

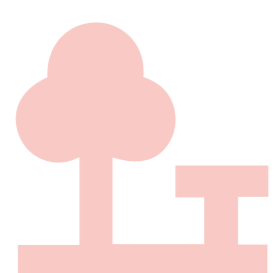
Accra, Ghana:

# Accra Greening and Beautification Project



## THE CHALLENGE

The municipality identified the value in **greening public spaces to improve air quality**, to prevent flooding through more permeable surfaces, and for biodiversity protection. However, the resource constraints in a context of **multiple pressing issues** created a serious challenge to achieve this.



## HOW IT WORKS

The Greening and Beautification project was launched with an **“adopt a space”** campaign. This encourages private stakeholders, particularly banks, to submit proposals to ‘green’ a strategic public space, usually around their place of business.

Once a design is finalised, an MOU is signed between the city and the company. **The companies provide the financing and procure contractors to do the work.** The companies also maintain the space after completion.

This project is helping the city **achieve its sustainability objectives**, while improving the space around the companies’ offices. The municipality is now applying similar approaches in **public buildings**, such as rooftop urban farming.

## Model: Public-Private Partnerships

As part of Accra’s resilience strategy, the city launched its **Greening and Beautification project** in 2018 to green public spaces in collaboration with private companies. Accra’s City Hall is one of its best examples, now attracting the broader public to enjoy the space.



## LESSONS

Simple schemes, such as Accra’s “adopt a space” campaign, are **highly replicable** and bring nature into cities even when resources are constrained. Greening contributes to **beautifying the city** and these visible results can show concrete ways for the city and the private sector to collaborate. It also helps to **build public support**, which in turn drives more companies to invest.

As is evident in Accra, to do this cities can focus on industries such as banks that have a **vested interest in their corporate social responsibility** and are increasingly concerned about climate impacts on their industry.

