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**Professionally Eco-friendly Resource Management Solutions**

**EcoCare Waste Initiative**

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**REPORTS ON ECOCARE TEAM MEETINGS TRANSFORMATION**

**INTRODUCTION:**

This is a report puts together team meetings held in EcoCare since its conception in 2016 that have led to the development of the EcoCare into what it is today. It is basically the putting together of the various minutes that were being recorded – just as they have been documented – to paint a picture of how the vision was being captured and shared since, the team formation and the kinds of that have come and go etc. It will be presented in an Appendix form in a chronological manner.

**APPENDIX A: ECOCARE TEAM MEETINGS THAT WERE HELD IN 2016 – THE CONCEPTION**

A1. FIRST MEETING OF ECOCARE TEAM, 2016

Report is missing. However, the Founder, **Jackson Nyarko**, had some informal meetings with some random friends to share about his intention to enter into the Switch African Green (SAG)-SEED Business Idea Competition. He was leveraging on his prior experience in Conservation Biology, to contest with an idea for the Waste Management challenge track of the 4 tracks presented by SAG-SEED. Jackson had passed through the Expression of Interest stage and was invited to build a team for the next phases. The initial concept notes for Workshops and Incubation phases required formation of teams of minimum of 3. So he discussed the skills sets of his friend **Frank Yeboah** (then a Credit Officer for a Bank), who bought into the idea and offered his consent to be added to the team. Frank also introduced his younger brother **Felix A. Yeboah** who was then a final year undergraduate Environmental Science Engineer at the University of Energy and Natural Resources.

This 3-member team then refined Jackson’s initial insights for the concept notes submission, and started preparing to enter into the next phases. Jackson and Felix represented at the first and second SAG-SEED Starter Workshops in July and August 2016.

They had the second team meeting in September, where they had now gained interests of some other friends to grow the team to 5. Report of the second meeting follows.

A2. SECOND MEETING OF ECOCARE TEAM, 2016

**Date: 3rd September, 2016, Venue: Prosuccess Consult Office**

**Agenda:**

1. Introduction to EcoCare and its Membership/Team Building – Jackson

2. Updates on SEED Workshops and Supports

(a) The Competition – Jackson

(b) The First and Second Workshops on 14th – 16th July and 4th – 5th August, 2016 respectively

(c) Assignments and Way forward

3. Proposals and Crowd-funding campaigns

4. Way forward – Making the Project a reality

(a) Registration of the project (b) Partnerships (c) Shares (d) Roles/Responsibilities

5. New concerns

**Notes:**

Meeting was Chaired by: Jackson

Meeting started at 12:30pm with opening prayer by Felix

AGENDA 1: Introduction and Membership

a. EcoCare was briefly introduced by Jackson – touching on how it came about as a result of SEED Business Idea Competition called the SEED Starter Months, Ghana, which was going on in Accra; and he, Frank and Patience wanted to contest. They took up a **Waste Management** challenge out of Tourism, Manufacturing and Waste Management challenges. Team EcoCare was selected among 14 out 59 applications. Before the SEED Starter Workshops Felix was brought on board to attend the workshop with Jackson.

b. The current team membership (skills brought on board):

* Patience Coffie – Education; Relationship Building; Promotion
* Frank Yeboah – Accounting; Customer Relationship; Financial Management
* Jackson Nyarko – Business Management; Negotiations; Product Design; Advocacy
* Felix Ankamah Yeboah – Technical: Resource Management, Solid/Organic Waste
* Isaac Ntim – Marketing; Promotion; Sales

We expect to later welcome another female who has shown interest in joining us.

**AGENDA 2: Updates on the SEED Workshops**

a-c. Jackson and Felix attended the SEED Starter Workshops, where they received training for the business development aspect – so they recalled to the house all that the workshop was about and the expectations of SEED from us.

SEED expects us to raise $500.00 dollars through Crowd funding campaigns – to be able to win the next stage of technical support from them.

**AGENDA 3: Project Proposal and Crowd Funding Campaign**

a. We reviewed together, the main points of the proposal drafted for the fundraisers. Each member is supposed to grasp the concepts that we will be using to sell the idea – such as the Problem statement, Solutions, Goals/Impacts and our Target for the fundraising as well as benefits to those who will donate.

b. We discussed some fundraising activities that we can use to raise the $500 dollar requisition from SEED before the deadline the 23rd October, 2016. Example

* Social Media Poster campaign – by an artist MTN Mobile money, VodaCash
* Charity games – KeepFit clubs, 2nd Division teams, Drivers etc
* Charity marathon – Jackson,

**AGENDA 4: Way Forward – Making the Project a Reality**

a. Registration: going forward we agreed to register EcoCare with Registrar General’s Department as a partnership between the current team members; and later open to others to join the partnership and probably have shares etc.

**AGENDA5: Other Issues**

a. Responsibilities for the way forward

i. Design a Crowd Funding Campaign poster – for Social media fundraising towards the $500 requisition from SEED by 23 October, 2016.

* We must launch the Social media campaign by 23rd September
* Jackson, Frank will design scripts and hire assistance of Sekyere to do the design
* Felix will keep the accounts coming into our e-money lines – MTN MM + VodaCash sponsored by Felix and Frank respectively
* Jackson and Isaac – will follow up on the opinion leaders and others associated with the fundraisers (e.g. Keep Fit clubs, Football Teams etc)

ii. Researches to be done by the end of October while we prepare to launch the Crowdfunding Campaign and subsequent outdooring of the project

* Isaac – to find out more about paper recyclers in Kumasi – as our potential partners
* Felix, Jackson – to find out recycled paper products that we can start with
* Jackson – is looking into composting of household organic waste

iii. Registration of the project

* Frank – links us to get forms and registration process – by 9th September
* We should register with the RDG and Municipal assembly – by the 23rd September

iv. Frank and Jackson – will prepare Budget Forecast for the project start-up – by end of October

v. Project to be out doored or at least initiate some of the basic activities – by 30th October, 2016

**Closure:**

Next meeting was agreed and scheduled at Saturday 1st  October, 2016/

Frank moved for the closure at 3:15 pm.

Closing prayer by Felix

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**POSTSCRIPTS:**

THE ENERGY WITH WHICH WE STARTED WITH IN CREATING THE ECOCARE VISION DURING THE SEED BUSINESS IDEA COMPETITION SHOW THAT THE TEAM HAD A FUTURE.

HOWEVER, BY THE END OF THE YEAR UNDER REVIEW I COULD BEGIN TO REALISE THAT THE SELECTION OF THE TEAM WAS NOT THE BEST.

THIS WAS GOING TO HAVE EFFECT ON TEAM ACTIVITIES AND MEMBERS’ COMMITMENT IN THE COMING YEAR.

**APPENDIX B:**

**ECOCARE TEAM MEETINGS THAT WERE HELD IN 2017 – IDEATION**

THIRD ECOCARE TEAM MEETING

**Held On The 7th Of January 2017 At Prosucces Consult Office**

The meeting officially commenced with opening prayer said by Mr Jackson Nyarko.

Members present

Jackson Nyarko

Frank Amponsah Yeboah

Felix Ankamah Yeboah

Akua Kumi Yeboah

The chair (Mr Frank A. Yeboah) briefed the team on the purpose of the meeting. The minutes from the previous meeting was read by Mr Jackson Nyarko.

**Matters arising**

***Crowd funding***: Jackson said that proposal was written to the Chief of Dormaa but was not able to meet him personally. He added that the keep fit club was consulted of which they initially accepted the proposal for the fundraising but later declined. The next option was the online fundraising campaign. He stated that the online fundraising campaign resulted in an amount of Ghc 300.00.

**Agenda**

**Efforts towards launching of the organization**

***Organisation profiling***: Jackson took the team through this section. He commenced with the vision which is to create a world without waste then the mission which seeks to challenge the world’s wasteful paradigm through to the waste collection business. These were comprehensive documented in the document titled ‘Organisation profiling’

Inputs

Miss Akua suggested that future aspirations should be included in the objectives.

On programs and services, Frank suggested that targeted institutions must be studied and called for the redefining of the educational campaigns. This was seconded by Miss Akua who also emphasised that the campaigns should be based on the communities instead of the institutions. Felix also suggested that the education can be centered on waste reduction.

Waste collection business; Frank reminded the team of the green event and added that for collection of waste from institutions the Ecocare can be the channel to the recycling companies.

Miss Akua suggested that Ecocare creates partnership with recycling companies before commencing with the waste collection.

***Site or community to adapt;***Frank suggested that siting the storage points within the town would be alright for the paper and plastics but not for the organics. It was seconded by Miss Akua.

***Business Registration;*** Frank gave a brief report on the progress made on the registration of the business. He stated that the registration is on-going and is being registered as a sole proprietorship hence with Jackson’s profile.

***Team responsibilities;***

Jackson – team leader

Frank – financial and legal

Felix – research and product development

Akua and Patience – Education

Isaac – marketing

Jackson said that time forward, the various team members should start documenting their reports or issues relating to their roles.

**Steps Ahead**

***Launching***; Miss Akua suggested that the registration must be completely done before the launching. The first phase of the intiatives includes;

Education on waste

Waste collection

Recycling site/valley

Launching of ecocare

**AOB**

Frank advised that we go for seminars, workshops, etc. on waste or any information relating to the course/initiatives.

Jackson took the opportunity to officially introduce Miss Akua on the team.

Next meeting: The next meeting was scheduled either on the middle or the ending of the month of February

**Closure**

Without any issues to be discussed the meeting was brought to a close by a word of prayer said by Jackson at exactly 11:34 am.

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**POSTSCRIPT:**

THERE WERE NO MORE OFFICIAL TEAM GATHERINGS IN 2017 BECAUSE MEMBERS BECAME DISTANT AND DEVELOPMENT PROCESS WAS SLOWED UNTIL SEPTEMBER 2018, WHERE WE HAD A MEETING TO REVITALIZE THE ZEAL.

**APPENDIX C:**

**ECOCARE TEAM MEETINGS THAT WERE HELD IN 2018 – BREAKING THE DORMANCY**

FOURTH ECOCARE TEAM MEETING

**End of 3rd Quarter 2018 Team Meeting Held On 3rd Nov 2018, Christ The King Cathedral, Sunyani**

**ATTENDANCE:**

Jackson Nyarko – Technical Director

Frank Amponsah Yeboah – Finance & Administration

Mr Maxwell Osei Bonsu – New Team Member

Isaac Sarfo Larbi – New Team Member

**ABSENT**

Felix Ankamah Yeboah – Research and Development

**OPENING OF MEETING**

Jackson chaired and opened the meeting with an opening prayer at 13:29. He welcomed members, pre-informed that Felix has sort permission to be absent, Frank would be a little late; and introduced the two new members, Maxwell and Isaac to each other. Jackson then mentioned the agenda, and explained that agenda and other information for Ecocare meetings are usually made electronic as part of our company policy to reduce paper waste.

He then gave a short inspiration to challenge members to work hard rallying behind the Ecocare vision; using the analogy that if non-believers work hard at achieving success/wealth to wield power and influence then they will lead/control the world against the interest of believers. On the other hand, if believers work hard to achieve wealth/success and wield all the power and influence in the world, then we could lead/control the world as against the interest of Satan/unbelievers to the glory of God.

**BUSINESS SESSION**

**1. Previous Meeting**

Jackson updated members about the issues that were discussed in the previous meeting that was held on August 31, 2018 at our shared office space with Twum Barima Consult, behind Michael Agyei’s Office Building, Lorry Part, Goaso. Members present were Jackson, Felix, Frank.

At that meeting the following things had been agreed upon which execution let to this today’s meeting and invitation of new members onto the Ecocare Team:

***a. Budget for office and project site***

This is where it came up that we must begin to make some membership contribution as seed fund to get office desk for our shared office space, and to hire a permanent administrative staff.

***b. Strategic Plans to Kick Start Our Economic Models***

We agreed from that meeting that we focus our waste streams on Plastic, Paper and Organic for now. Therefore, Felix was assigned to research and design a concept note on how we can make a product of paper waste for economic purpose – precisely a paper bag prototype. This is completed, yet to prototype. We also assigned Jackson to start contacting Clean Team Ghana to seek partnership for us to collect food waste to distribute to them. Initial contact has been made with ROI, waiting for feedback from Clean Team Ghana, CEO, Mr Kelvin Hughes.

***c. Design New Policy Framework and Strategies***

This included:

* Designing team membership form;
* As part of regularising our Team Membership Members would register at a fee of GHS 100.00 to raise seed fund for administration;
* Documented and our new policy framework – to cover shares, membership etc. (refer to your copy of the New Policy and Strategy for more)

***Questions and Comments on Updates about Previous Decisions***

* Business Registration: Maxwell asked about the registration status and type of business Ecocare was incorporated at RGD. Jackson responded to this that, we are registered Sole Proprietorship with business name ECOCARE WASTE INITIATIVE. It must be on target that we are working hard to be able to migrate into a Limited Liability Company (LLC) by renewal time 2019.
* Stakeholders and Partnerships: Isaac recommended that we work on earning stronger “stakeholder backing”, like the Goaso Omanhene, MCE, Municipal EPA etc
* Publicity and Media Campaigns: Publicity had not been mentioned, so members recommend that we start something consistent like the Ecocare Quotes that Jackson broadcasts. We have to develop a periodic broadcasting/promo about Environment and Sanitation to sell our intentions ahead – using social media.
* Project site: Isaac suggested that we scout for abandoned public warehouses/sites that we can hire/take as lease for our site development – while we look for new site.
* **Social Impact Initiatives:** Maxwell suggested that we can follow up and study a town in Central Region, Assin Kuhyea, which claims to be the Neatest Town in Ghana. We will write a proposal to the Goaso Traditional council, for funding to build Goaso to be the Cleanest City.

**2. New Ideas and Opportunities**

We mentioned some ideas that could be implemented in the kick-start

* ***Ecocare “Borla App”:*** we will develop an app (that also has SMS and USSD messaging) to connect Ecocare subscribers. Through this app/software/website platform, subscribers can receive notifications from us about their waste collection, promotions, fundraisers etc; new clients who are not subscribers can also notify us any time they want us to collect their waste – just like calling for Uber.
* ***“Wastespot” Scouting:*** We will send out Ecocare Volunteers to scout for places in the community (streets, neighbourhoods, roadsides etc) that people are illegally dumbing wastes. They will collect data on why people do that, make a report, and it will help us get more clients.
* ***Survey for Clients****:* After drawing a comprehensive budget for the waste collection, we will survey whole of Goaso to know individuals and households who will be willing to subscribe.
* ***Scalability Plan:*** After kick starting the private waste collection, this is how we plan to expand; **Phase 19-1:** Goaso – 1st – 2nd Quarter 2019**, Phase 19-2:** Mim and Kukuom – 3rd – 4th Quarter 2019, and target 2020 to go to other municipalities in BA (e.g. Sunyani); we can go international (Togo, Cote D’Ivoire and Burkina Faso) after 3 years of operating in Ghana.
* ***Sanitation Assessment:*** We can do periodic assessment of offices, and our clients homes and communities for those who respect the Sustainable Consumption and Production practices (SCP) that we promote. This is social impact and marketing of Ecocare.

**3. Next Steps (Action Plans) and Targets/Timeliness**

* Renewal of business certificate = done
* Opening of Business account with Opportunity International = completed, bank details left
* Revise budget for kick starting **Private Waste Collection = Initial (GHS 9423.00) + advertisement and branding (GHS 1577.00) = GHS 11,000**
* Raise start-up capital by this rate = **GHS 11000/5 members = 2200 (i.e. 44 shares) per member**. By 9th November, member should indicate their strength and time to pay this quota. If a member cannot contribute all GHS 2200, another member can contribute the additional and earn it as additional shares. Also if after raising all the GHS 11000, a member still has some additional money to add, it will be credited to him as his additional shares. We also agreed that this is a start-up capital and so members (shareholders) will have to only expect share of dividends after two years of operation.
* Conduct “interested client” survey = Launch it by 23-30th Nov 2018; after survey number of set starting clients to 50 depending their location distribution.
* House to House Education: while we scout and survey, or just while we about to start up, we strategically launch a free Environment/Sanitation Education; where we will educate people about sanitation, how to check erosion, segregate waste and solve some environmental problems in their homes.

**4. Members Responsibilities for the Action Plans**

|  |  |  |
| --- | --- | --- |
| **Action plan** | **Timeframe** | **Responsibility (Department)** |
| Coordinate and finalize on when members are paying their start-up capital quota | Monday 5 – Friday 9 November 2019 | Jackson (Technical Director) |
| Design a publicity strategy; Social media coverage etc | Monday 12th November 2019 | Maxwell (Public Relations) |
| Design Education and Advocacy strategy | Monday 12th November 2019 | Isaac (Education & Advocacy); Felix (R&D) |
| Complete the new Ecocare Business Plan (EBP); | Friday 16th November 2019 | Jackson |
| Revise budget; Design financial plan for the start-up capital/execution of the first two phases of 2019 (Phase 19-1 and Phase 19-2) | Friday 16th November 2019 | Frank (Finance & Administration) |

**CLOSING OF MEETING**

Meeting was moved for a closure by Maxwell, with closing prayer from Jackson at 15:00 hour. Minutes recorded and prepared by Jackson Nyarko.

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**POSTSCRIPT:**

IT WAS AFTER THIS FOURTH MEETING THAT WE HAD MUCH ENTHUSIASM WHICH PRODUCED THE FOLLOWING:

1. TEAM MEMBERSHIP FORM – TO BE COMPLETED AND SIGNED
2. NEW TEAM/COMPANY POLICY (DRAFT) – TO BIND MEMBERS
3. PILOT SOCIAL MEDIA CAMPAIGN AGAINST PLASTIC POLLUTION (PLASTIC FREE TUESDAY CAMPAIGN)
4. ROLL OUT OF ECOEVENT CLEANUP SERVICES
5. DRAFT BUSINESS PLAN FOR A WASTE COLLECTION MODEL (YET TO ROLL OUT)
6. DESIGNING HR/TEAM AND PROJECT PLANNING SHEET

[SOME OF THESE ARE DOCUMENTED AND AVAILABLE IN PRINT]

**APPENDIX D:**

**ECOCARE TEAM MEETINGS HELD IN 2019 – BUILDING MOMENTUM**

FIFTH ECOCARE TEAM MEETING

End of 1st Quarter 2019 Meeting Held on May 31, 2019 at Office, Goaso.

Meeting minutes not yet completed and adopted but the following were transpired and discussed:

1. Discussion on our invitation and participation in the Ghana Climate Innovation Centre (GCIC)

* We have passed through the Expression of interest stage and made a live presentation
* We discussed the kinds of feedbacks about our pitch, to prepare for next stage

1. New insights into the plastic pollution challenge and how we can reposition our vision and rebrand Ecocare, revise our business models, restructure our pitch and look at the way forward to selling Ecocare solutions far.
2. Review of our activities projections table and team roles towards our mid to long term goals of building and recycling plant
3. These led us into deliberating further into our tabulated HR and project plan, and a business model blueprint designed by the Jackson, for each team member to create a blueprint for their departmental projects.
4. Members were also assigned to present departmental report for the first half of year under review. [DOCUMENTED AND AVAILABLE IN PRINTS]

**JACKSON NYARKO**

**FOUNDER & CHIEF OPERATIONS OFFICER,**

**ECOCARE WASTE INITIATIVE, GOASO**