Advans Ghana Green Finance Study invites qualified consulting firms and research teams with strong knowledge of the Ghanaian market to submit proposals for a **Green Finance Market Study**.

The study will support the development of a commercially viable green finance offer for micro, small and medium-sized enterprises and other clients in Ghana. It will combine market research, client insights and portfolio analysis to identify viable financing opportunities and inform future product development.

General scope of the assignment - The selected provider will:

- **Assess client needs and market potential:** Identify priority client segments and locations, evaluate demand for green and climate-resilience investments, and estimate the potential financing opportunity.
- **Identify commercially viable opportunities:** Assess relevant green and resilience solutions, customer economics, competitors, suppliers and potential technical or financial partners.
- **Develop actionable recommendations:** Prioritise the strongest opportunities and recommend potential products, partnerships, institutional readiness requirements and initial market-entry options.

Preferred qualifications - Applicants should demonstrate:

- Strong local research capacity and knowledge of Ghana's financial and business ecosystem.
- Experience in financial-sector and MSME market research in Ghana or West Africa.
- At least five comparable financial-sector market research assignments.
- Experience in green, climate, sustainable or renewable-energy finance, which will be an advantage.

Submission details

- **Deadline for clarification questions:** 30 November 2026, 6:00 PM Ghana time
- **Proposal submission deadline:** 4 December 2026, 6:00 PM Ghana time
- **Submission:** Technical and financial proposals must be submitted separately to **snunoo@advansghana.com**, **bodei@advansghana.com** and **info@advansghana.com**.