

GHANA GARDEN & FLOWER SHOW

GREEN MEANS!

BUSINESS, BEAUTY & MORE!



FACT SHEET

ABOUT THE GHANA GARDEN AND FLOWER SHOW

BACKGROUND

The innovative Ghana Garden and Flower Movement (GGFM) was initiated by Strategic Communications Africa, Ltd. (Stratcomm Africa) in 2013 when the first Ghana Garden and Flower Show, the flagship activity of the movement, was also held. The movement seeks to contribute to the realization of the UN Sustainable Development Goals (UNSDGs) by creating awareness among Ghanaians about the environmental, commercial, aesthetic, psychological and health benefits of horticulture, floriculture and agriculture. It seeks to celebrate Ghana's unique flora and fauna, herbs, spices and vegetables whilst pointing people to the income generating and job creation opportunities inherent in them. The Show is designed to showcase agriculture, horticulture and floriculture in Ghana and stimulate awareness of the potential for national development and improved livelihoods from harnessing this industry.

The benefits from such harnessing of Ghana's natural resources are expressed in the tagline of the movement, A GREENER, CLEANER, HEALTHIER, WEALTHIER AND MORE BEAUTIFUL GHANA and described below.

A GREENER GHANA – Environmental Conservation

Preserving our forests and conserving the environment is paramount in creating a greener Ghana. Our commitment aligns with the global initiative to promote greening and combat climate change. It is often said that the survival of humanity relies on the preservation of nature, for when the last tree perishes, so does the last person. Unfortunately, the invaluable role of flora and fauna in environmental conservation is often overlooked. By cultivating gardens and fostering the growth of flowers, we contribute to preserving our environment and enhancing our quality of life. Embracing the mantra "Flowers and Gardens are Great for Life," we recognise the importance of protecting and nurturing our environment to ensure a sustainable and prosperous future.

A WEALTHIER GHANA – Job Creation

Youth unemployment remains one of Ghana's most pressing socio-economic challenges. According to the Ghana Statistical Service's 2025 Labour Statistics Bulletin, the average unemployment rate among young people aged 15 to 35 years was 22.5% in 2024, highlighting the need for sustainable employment opportunities.

Agriculture, including floriculture and horticulture, presents significant opportunities for job creation, entrepreneurship and income generation. With growing demand in local and

international markets, these sectors have the potential to drive economic growth and improve livelihoods, particularly among the youth. By investing in agribusiness, skills development and supportive policies, Ghana can harness the full potential of these industries to build a wealthier and more prosperous nation.

A WEALTHIER GHANA – Saving Foreign Exchange Resources, Generating Foreign Exchange

A key aspect of creating a wealthier Ghana is the ability to save and generate foreign exchange resources. Currently, significant amounts of scarce foreign exchange are spent on importing flowers, as well as certain vegetables, herbs, and spices. The Ghana Garden and Flower Movement aims to change this paradigm by promoting horticulture, floriculture, and agriculture as sources of foreign exchange generation.

By cultivating and nurturing flowers, vegetables, herbs, and spices within Ghana, we can reduce our reliance on imports and, in turn, retain and generate the much-needed foreign exchange resources. This shift not only strengthens our economy but also contributes to our nation’s overall wealth and prosperity. It presents an opportunity for Ghana to showcase its agricultural prowess, meet local demand, and explore international markets, thereby creating a more robust and self-sufficient economy. Together, let us harness the potential of agriculture, horticulture and floriculture to save foreign exchange resources and generate wealth for Ghana.

A CLEANER, HEALTHIER, MORE BEAUTIFUL GHANA – Health and Beauty

The Ghana Garden and Flower Movement recognizes the significant impact of plants on creating a cleaner, healthier, and more beautiful Ghana. Beyond their aesthetic appeal, plants offer numerous health benefits. Plants play a vital role in purifying our water, soil, and air, thereby improving the overall quality of our environment. They act as natural air filters, reducing pollution and enhancing our air. Additionally, plants help to cleanse our soil and water bodies, ensuring their purity and contributing to a healthier ecosystem.

Our health is intricately linked to the environment in which we live. The World Health Organization estimates that millions of avoidable deaths occur annually worldwide due to environmental factors. Therefore, it is crucial to prioritise the quality of our air, water, and food, all of which are directly influenced by the presence of plants and trees. Our health is intricately linked to the environment in which we live. The World Health Organization estimates that millions of avoidable deaths occur annually worldwide due to environmental factors. Therefore, it is crucial to prioritise the quality of our air, water and food, all of which are directly influenced by the presence of plants and trees. As the world continues to confront the effects of climate change, biodiversity loss and rapid urbanisation, the need to invest in greener environments has never been greater. By cultivating more plants and

flowers and adopting sustainable practices, we can contribute to environmental sustainability while creating healthier communities and stronger economies. Plants not only provide nutritional value but also offer medicinal and psychological benefits. Their healing properties have been recognised for centuries, and their presence can positively impact our mental well being. Additionally, the beauty of plants, trees and flowers enhances our surroundings, making Ghana a more visually appealing and attractive destination for tourists, investors and businesses.

GHANA GARDEN AND FLOWER MOVEMENT AND MOU WITH DUTCH EXPERTS

The Ghana Garden and Flower Movement, a CSR activity of Stratcomm Africa, is now a registered non-profit organisation with an independent Advisory Board. In 2021, the Movement signed an MOU with Programma Uitzending Managers (PUM) Netherlands Senior Experts, which provides for knowledge sharing and capacity building by Ghanaian Floriculture and Horticulture experts along with PUM experts in floriculture and enterprise development for the benefit of Ghana’s flower growers on the GGFM platform.

THE UN SUSTAINABLE DEVELOPMENT GOALS AND THE GHANA GARDEN AND FLOWER MOVEMENT

The UN Sustainable Development Goals (SDGs), officially titled “Transforming our world, the 2030 Agenda for Sustainable Development,” are contained in paragraph 51 United Resolution A/RES/70/1 of 25 September 2015. They focus on areas of critical importance for humanity and the planet outlined in the 5Ps of the SDGs set out in the table alongside the objectives of the Ghana Garden and Flower Movement.

UN SDG Pillar	Ghana Garden & Flower Movement
People	Promotes healthier lifestyles, environmental awareness and community well-being through gardening, horticulture and floriculture.

Prosperity	Demonstrates how green businesses create jobs, stimulate entrepreneurship, support tourism and contribute to economic growth.
Partnership	Builds collaboration among government, private sector, development partners, academia and communities to advance the green economy.
Peace	Encourages inclusive participation, shared prosperity and sustainable livelihoods that contribute to peaceful communities.
Planet	Promotes environmental conservation, climate resilience, biodiversity protection and sustainable land management through greener communities.

FOURTEEN YEARS OF THE MOVEMENT AND THE SHOW

For over a decade, the Ghana Garden and Flower Movement has served as a unifying platform, bringing together individuals, families, businesses, government agencies and officials to participate in the highly anticipated Ghana Garden and Flower Show. This annual event has become a highlight on Ghana's events calendar, drawing widespread attention locally and internationally.

From its inaugural edition, the Show has captured the imagination of attendees, and its reputation has only grown stronger with time. We are proud to have hosted distinguished guests who have shared their unique perspectives and expertise. Among them was Keith Kirsten from South Africa, renowned as "Nelson Mandela's gardener," whose presence set a precedent for excellence and innovation in gardening.

The Show has also welcomed Madam Sally Kosgei, former Minister of Agriculture in Kenya and a respected entrepreneur in horticulture and floriculture. Her remarkable achievements and expertise have inspired countless individuals and businesses within the industry. These exceptional guests have elevated the status of the Ghana Garden and Flower Show while bringing valuable international attention to the Movement. Their participation demonstrates the global importance of horticulture and floriculture as drivers of sustainable development, job creation and environmental conservation.

As we move into the 14th edition of the Ghana Garden and Flower Show, we remain committed to bringing together stakeholders and inspiring practical action that contributes to national development.

GREEN MEANS BUSINESS, BEAUTY AND MORE

"Green Means Business, Beauty and More" captures the vision of the 14th Ghana Garden and Flower Show by demonstrating that horticulture, floriculture and agriculture offer far more than attractive landscapes. They create businesses, generate employment, improve livelihoods, strengthen environmental sustainability and enhance the beauty of our communities.

The theme emphasizes the economic value of the green sector while showcasing the important role that flowers, gardens, trees, herbs, vegetables and other plant resources play in supporting tourism, health, climate resilience and national development. It encourages individuals, businesses, institutions and policymakers to recognize green spaces as investments that deliver environmental, commercial, social and aesthetic value.

Through this theme, the Ghana Garden and Flower Movement continues to champion innovation, enterprise and environmental responsibility while inspiring more people to see the opportunities that exist within Ghana's horticulture and floriculture industry.

THE 14TH EDITION OF THE SHOW

This year's edition marks the 14th Ghana Garden and Flower Show, continuing a journey that has inspired individuals, businesses and institutions to appreciate the value of horticulture, floriculture and agriculture.

This year's Show promises another exciting line up of activities. In addition to the exhibition, which offers a wide variety of agriculture, floriculture and horticulture related products and services, there will also be the Green to Riches Conference, Stratcomm Africa's Women S.H.A.R.E. Conference, masterclasses and several engaging activities for the public, particularly young people. These include entertainment, networking opportunities, educational sessions and other family friendly attractions.

Children will once again enjoy specially curated activities designed to nurture their appreciation and interest in agriculture, horticulture and floriculture from an early age.

The 14th edition will also continue to strengthen the Movement through initiatives that include stakeholder engagement, partnerships, knowledge sharing, business development opportunities and collaboration with public and private sector institutions to promote greener, cleaner and more beautiful communities.

STRATEGIC COMMUNICATIONS AFRICA LTD (STRATCOMM AFRICA), INITIATOR OF THE GHANA GARDEN AND FLOWER MOVEMENT AND ORGANIZER OF THE GHANA GARDEN AND FLOWER SHOW

Stratcomm Africa is a total Communication, Reputation Management, Events Management and Research Agency specializing in evolving and implementing communications strategies for companies, individuals and governmental institutions in both national and international settings.

Stratcomm Africa is proudly collaborating with its partners to promote and deepen a gardening and flower culture in Ghana. Stratcomm Africa believes in using communications to stimulate socio economic development. By organizing the Ghana Garden and Flower Show and promoting a Garden and Flower Movement in Ghana, Stratcomm Africa is using its expertise to generate awareness among Ghanaians about available natural resources for

livelihood enhancement and national development, particularly in respect of environmental conservation, job creation, income generation and general beautification.

Stratcomm Africa is also facilitating information sharing, knowledge transfer and skill development through its role in the Ghana Garden and Flower Show and related conferences and workshops.

Stratcomm Africa is also using the Ghana Garden and Flower Show to promote Ghana as an attractive investment and tourism destination through the celebration of beautiful gardens, flowers and green spaces.

JOIN THE MOVEMENT!

The Ghana Garden and Flower Movement invites individuals, businesses, institutions, schools, government agencies and development partners to become part of a growing movement that is transforming Ghana through horticulture, floriculture and agriculture.

Whether you are a flower grower, landscaper, nursery operator, agribusiness entrepreneur, environmental advocate, educator or simply someone who appreciates the beauty and value of nature, there is a place for you in the Movement.

By joining the Movement, you become part of a national effort to:

- **Promote environmental conservation and climate action.**
- **Support job creation and entrepreneurship through horticulture and floriculture.**
- **Encourage healthier lifestyles through greener communities.**
- **Showcase Ghana's rich flora, herbs, spices, vegetables and agricultural potential.**
- **Create cleaner, healthier, wealthier and more beautiful communities.**
- **Build partnerships that drive innovation, knowledge sharing and sustainable development.**

The Ghana Garden and Flower Show provides a platform for businesses to showcase their products and services, connect with customers, build partnerships, share knowledge and explore new market opportunities. It also offers visitors an enjoyable and educational experience that demonstrates the value of investing in green spaces for homes, workplaces and communities. As the Ghana Garden and Flower Movement continues to grow, we invite everyone to support the vision of making Ghana greener, cleaner, healthier, wealthier and more beautiful. A key aspect of creating a wealthier Ghana is the ability to save and generate foreign exchange resources. Currently, significant amounts of scarce foreign exchange are spent on importing flowers, as well as certain vegetables, herbs, and spices. The Ghana Garden and Flower Movement aims to

change this paradigm by promoting horticulture, floriculture, and agriculture as sources of foreign exchange generation.

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Let us all work together to achieve

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HEALTHIER WEALTHIER,
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THE GHANA GARDEN & FLOWER SHOW
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