor people around the world – particularly women – are financially excluded and women and girls make up the majority of the poorest people in the world today. Women continue to earn on average only 60 to 75% of what men earn. Laws in many countries restrict women's economic opportunities, dictating the types of jobs that women can do, or giving husbands the right to prevent their wives from accepting jobs. Women bear disproportionate responsibility for unpaid care work: women devote 1 to 3 hours more a day to housework than men; 2 to 10 times the amount of time a day to care (for children, elderly, and the sick), and 1 to 4 hours less a day to market activities.

The disadvantages and discrimination faced by women and girls severely limits women's and girls' ability to lift themselves out of poverty. As a result, women are more likely to work in informal, low-wage jobs with exploitative and unequal working conditions, and have restricted access to affordable, quality financial products and services, like a savings account or small loan. Only 37% of women in poor countries have access to basic financial services. Escape Poverty (EP)-Africa focuses its efforts on four key pathways where it believes it can have the most impact – financial inclusion, entrepreneurship, dignified work and inclusive value chains.

### A. Financial inclusion

Escape Poverty (EP)-Africa facilitates formation of Village Savings and Loans Associations (VSLAs) to foster women's economic empowerment. VSLAs allow the most vulnerable to efficiently save and invest small amounts of money to grow a new business. These saving programmes also give women and girls vital financial skills to build their businesses by providing training in savings, loans and financial literacy.

## **B. Entrepreneurship**

Escape Poverty (EP)-Africa helps women gain access to basic financial services such as bank accounts and to business skills training. Combined with efforts to strengthen women's economic decision-making power and develop a more supportive environment in both the household and the community, this enables more women to start businesses, leading to financial independence.

## **C. Dignified work**

Escape Poverty (EP)-Africa works with women to ensure they have a workplace that provides adequate wages and safe working conditions, where they are protected from sexual and gender-based violence. For example, Escape Poverty (EP)-Africa works to improve occupational health and safety through the creation of industry standards, and to reduce workplace harassment to protect the primarily women and girls.

## **D. Inclusive value chains**

A value chain is the series of activities required to bring a product from its design and manufacture to consumers. Including small-holder farmers and women in value chains and ensuring that they receive their fair share of profit means a more equal share for everyone as a country's economy grows. For example, Escape Poverty (EP)-Africa works with small rural associations, municipal governments and national ministries to prioritize local economic development and fund small businesses in key value chains, such as Cocoa, Oil Palm, Cassava and groundnut, in addition to providing training on gender equality awareness at the local and municipal levels.

## **6.3 Business Incubation**

The goal of Escape Poverty (EP)-Africa's incubation program is to produce successful youth-owned enterprises that will leave the program financially viable and freestanding. Escape Poverty (EP)-Africa provides management guidance, technical assistance, and consulting services tailored to the needs of new enterprises.

Our incubation program includes but not limited to the following:

- Capacity building of the youth to ensure entrepreneurial mind-set and spirit development
- Entrepreneurship education; the concept of entrepreneurship, importance of self-employment, entrepreneurial competencies, business opportunity identification, business idea development, Business idea pitching for investment, start your own business, business model development, business innovation and creativity, business planning and growth strategies, financial management and accounting, SME leadership and governance, human resource management, marketing etc
- Delivery of Business Development Services including training, coaching and mentoring, business advisory and counseling, market linkages and improved technology access
- Working with Start-ups to make them investment ready and facilitation of access to finance



- Facilitation of business formalization
- Provision of market information for Start-Ups
- Technical Assistance for productivity and quality management improvement
- Facilitation of access to improved technology

#### 6.4 Agribusiness and Rural Entrepreneurship Development

Many developing countries and economies in transition, particularly those with large rural communities, suffer from inadequate access to food and lack of employment. The problem is compounded by the dependence on outdated and inefficient technologies leading to poor productivity and slow economic growth. Agriculture-based industrial products account for half of all exports from developing countries, yet only 30 per cent of those exports involve processed goods compared to a figure of 98 per cent in the developed world.

In this context, EP-Africa aims to promote sustainable, inclusive business opportunities for the rural poor through agri-business and agro-value chain **(Cocoa, Oil Palm, Cashew, and Coffee)** development. EP-Africa's technical cooperation activities in this regard focus on adding value to agricultural commodities including non-food sectors at various points of the chain of economic transactions that links input providers, farmers, traders, processors, logistic providers, distributors and retailers.

Through its technical assistance, EP-Africa links resources and markets in the agribusiness value chains **(Cocoa, Oil Palm, Cashew and Coffee)** and strengthens forward and backward industrial linkages in order to leg up the economic transformation of rural communities, improve employment and income opportunities, and reinforce sustainable livelihoods.

Agro-industrial activities benefit a number of groups, including poor and marginalized rural populations, urban agro-industries and communities facing human security challenges or requiring urgent supplies of agricultural equipment and the rehabilitation of food industries. Technical cooperation and capacity-building services are provided to agro-based and agro-related businesses and industries, inter alia, in the food, leather, textiles, wood and agricultural equipment sectors.

To carry out its mandate in this area, EP-Africa promotes investment in agribusiness and value chain development; builds partnerships and linkages with strategic financing institutions, capacity building of agribusinesses/SMEs to make them investment ready and facilitation of their access to finance by connecting them with impact investors, commercial finance and blended finance sources. EP-Africa also facilitates agricultural input and output market access for Smallholder farmers, Farmer Based Organizational and Cooperatives Development.



## 6.5 Green Industry Development

Trends in resource use and energy consumption indicate that current forms of industrial production are not sustainable in the long term. Many industrial production systems continue to be inefficient and wasteful and thereby threaten to overwhelm the assimilative capacity of our planet. In order to reverse these developments, industries need to improve their energy efficiency, reduce their resource consumption and curb the release of harmful by-products.

This calls for new approaches towards industrial development. Building an inclusive and sustainable economy requires greener industries and enterprises. Substantial steps in innovation, investment, implementation and mainstreaming are necessary to improve current systems of industrial production to enable them to actively contribute to environmental and socio-economic progress. The greening of industries and enterprises provides stability and resilience to economic development and improves job and income security, energy reliability and human wellbeing.

In line with the above, Escape Poverty (EP) – Africa works with Small and Medium Enterprises to reduce waste, improve their energy efficiency, reduce their resource consumption and curb the release of harmful by-products.

## 6.6 Monitoring and Evaluation

EP - Africa enables your (network) organization to capture, understand and learn from the results of your interventions. Together we design and implement a sound baseline and/or evaluation system that enable you to learn from past achievements to increase your future impact, whilst taking care of your accountability requirements.

- We cover your entire evaluation agenda, from baseline and mid-term to end-evaluation
- Our proven rigorous evaluation methods recognize and capture the non-linear and unpredictable aspects of social change
- We provide insight into the actual pathways towards social change and the significance of your contribution
- We go the extra mile in translating your evaluation findings into actionable steps for improvement
- We also specialize in M&E Framework and M&E Plan Development for projects/programs and businesses

## 6.7 Research

- Feasibility studies
- Desk research
- Social research
- Business research
- Market and marketing research
- Institutional research
- Benchmark studies
- Policy research
- Project social impact assessment
- Project economic impact assessment
- Project environmental impact assessment
- Local content and CSR advisory and planning

## 6.8 Managerial Capacity Building and Business Development Services for SMEs

- **EP-Africa Master Classes:** Business Idea development and Pitching Training, SME Governance and Leadership Training, Business Model Development and KAIZEN
- SMEs diagnosis studies
- Provision of market information for SMEs
- Technical Assistance for productivity and quality management improvement
- Facilitation of access to improved technology
- Coaching and mentoring of SMEs to develop and implement operations enhancement plans
- Business advisory and counseling services

## 6.9 Youth Entrepreneurial, Vocational and Technical Skills Development

- Youth entrepreneurial mind-set development
- Start-Your Own Business Training
- Managing your own business training
- Boys and Girls Skills for Life (BoGSiL) Initiative; Leadership, Assertiveness, Team Work, conflict management, Public Speaking and communications, Critical Thinking and problem-Solving and networking Skills training for Teenagers.
- Agro-processing and agribusiness training programs
- Facilitation of industrial placements for the youth to acquire relevant technical and vocational skills
- Establishment of entrepreneurship Hubs in less endowed secondary and Tertiary Schools to produce new breed of future entrepreneurs

## 6.10 Human Capital and Organizational Development

- We provide recruitment services for SMEs and large companies
- Organizational capacity assessment
- Organizational development planning and implementation

### ***Training and Development Services:***

- Business Idea development and Pitching Training, SME Governance and Leadership Training, Business Model Development and KAIZEN
- Corporate governance and leadership
- Finance and accounting for non-finance and accounting professionals
- Sales and customer relationship management
- Business operations management
- Business strategy development and execution
- Business sustainability planning and management
- Strategic human resource management
- Marketing strategies
- Goal setting, time management and critical thinking
- Business communication
- Financial management and controls
- Leadership and conflict resolution
- Business planning and growth strategies
- Employee engagement
- Succession planning
- Team leadership and management
- Employee performance management
- Business plan development
- Project management
- Monitoring and Evaluation
- Business forecasting
- Quality, Total Quality Management (TQM) and Quality Implementation
- Financial modeling
- Lean production

### **6.11 Transparency and Social Accountability**

- Promotion of women and youth interest and participation in local governance
- Empowerment of the youth to demand accountability and hold leaders accountable
- Promotion of transparency and accountability in business; empowerment of the youth to demand transparency accountability and hold companies accountable for statutory, environmental, local content and community development commitments, international requirements and standards.
- Local governance systems strengthening; improving budgeting and financial management processes of local governance institutions

### **6.12 Financial education for the informal sector and small and medium enterprises**

Despite the significant progress that has been made in recent years with regard to poverty reduction, the socio-economic development in Ghana faces the challenges of insufficient social security and unequal distribution of economic opportunities, income and wealth. In the financial sector particularly, the upper income group benefits from a positive market development. The percentage of Ghanaians who hold a bank account has, for example, increased from 29% in 2011 to 35% in 2014. However, financial products are often not aligned to the needs of low-income population groups and small and medium sized enterprises (SMEs). According to the Global Findex database, 34% of women and 35% of men hold an account at a formal financial institution in Ghana. Approximately 85% of the economically active population of Ghana is working in the informal sector. A core problem in the financial sector is the lack of understanding and appreciation of the need to patronize formal financial products and services; especially insurance.

In order to address this problem, Escape Poverty (EP)-Africa provides financial education for SMEs and local traders associations

## **7.0. OUR METHODOLOGY/APPROACH**

EP-Africa works with renowned Research Institutions and Universities, Key Private Sector Actors, Training and Capacity Building Institutions, Industry Associations, Impact Investment Firms, Development Finance Institutions and International development agencies, Farmer Based Organizations and Cooperatives aimed at creating opportunities for the youth to escape poverty and lead healthy, fulfilling lives of self-reliance and dignity.

The organization is composed of a team of Associate Consultants with over 10 years' experience and expertise in the field of development spanning financial management and accounting, resource mobilization, program and project management, monitoring and evaluation,

agribusiness development, entrepreneurship and enterprises development, environment, economics, transparency and good governance. We leverage on the experiences and expertise of all team members in the successful delivery of assignments for our clients.

EP-Africa adopts partnership approach to service delivery. Partnerships are a “soft-side” component to doing business successfully, domestically or globally. EP-Africa sees partnerships as structured relationships, which can be formal, informal, or have a combination of informal and formal features. Partnerships result from individuals and/or organizations connecting, then engaging for a specific purpose.

Partnerships have many benefits to individuals and organizations. First, partnerships can bring needed connections, credibility, stature, influence, etc. Second, partnerships allow enterprises and organization to add capability, capacity, and resources to their own. This can help organizations implement and execute existing strategies and operations more effectively and allow them to tap new opportunities and markets they could not reach on their own. The substance of organizational partnerships includes activities, actors, and resources specific to the partnership. The interaction of these elements leads to new value creation, providing a unique competitive space for partners involved that is difficult to imitate.

The full potential of partnerships is undeveloped in traditional approaches to developing and managing them. Most methodologies are focused on either the soft-side (relationship) or hard-side (contractual/legal) issues. The EP-Africa partnership Framework focus is different. We focus on developing and managing partnerships, which create unique competitive blueprints, and from them business opportunities, products, services, and markets can be created.

## 8.0. OUR ACHIEVEMENTS, TRACK RECORD AND EXPERIENCE

#	Client	Duration	Contract Value	Assignment and key achievements	Reference
1	<b>Touton Ghana:</b> Touton S.A., a France-based company established in 1848, is one of the leading companies in the trading industry. Touton is partnering PBC, and Eliho Ghana Limited to source cocoa in Ghana for the world largest manufacturers and processors.	March - August, 2019	USD181,000	<p>Touton/Escape Poverty (EP)-Africa Farm Development Plan (FDP), an initiative to guide 1900 Cocoa farmers develop business cases for their farm enterprises and put in the required investment with return on investment over a seven-year period.</p> <p>It includes the use of FDP app on mobile devices developed by Grameen Foundation that creates digital farm development plans (FDPs), which serves as a planning and monitoring tool. It serves as a decision support tool to advise farm households on farm practices and investments towards a more sustainable future.</p>	Ernest Dwamena, Ghana Country Manager, Sustainable Sourcing, Touton <a href="mailto:e.dwamena@touton.com">e.dwamena@touton.com</a> +233505359315/+233244973366
2	Global Affairs Canada funded West Africa Governance and Economic Sustainability in Extractive Areas - WAGES Project implemented by World University Services of Canada (WUSC)	January-April 2019	USD27,700	Provision of Business Development Services to 5 SME Associations with a total membership of 150 entrepreneurs to strengthen their capacity and improve their access to financial services	Kofi Nkansah Sarkodie Economic Development Advisor WAGES Project World University Services of Canada (WUSC)-Ghana <a href="mailto:knsarkodie@wusc.ca">knsarkodie@wusc.ca</a> Mobile: +233244631587
3	Global Affairs Canada funded West Africa Governance and Economic Sustainability in Extractive Areas -WAGES Project implemented by World University Services of Canada (WUSC)	1st-20th August, 2018	USD 6,200	Research aimed at identifying best practices and mechanisms in the field of entrepreneurship development and access to finance in the context of Prestea-Huni	Kofi Nkansah Sarkodie Economic Development Advisor WAGES Project World University Services of Canada (WUSC)-Ghana

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				Valley Municipality and Wassa East District of the Western Region of Ghana	<a href="mailto:knsarkodie@wusc.ca">knsarkodie@wusc.ca</a> Mobile: +233244631587
4	DFID/UKAID Funded Western Regional Coastal Foundation (WRCF) Program implemented by DAI.	1 <sup>st</sup> May -13 <sup>th</sup> June 2018	GBP12,450	Aquaculture Project Terminal Evaluation	George Owusu Monitoring and Evaluation Manager Western Regional Coastal Foundation (WRCF) Project of DAI +2336845722 <a href="mailto:Georgeowusuk@yahoo.com">Georgeowusuk@yahoo.com</a>

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