

Creating A Platform for Accountability and Good Governance





TASK: Inspire businesses and business personalities to take a stand on issues that promote Good Governance in the communities and regions where they operate

OBJECTIVE: Get businesses to be invested in promoting issues of Good governance

CHALLENGE: Governance is lethargic in Ghana. Growth is declining, young citizens are not getting jobs, taxes and price of goods are high and the dark days of Dumsor are back!





Matters on the ground



Dumsor Timetable

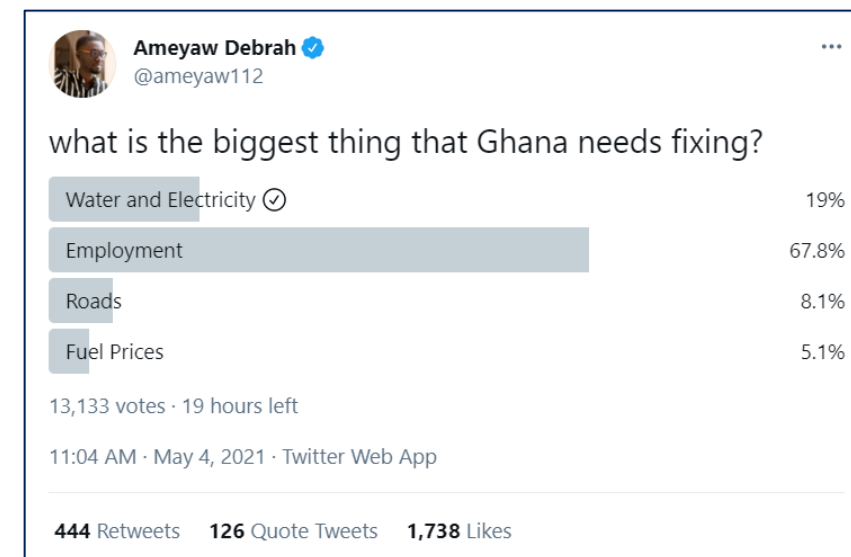
Africa Facts Zone @AfricaFactsZ... · 1h

In April 2020, Ghana's President Nana Akufo-Addo promised to build 88 hospitals to combat the COVID-19 outbreak.

A single hospital hasn't been built since then.



Failed Gov't Promises



Skyrocketing Youth Unemployment

Insight



Don Pedro José Donoso @CwekuNii · 19h

I didn't know Ghana had a Citizens' Complaints Centre 😮

First Complaint: Get a new signboard 😞

[#FixTheCountry](#) 🇬🇭



KALYJAY 🌐 and 8 others

💬 27

🔄 428

❤️ 697



Citizens don't know the ways to hold their government accountable and request for good governance

"Good governance is perhaps the single most important factor in eradicating poverty and promoting development."

Kofi Annan, former UN Secretary General

WHO ARE WE TALKING TO

- Entrepreneurs, CEOs, CFOs, CMOs, Opinion leaders and influencers
 - 30-60 years old
 - Focused –Changemakers
 - Private citizens
-
- They form the bridge between the Upper class and the grassroots



What we want to do



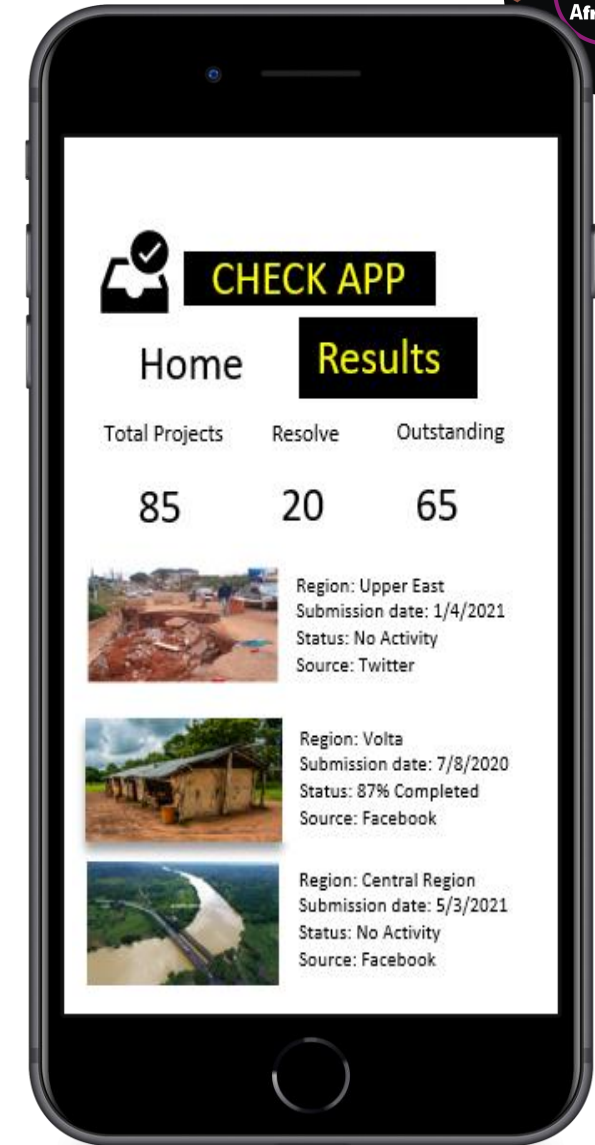
Citizens report problem
Notification is sent to gov't machinery
Local and central gov't solves it

Funded by The Citizens of Ghana



How The App Works

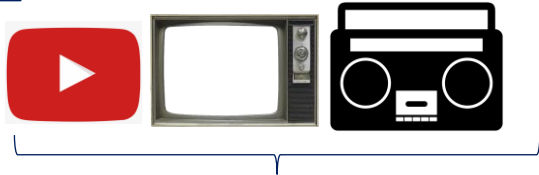
- The Check App seeks to calibrate and aggregate various reports of bad infrastructure, unemployment, security, human rights abuse among others.
- Using Google Cloud AI, any challenge posted on social media using the hashtag #TheCheckApp will be automatically picked onto the app, gets verified and then the gov't machinery notified to pick this up and fix it



Sensitize and Inspire



Influencers shoot 8 part series on responsible citizenship and good governance



Shown on YT and TV.
Panel discussions like how Telenovelas are discussed on Ghanaian Television



Display banners and news coverage on websites



Recruit and Engage

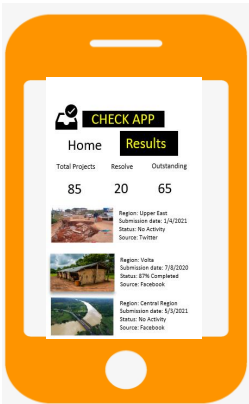


- ✓ Leverage CEOs, CMOs, opinion leaders and influencers to engage citizens across the country with an on the ground tour
- ✓ These opinion leaders would promote the App and show case what it does to the masses
- ✓ Every one of them will post a link on their social media and urge citizens to fill it up with their issues and challenges



Activate and Reinforce

- ✓ Business leaders engage Government on this innovation and on ground systems put in place to get reports through
- ✓ App promoted for citizens to start its use



How We Will Measure Success

Accra, Tuesday 4th May 2021

COMMUNIQUE

NATIONAL PETROLEUM AUTHORITY REDUCES FUEL MARGINS

At a meeting held at the Ministry of Energy earlier today between the Hon. Minister for Energy and the National Petroleum Authority (NPA), the Association of Oil Marketing Companies (AOMCs), Bulk Oil Storage and Transportation Co Ltd (BOST), the Chamber of Petroleum Consumers (COPEC), the Institute for Energy Policies and Research (INSTEPR), it has been agreed as follows;

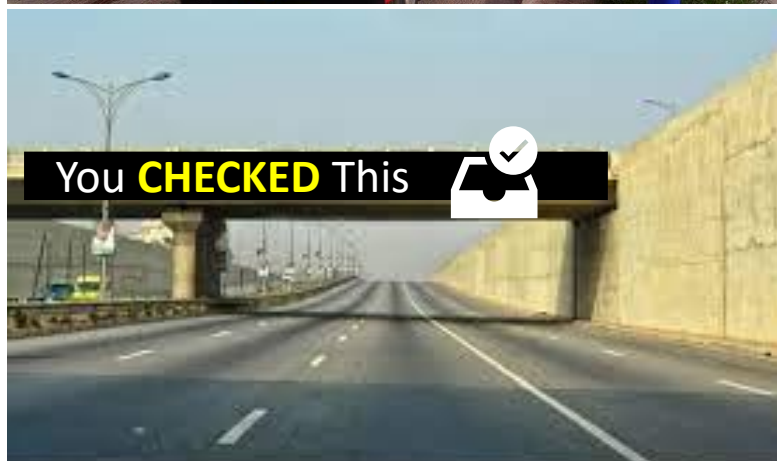
The 17 pesewas per litre increase in fuel margins previously announced by the NPA has been reduced to 9 pesewas per litre effective tomorrow Wednesday 5th May 2021.

Signatories

Hon. Minister for Energy
National Petroleum Authority
BOST
AOMCs
COPEC
INSTEPR



Government seen taking steps
to address hardships of
citizens



Increase in the number of resolved
incidents on the Check App. 50% +
addressed issues around the country

Citizens reporting challenges around the
country
(Being Citizens not Spectators)

The better Ghana Campaign

CHALLENGE

Sluggish development of country due to lack of good governance as citizens are not equipped to hold government accountable for its actions



TARGET AUDIENCE

This campaign is targeted at Entrepreneurs, CEOs, CFOs, CMOs, Opinion leaders and influencers. These individuals are seen as the bridge between the grassroots and the upper class in society



SOLUTION

Developing the Check App which will encourage citizens to voice out the challenges they face and ensure that these grievances are brought to the attention of government to be addressed



RESULTS

Government is seen to address challenges faced by citizens at a faster rate
Developmental projects are seen to be completed on time
Government is seen to be accounting for projects embarked on