

Proposal Summary

Ghana Cities Awareness and Advocacy Framework

SU, CDS

Sub-Saharan Africa - Ghana

Summary	Ghana is the second country where clear synergies have been identified with the Cities Alliance's global programme: Land, Services and Citizenship for the Urban Poor (LSC). The LSC programme was designed to assist a selected group of developing countries grapple with the challenge of rapid urbanization, growing cities and deepening urban poverty. The objective of the Ghana LSC programme is to create inclusive cities without slums in order to maximise the potential of urbanisation by proactively managing urban growth. Given the need to change attitudes and political commitment in Ghana to elevate the urban agenda, a project focused on advocacy and awareness-raising around urban issues has been identified by CA members and local partners as a key intervention that will contribute towards achieving the objectives of the LSC programme in Ghana.
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Objectives	Activities
The objective of this activity is to raise awareness and help to build the political commitment in Ghana to both manage urbanisation and to promote an active urban citizenry premised on inclusivity. Inclusive cities promote growth with equity. All residents of an inclusive city, regardless of economic status, gender, race, ethnicity or religion, are enabled and empowered to fully participate in the social, economic and political opportunities that the city offers.	The activities are divided into six key areas: 1. Overhead / Oversight: ongoing oversight and monitoring of the project 2. Analysis & Strategy: project development and pre-campaign attitude research 3. Operational Management: on-site management by Ghana-based project manager and Ghana-based senior media advisor 4. Foundational Advocacy: including media sensitization and ongoing advocacy with Cities Alliance assistance 5. Awareness: production of targeted media tools that stay on the positive side of the messaging divide 6. Training: during the project and for handover to continue the media drive in-country

Submission		Implementation	Budget and Time	
Submitted by: Causing Change; Information For Change Initiative (IFCI)	CA Sponsor: Cities Alliance Secretariat	Implemented by: Information For Change Initiative (IFCI) CA Monitor: Andrea Zeman	Request to CA: \$ 325,000 Co-Financing: \$ 130,000 Total Budget: \$ 455,000	Duration: 24 months

Expected Impacts
1.) Increased and improved coverage of inclusive cities 2.) Marked attitudinal change amongst top policy makers 3.) Marked attitudinal change amongst the Ghanaian public 4.) Transfer of technical skills