



By: Chuck Vollmer, Jobenomics Founder & President
16 October 2020

Jobenomics specializes in startup business and job creation. **Jobenomics Ghana** is a proposed ECOWAS (Economic Community of West African States) pilot program to mass-produce startup businesses in underserved and under-resourced communities. **Jobenomics ECOWAS** will leverage lessons-learned in the Ghana pilot program (and other potential pilot programs) across the region.

In May 2020, Seeds Arabia (a Dubai headquartered firm sponsored by the UAE Government) and Jobenomics created a Jobenomics Arabia initiative to help the Arab world grow economically and culturally while finding solutions to resolve conflicts both within and outside the league of 21 Arab nations. Members of AfCFTA (African Continent Free Trade Area) Policy Network-Ghana & Diaspora approached Seeds Arabia to launch a complementary program for the 15 West African countries in ECOWAS, starting with Ghana.

The overall goal of Jobenomics Ghana-ECOWAS is to create **millions** of new West African small, micro, and nonemployer businesses over the next decade. Jobenomics' bottom-up small-business approach to economic and community development is synergistic with traditional top-down practices focusing on large commercial enterprises in well-established urban areas. While under-resourced communities have difficulty attracting big companies, they can mass-produce micro and nonemployer businesses given proper support. For example, impoverished rural regions are unlikely to attract a \$50,000,000/year enterprise, but they can create a thousand \$50,000/year microbusinesses as part of a master-planned agricultural initiative.

The Jobenomics Ghana pilot program team consists of leading economic, community, business, and workforce development professionals in the United States, United Arab Emirates, and West Africa. To date, this team developed a 70-page [Jobenomics Ghana-ECOWAS](#) program plan that features six initiatives tailored to rural and underserved Ghana: Circular Agrarian Economy, Improved & Potable Water, Post Pandemic Healthcare, Digital Economy, Waste-To-Value, and Experiential Tourism.

This pilot program will improve Ghanaians' lives and livelihoods in some of the most neglected rural areas in West Africa. According to the IMF, agriculture employs almost half of Ghana's working population and a quarter of its GDP. 80% of agricultural output is from small farms, averaging 1.2 hectares. Jobenomics circular agrarian creates a closed-loop system for more efficient and profitable agriculture via the mass-production of agriculture-related startup businesses and jobs. Our agricultural initiative will upgrade village infrastructure (power, telecom, internet) and introduce controlled environment agriculture for growing high-value produce and new drought-resistant crops (e.g., energy cane and hemp) and regenerative soil treatments. Also, Jobenomics Ghana will increase the level of domestic food processing and enhance existing supply chains.

The global coronavirus pandemic crippled the economies of most ECOWAS member nations. Ghana has fared better than most neighboring countries in battling the coronavirus but needs to significantly upgrade its healthcare system to attract investment and businesses to resume GDP growth. As such, Jobenomics Ghana will implement affordable state-of-the-art testing, diagnostic, and telehealth/mobile health systems. In addition to modernizing the healthcare infrastructure, the Jobenomics Direct-Care program will mass-produce micro and nonemployer firms for on-demand and remote healthcare services.

Within the next decade, the Ghanaian labor force (10.6 million citizens) will need to be well versed in network/digital technology to be competitive in the global digital economy. The digital economy (also called the internet economy or the new economy) is growing 5-times faster than the traditional economy. Digital startups are at least 100-times easier to create and have 10-times the number of innovators that can innovate at one-

tenth the cost of conventional startups. Therefore, Jobenomics Ghana will implement digital certification and training programs, digital academies for youth, digitization programs for women, entrepreneur clubs, and business generators to mass-produce digital startup micro and nonemployer businesses.

Jobenomics Ghana's Internet-Based Experiential Tourism initiative will attract Millennials—the world's largest demographic interested in "bucket list" experiences instead of sightseeing. Other Jobenomics Ghana's green business and job creation programs include clean water, environmental remediation, and monetization of waste streams (such as agricultural, plastic, and electronic waste).

The Jobenomics Ghana-ECOWAS program can only achieve its lofty business and job creation goals with sufficient support from West African decision-makers. Once reached, our team will then access international funding sources to make the program plan a reality.

For more information, see Jobenomics Ghana-ECOWAS and other Jobenomics programs in the [Jobenomics Library](#) or contact a member of the **Jobenomics Pilot Project Implementation Team**.



Asuquo Udofia, Managing Partner/CEO Quality Trust Limited, Jobenomics Ghana-ECOWAS, Accra, +233 (0)54 700 8173, asuquo.udofia@gmail.com, <https://www.asuquoudofia.com>



Joyce Williams, Esq., Head of Advisory, Diaspora Office, AfCFTA (African Continental Free Trade Area) Policy Network-Ghana & Diaspora, Jobenomics Ghana-ECOWAS, Washington DC, +1 703 597 8170, Joyce@hazinaequitypartners.com, <https://afcftapolicy.net>



Dr. Hind Abou Nasr Kassir, SEEDS Founder & CEO President, Director Jobenomics Arabia, Dubai, 00971-0505075788 Mobile, Hind.Kassir@seedsarab.com, <https://seedsarab.com>



Dr. Sam Hancock, CEO EmeraldPlanet International Foundation and EmeraldPlanet TV, Jobenomics Board of Directors, Washington DC, +1 202 718 2762, emeraldplanet1@gmail.com, <http://www.emerald-planet.org>



Eddie Othon, Director Jobenomics Emerging Markets, Tucson (Arizona), +1 520 481-3770, eddieothon@globalcommerce.solutions



Chuck Vollmer, Jobenomics Founder and President, Washington DC, +1 703 319 2090, cvollmer@jobenomics.com

Other vital participants: Nana Yalley, CEO Agribrazilia; Dr. Ife Sofola, Cofounder Foundation for Special Surgery; Dr. Rey Linares, CEO SuperwaterHyOX; Mike Lee, CEO Tower Up Consulting, R. Michael Buehler, CEO ACTS Freedom Farms; Patience & Richard Emeni, Cofounders Mhealth4Africa; Mohammed Kharma, CEO Tech Investment Group

About Jobenomics

Jobenomics specializes in mass-producing local startup businesses and sustainable jobs in underserved and under-resourced communities. The Jobenomics National Grassroots Movement has reached an estimated 30 million people via national media, Jobenomics TV, website, blog, and lectures. As a result of this exposure, Jobenomics' unique economic, community, business, and workforce development activities gained international recognition. Dozens of cities and regions in North and South America, Africa, and Arabia implemented Jobenomics Chapters. To meet local citizens' immediate needs, Jobenomics formed partnerships with leading companies and institutions to create a wide variety of highly-scalable startup programs that could quickly mass-produce new locally-owned and operated startup businesses.