



GrandHedge International

THE SHEBLUE INITIATIVE

Empowering Women through Clean Energy and Economic Development

TABLE OF CONTENTS

1. Introduction & Background
2. Strategic Opportunity & Benefits
3. Project Strategy & Goals
04. Target Group & Impact
05. Partnerships & Collaborations

INTRODUCTION & BACKGROUND

GrandHedge International is a Ghanaian-based youth-led organization devoted to transforming livelihoods and building sustainable economic opportunities in local communities. We envision a future where communities in Sub-Saharan Africa are economically sustainable and resilient.





To combat climate change as a result of the use of traditional cooking methods in West Africa and its impact on women, children, and households, the organization aims to establish a training hub that will empower women cooperatives in the production and distribution of ethanol-based cooking fuels and the assembly of cooking stoves called the The SheBlue Initiative. The project will engage women and young girls in a value-chain cooperative approach with emphasis on farming, production, and selling of locally manufactured stoves using ethanol as a fuel.

PROJECT OVERVIEW

The SheBlue Initiative is a pioneering force at the intersection of women's empowerment, clean energy, and economic development. Our mission is clear: to revolutionize traditional cooking practices by championing the use of clean, sustainable energy sources while empowering women to become leaders in the burgeoning blue economy. At the heart of SheBlue's vision lies a commitment to addressing pressing societal issues. By facilitating the transition from traditional cooking methods to cleaner alternatives, we not only reduce indoor air pollution and improve health outcomes but also alleviate deforestation pressures and combat climate change.



Through the promotion of ethanol-based fuels and locally produced stoves, SheBlue fosters resilience, sustainability, and economic growth within communities. Central to our approach is gender mainstreaming, recognizing the transformative power of women's empowerment. Through skills training, knowledge dissemination, and entrepreneurship opportunities, SheBlue equips women with the tools they need to thrive as leaders in the renewable energy sector. By prioritizing local production and fabrication, we not only enhance self-sufficiency but also foster a sense of ownership and agency among women participants. SheBlue is more than just a project; it's a movement towards a brighter, more equitable future.

By harnessing the potential of clean energy and female leadership, we are not only transforming livelihoods but also catalyzing positive social, economic, and environmental change across Africa and beyond. Join us in empowering women, energizing communities, and building a sustainable future for all.

STRATEGIC OPPORTUNITY & BENEFITS

STRATEGIC OPPORTUNITY

Women and children are disproportionately affected by climate change, increasing the need to empower and support them. Shifting to renewable energy, specifically ethanol-based cooking fuels derived from waste substances like sugarcane, is a vital solution. Training women in the production and distribution of ethanol fuels promotes local production, self-sufficiency, and economic growth



Transitioning from traditional cooking methods to ethanol-based fuels will reduce indoor air pollution, improving health outcomes for women, children, and families.

This shift addresses immediate health risks and reduces deforestation pressures by decreasing the demand for firewood and charcoal, thus protecting ecosystems and mitigating climate change.

Overall, the use of ethanol-based fuels will combat climate change, promote gender equality, and enhance the well-being of women and children, contributing to sustainable development and environmental preservation.





PROJECT STRATEGY & GOALS

COMPREHENSIVE APPROACH FOR SUSTAINABLE COOKING

The project seeks to cover a more comprehensive approach to help community members transition justly from traditional cooking methods.

Community Engagement:

- We have engaged Traditional leaders and Queenmothers and for community buy-in.
- We conducted community advocacy and sensitization programmes to educate community members on climate change and renewable energy
- We are going to conduct the training in local languages with culturally appropriate materials.
- We will ensure the implementation promotes inclusivity, better learning outcomes, and active participation.



Training Center:

- We will develop a central hub for training, production, and retailing. We have secured a plot of land already in the heart of the district.
- We will setup a local cooperative and provide business and entrepreneurial training

Fuel & Technology:

- Our goal is to produce clean ethanol-based fuels and fabricate efficient cooking stoves.
- We also commit to promoting cleaner cooking practices which will further reduce environmental impact.

Gender Equality & Empowerment:

- We are focusing on women and young girls in production and distribution.
- Our pilot phase is promoting job creation and providing alternative income opportunities.
- We are contributing to inclusive and sustainable development.

Local Resources

- To ensure sustainability, local resources, in terms of raw materials and human resources will be employed to help promote community acceptance of the project, economic development, self-sufficiency, local empowerment to reduce dependence on imported fuels.



TARGET GROUP & IMPACT

PROJECT TARGET

The Komenda-Edina-Eguafo-Abirem District has a population of **69,665** males and **75,040** females representing **48.14%** and **51.86%** respectively in Ghana. The project aims to reach a significant number of women and youth in the district and beyond, contributing to their empowerment, skill development, and engagement in the renewable energy sector.



HOLISTIC APPROACH

- Gender Strategy: 100% women, 70% youth.
- Innovation: Sugarcane by-product as fuel.
- MSME Development: Women-cooperative model.
- Impact Framework: Mindset and practice change.



BENEFICIARIES

- 24 women and young girls trained (10 fuel producers, 10 stove fabricators, 4 retailers).
- Over 100 youth as factory hands and farm assistants.
- Households benefit from clean cooking fuels.
- Improved health.
- Reduced carbon dioxide emissions (37,500,000 tonnes/year).



ECONOMIC IMPACT

- Improved livelihoods of community inhabitants.
- New employment opportunities for women and youth as retailers and distributors.
- Focus on gender equality and alternative income opportunities.



HOLISTIC APPROACH

- Gender Strategy: 100% women, **70%** youth.
- Innovation: Sugarcane and Pineapple by-product as fuel.
- MSME Development: Women-cooperative model.
- Impact Framework: Mindset and practice change.



BENEFICIARIES

- **50** women and young girls trained (20 fuel producers, 20 stove fabricators, 10 retailers).
- Over 300 youth as factory hands and farm assistants.
- Households benefit from clean cooking fuels.
- Improved health.
- Reduced carbon dioxide emissions (**75,000,000 tonnes/year**).



ECONOMIC IMPACT

- Improved livelihoods of community inhabitants.
- New employment opportunities for women and youth as retailers and distributors.
- Focus on gender equality and alternative income opportunities.

PARTNERSHIPS & COLLABORATION

The SheBlue Initiative seeks to promote decent jobs for women, improved livelihoods while protecting the environment. You can be part of this new wave of impact with us at GrandHedge International to scale up this project across Sub-Saharan Africa and across the continent.

We are looking forward to champion this initiative in Uganda, Tanzania and in Nigeria in the next **five** years.

You can learn more about our work on our website www.grandhedgeinternational.org.

As the Director of Partnerships, I look forward to hearing from you soon. Send me an email via Nadia.Owusu@grandhedgeinternational.org.

Together, let's champion empowering women through clean energy and circular economy!





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