



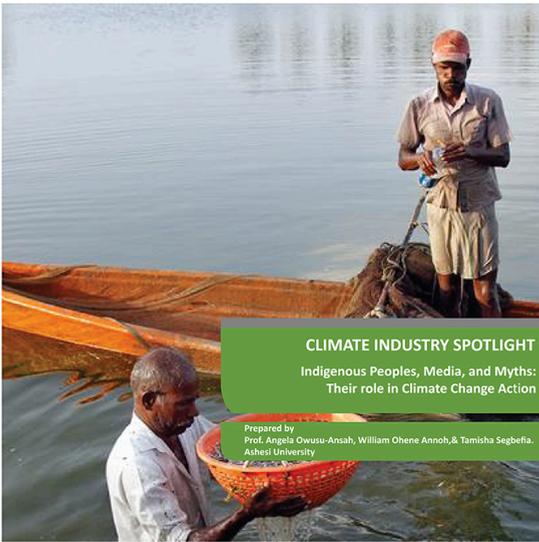
Thank you for reading the Ghana Climate Innovation Centre's quarterly newsletter which taps into the talent, experience and passion of our community, to speak to issues of climate change mitigation and adaptation, the role of private enterprise in climate change mitigation and adaptation, gender diversity and inclusion in green, climate-smart entrepreneurship, and policy advocacy for a green economy.

We seek to share and disseminate knowledge, information, data and experiences, for a green, low carbon economy, amongst our community of direct and indirect stakeholders to enrich individual learning and create a common repository of reusable knowledge and would appreciate your comments and feedback on any of the articles.

## Editorial

This April's newsletter features in depth insights into the role of the media in creating awareness around climate change issues, a feature and a video on two dynamic, female owned, cohort 6 enterprises, Midunu and Kaeme respectively, as well as a spotlight on our specially curated Women Entrepreneurs Transformation Program (WETP) workshops for women.

---



**CLIMATE INDUSTRY SPOTLIGHT**

Indigenous Peoples, Media, and Myths:  
Their role in Climate Change Action

Prepared by  
Prof. Angela Owusu-Ansah, William Ohene Annonh, & Tamisha Segbefia,  
Ashesi University

**GCIC BRIEFS - INDIGENOUS PEOPLES,  
MEDIA AND MYTHS - THEIR ROLE IN  
CLIMATE CHANGE ACTION**

In this brief, the authors look at the role of the media in raising public awareness about climate change and highlight some key myths about the climate crisis.

[READ MORE](#)



**ENTREPRENEUR SPOTLIGHT  
MIDUNU - THE FOOD WHISPERER**

The name, Midunu, is an Ewe word which means 'Let us eat', inviting all those present to partake in the food being served. Midunu's goal is to create experiences where culture, traditions, community, and cuisine, intersect and unite, using both old techniques handed down by generations, and new ones that enhance the experience, using local, seasonal, and underutilized traditional grains and proteins to deliver healthy meals that should be accessible to all.

[READ MORE](#)



### **WATCH THE GCIC CLIMATE FOCUS DOCUMENTARY ON KAEME BODY CARE**

In this video, cohort 6 entrepreneur, Freda Obeng-Ampofo tells us the story behind her skin and body care company, Kaeme and her decision to create a homegrown Ghanaian brand that could compete on the international market.

[WATCH HERE](#)



### **THE GENDER SLOT SEEKING EQUITY THROUGH THE WETP**

People's freedom to be and do what they want, in order to have fulfilled lives is the basis of the Capability approach by Amartya Sen.

[READ MORE](#)



### **APPLICATIONS ARE OPEN FOR COHORT 8 OF THE GCIC BUSINESS INCUBATOR**

Are you ready to take your green business to the next level? Are you looking for new ways to expand and transform your business? Then join the Ghana Climate Innovation Centre Cohort 8 incubator!

Applications are open now! Click on the link below to apply!

[APPLY](#)



The Ghana Climate Innovation Centre (GCIC) is a cutting-edge national business incubator located in Ghana. The Centre is an institute of Ashesi University, one of the country's premier tertiary institutions. The Centre was established in 2016 to support Ghanaian entrepreneurs and new ventures involved in developing profitable and locally appropriate solutions to climate change mitigation and adaptation. GCIC has incubated over 119 businesses with 40 being women-owned or led.

## CONNECT WITH US



**Ghana Climate Innovation Centre | 198 Osu Badu Crescent, West Airport, Accra.**

This email was sent by: Ghana Climate Innovation Centre. If this email has been forwarded to you by a friend, please contact [info@ghanacic.org](mailto:info@ghanacic.org) to receive the newsletter directly in future. The articles and images in this newsletter do not necessarily represent the views of Ghana Climate Innovation Centre. If you would like to change your marketing preferences or do not wish to receive marketing communications from Ghana Climate Innovation Centre, please click this link to access your preference centre. We are committed to respecting your privacy.

You've received this email because you've subscribed to our newsletter.

[Unsubscribe](#)

