

EDUFINANCE MARKET KNOWLEDGE:

Financing the Affordable Private School Sector in Ghana



These results are based on the The \$24 Billion Opportunity report published by Opportunity EduFinance. The central research question is to gain insight into the size and nature of the private education market in low- and middle-income areas, to understand the problems that are affecting schools, teachers and parents, and to point towards financial solutions that are likely to best serve these potential clients. An extract of findings for Ghana from the OI EduFinance report* are reported below. Opportunity EduFinance will soon be conducting market research on the education finance market in Ghana on behalf of its partners and will be able to share more detailed information on the market opportunities in the coming months.

Profile of schools in Ghana



Estimated demand potential from schools



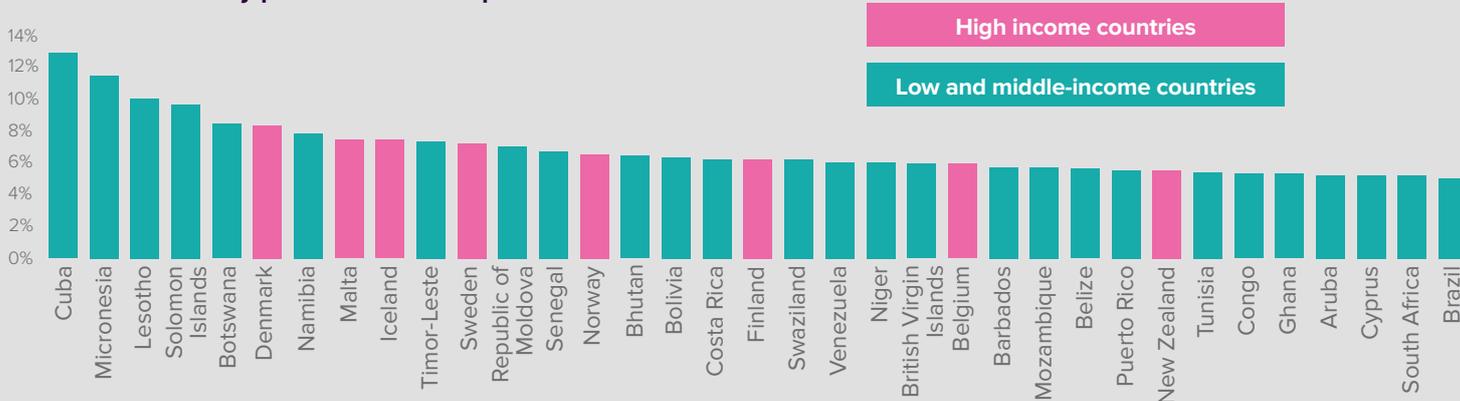
Positive outcomes from existing SILs in Ghana

- School performance**
Schools cited improvements in students' academic performance, creating a draw for new students to enrol.
- Infrastructure**
Marked improvements in the physical infrastructure of schools, leading to significant positive spillover effects in the community, e.g. improvements in roads and water availability.
- Community relationships**
Schools have continually pushed for advancements on behalf of the local community. For example, pushing for fixing infrastructure surrounding schools such as drains and roads.

- Teachers**
SILs enable schools to hire more teachers, offer better support and learning, and to engage in clusters and networking with other schools.
- Enrolment**
Improvements in schools marketability (from better infrastructure and quality of teachers) has led to increased enrolment.
- Parental engagement**
Parents expressed positive sentiments towards Parent-Teacher Associations (PTAs) and flexibility in paying school fees.

*Based on a study of 7 SIL clients between 2014 and 2018.

Countries ranked by public education spend as a % of GDP



Studies have shown that in Ghana, private schools were established precisely because of the rising costs associated with public schools. In addition, private schools have also shown to offer concessionary and/or scholarship-based spaces to those unable to afford school fees. In terms of quality, many poor families in Ghana cited their dissatisfaction with public schools, as reason to prefer private education. Parents noted that private schools were able to provide more individualised attention and smaller classes than public schools.

*The \$24 Billion Opportunity report published by Opportunity EduFinance. <https://edufinance.org/latest/publications/research-and-learning/the-24-billion-opportunity/>