

**ACEYE Policy
Review Series**

...a policy review document

The 24-hour Economy Policy (same job, three shifts, three people)



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24-HOUR ECONOMY POLICY (SAME JOB, THREE SHIFTS, THREE PEOPLE)

INTRODUCTION

The National Democratic Congress (NDC) 2024 manifesto, "Resetting Ghana", launched on Saturday 24th August 2024 presented a comprehensive blueprint to address Ghana's socio-economic challenges and alternative views on the country's governance. The NDC Manifesto outlined the party's key priorities for governance, with a focus on reducing hardships, ensuring macroeconomic stability, restoring fiscal and debt sustainability, and fostering economic growth and job creation. These goals aimed to address the challenges facing Ghana and improve the standard of living for its citizens.

Central to this vision is the "Jobs for all" policy, designed to tackle the country's escalating unemployment crisis.

As of 2024, Ghana was facing record-high unemployment rates, with youth unemployment nearing 30% as outlined in Chapter 2, page 11 of the Manifesto. What this means is that a large segment of Ghana's potential workforce is sitting idle. This crisis is linked to a disconnect between government policies and job outcomes, which threatens the country's democracy. As a result, one of the NDC's top priorities is job creation. The NDC's "Jobs for All" policy focuses on creating sustainable, decent, and well-paying jobs by promoting productivity in key sectors like agriculture, technology, and industrialization. The policy aims to reduce unemployment and foster economic inclusivity, with a special focus on youth, women, and marginalized communities.

One of the major highlights of the "Jobs for All" policy is the 24-hour economy, a deliberate policy designed to encourage and support businesses and public organizations to operate 24/7 in three shifts of eight hours to boost production, promote productivity, and generate well-paying jobs. This is aimed at transforming Ghana into an import-substitution and export-led economy. This initiative proposes that businesses and public organizations operate round the clock in three shifts, thereby increasing productivity and generating jobs.

This policy review shall focus on analyzing and evaluating in detail the 24-Hour Economy policy, highlighting its potential effectiveness, identifying its weaknesses, and offering actionable recommendations to enhance its implementation.

OBJECTIVES OF THE 24-HOUR ECONOMY POLICY

Per the reportage of the NDC, the 24-Hour Economy policy in the "Jobs for All" agenda is a game-changing initiative purposed to transform Ghana's economy by encouraging businesses

and public services to operate around the clock. It is a comprehensive, multi-sectoral, import-substitution, export-led, and industrialization agenda to transform the Ghanaian economy and create decent, sustainable, and well-paying jobs. This policy is not just about keeping businesses open all day; it is about creating a dynamic, self-sufficient economy that produces more locally, competes globally, and provides well-paying jobs for Ghanaians who largely are unemployed.

By shifting to a 24-hour operational model, the policy promotes continuous productivity across sectors like agriculture, manufacturing, and services. This will help Ghana reduce its reliance on imports (import-substitution) and become a more active player in global markets through export-led growth. As industries operate non-stop, the country will have the opportunity to meet local demand, increase exports, and produce goods more efficiently, boosting the economy overall.

The 24-hour Economy policy, spearheaded by the NDC, is a bold move to create more jobs, boost productivity, and improve essential services across Ghana. The NDC manifesto prescribes that the government should focus on public institutions with large customer bases that can directly benefit from extended hours. Ports and Harbours, for example, will run 24/7 to handle the flow of goods more efficiently, ensuring that imports and exports do not get delayed. The Customs Service will work assiduously to improve processing times and reduce bottlenecks at the border, keeping businesses moving smoothly. The Passport Office and DVLA will also extend their hours, making it easier for people to access essential services, whether it's applying for a passport or renewing a driver's license.

This policy of the NDC sought to focus primarily on sectors that directly impact everyone and the community, bringing tangible benefits to our daily lives.

KEY SECTORS TARGETED FOR THE 24-HOUR ECONOMY

1. The agro-processing sector. This is a vital sector for the economy of Ghana, given its strong agricultural base. It is one of the sectors to which the NDC planned to extend its 24-hour Economy policy. A 24-hour agro-processing model would allow farmers' produce to be processed, packaged, and distributed without delay. The policy would ensure that crops like cocoa, maize, and fruits are processed on time, reducing post-harvest losses. Operating continuously could also enable industries to ramp up production, expand their capacity, and meet both local and international demand. This would contribute to food security, job creation, and a boost in Ghana's export potential in processed agricultural goods.

2. The manufacturing sector. This is also one of the cornerstones of industrialization and a sector in the economy that the NDC through their 24-Hour Economy policy, aims to focus on. Adopting a 24-hour operation would mean that factories can run continuously, producing goods throughout the day and night. This would allow manufacturers to increase their overall output, helping to meet the growing demand for products both within Ghana and in international markets.

3. The health sector. This is another critical sector of focus for the 24-hour Economy. The aim is to ensure that medical care is available at any time of day or night. This is especially

crucial for emergencies, as hospitals and clinics would be able to provide immediate care whenever it's needed. Whether it's urgent treatment, routine check-ups, or emergency surgeries, round-the-clock availability means no one has to wait for regular office hours to receive care. The policy would make healthcare more accessible to everyone, particularly those in remote areas or with unpredictable schedules. Additionally, for healthcare professionals, this could create more shifts and job opportunities, improving the overall healthcare system's ability to respond quickly and effectively to the needs of the population.

4. The construction sector. The 24-hour Economy also focuses on the construction sector. The construction sector is integral to Ghana's economic development, fostering job creation, improving infrastructure, and facilitating investment and economic diversification.

5. Other sectors. Besides the above-mentioned sectors, the policy seeks to also focus on financial services, extractive industries, sanitation and waste management, the hospitality industry, retail centers, transportation services, pharmaceuticals, and security services.

PROPOSED SUPPORT PACKAGE FOR BUSINESSES UNDER THE 24-HOUR ECONOMY

The NDC has laid out an ambitious plan to create an enabling environment for businesses in Ghana to operate around the clock through the 24-hour Economy policy. This policy is designed to boost economic activity, increase productivity, and create more job opportunities by ensuring that businesses can function continuously, providing goods and services without interruption, and making the 24-hour Economy policy a successful one.

Through a '**Made in Ghana Agenda**', the next NDC government will use its spending power to stimulate demand by patronizing made-in-Ghana goods.

This is one of the NDC's strategic plans to promote local production and reduce reliance on imports, aiming to use government purchasing power to support locally made goods and encourage economic growth, and job creation by focusing on domestic industries. When implemented, it would encourage businesses to produce more locally and boost the Ghanaian economy.

Also, the NDC government will create an enabling environment for businesses to be able to operate 24/7 by providing:

- i. an atmosphere of safety and security through public/private security architecture,
- ii. cheaper and reliable electricity for participating businesses based on a Time-of-Use (ToU) tariff system,
- iii. tax incentives for participating businesses to reduce their cost of operations, and enhance their competitiveness,
- iv. financing support through the Ghana Exim Bank for strategic agro-processing factories and manufacturing companies to boost production for import substitution and exports, and

v. support for viable SMEs operating below capacity in priority value chains with catalytic investments to grow, generate jobs, and propel the economy's growth.

PRIORITY AREAS THAT NEED ATTENTION FOR THE 24-HOUR

1. Security. Security, a major concern for businesses operating beyond regular hours will be a top priority. The NDC government intends to tackle security concerns by providing a well-regulated and monitored private security system. The goal is to create a safe and secure environment where businesses, employees, and customers feel confident in operating 24/7. The NDC plans to improve security for businesses that operate at night by combining private security companies with police forces. This means there will be more patrols, cameras, and better coordination between private and public security. The goal is to create a safe environment in important business areas, so companies can operate smoothly without worrying about crime or disruptions.

2. Electricity. One of the primary challenges businesses face, especially when considering operating 24/7, is the cost of electricity. The NDC's proposal to implement a Time-of-Use (TOU) tariff system would address this challenge. The TOU system is a pricing structure where electricity rates vary depending on the time of day or week that power is consumed. Under this system, businesses that participate in the 24-hour Economy would receive modern smart meters that charge them a lower tariff during off-peak hours (like late at night or early in the morning) when electricity demand is lower.

By offering cheaper electricity during these hours, businesses can cut down operating costs, particularly for energy-intensive industries such as manufacturing and agro-processing. This pricing system would make it more feasible for companies to run night shifts or operate continuously, without facing the heavy energy costs that typically come with running businesses after hours. The TOU system also aligns with the NDC's goal to ensure that the country's energy supply is used more efficiently, benefiting both businesses and consumers.

3. Finances. To further support businesses in the 24-Hour Economy, the NDC proposes financial benefits in the form of tax reductions or exemptions to businesses that agree to operate 24/7 under their 24-Hour Economy policy. The goal is to help businesses reduce their operating costs, making it easier for them to stay competitive in both local and international markets. These tax incentives are intended to encourage businesses to grow, create more jobs, and boost the local economy by lowering financial barriers and encouraging investment. The NDC intends to provide financial support for strategic sectors like agro-processing and manufacturing to enhance production, particularly for import substitution (reducing reliance on imported goods) and exports. This would involve providing access to affordable financing through institutions like Ghana Exim Bank or other state-backed financial bodies. Companies involved in industries like agriculture, food processing, and manufacturing would be supported in scaling their operations, improving productivity, and meeting the growing demand for locally produced goods.

This financing would help strengthen the foundation of the country's industrial base, making businesses more self-sufficient and competitive on the international stage. The support would

not only help boost local production but also stimulate economic growth by creating more high-quality jobs and strengthening Ghana's export capacity.

4. Infrastructure. To create a thriving 24-hour economy, the NDC will focus on improving infrastructure and services in key commercial and entertainment districts. Areas such as Osu Oxford Street, Abeka Lapaz, and East Legon Lagos Avenue will receive enhanced lighting, security, and infrastructure upgrades to ensure they are safe and conducive to business activity throughout the night. This includes improving street lighting, enhancing security patrols, and upgrading road networks to facilitate easy access for both businesses and customers. For businesses in the entertainment, hospitality, and retail sectors, having a lively, vibrant atmosphere at all hours is crucial. The upgraded infrastructure and security will allow restaurants, bars, shops, and other service-oriented businesses to operate with peace of mind, knowing their areas are safe and accessible at any time of day or night. This will also help create a more dynamic and attractive environment for both local and international tourists, creating additional revenue streams for businesses in these sectors.

HURDLES AND CHALLENGES THAT NEED TO BE ADDRESSED

The 24-hour economy policy, as outlined in the NDC manifesto, presents a bold vision to transform Ghana's economy by promoting round-the-clock operations in businesses and public services. Despite its potential, transitioning to a 24-hour economy could face some challenges.

1. Durability of the infrastructure. To start with, operating businesses and public services on a 24/7 basis require resilient and well-maintained infrastructure capable of withstanding continuous use without significant deterioration. Essential facilities such as ports, roads, and markets must be designed to support high activity levels to ensure efficiency and sustainability. However, in Ghana, present significant obstacles to such an endeavor may hinder this initiative. Many regions suffer from (1) poor road networks that impede the swift movement of goods and services, (2) inadequate storage facilities that fail to preserve perishable items or accommodate high demand, and (3) limited access to modern technology essential for optimizing operations. These deficiencies could severely undermine the seamless functioning of round-the-clock businesses, making it crucial to address these gaps by investing in robust infrastructural development to support continuous economic and public service activities effectively.

2. Consistency of energy supply. A 24-hour economy demands a consistent, affordable, and reliable energy supply to sustain continuous operations across industries and public services. However, Ghana's energy sector has historically faced numerous challenges, including load-shedding, erratic power supply, and high electricity costs, which could hinder the feasibility of round-the-clock economic activities. Load-shedding, a recurrent issue, disrupts business operations, increases downtime, and erodes investor confidence. The high cost of electricity poses a financial burden, particularly for energy-intensive industries, making it difficult for businesses to remain competitive while operating on a 24-hour basis. The National Democratic Congress (NDC) has proposed a Time-of-Use (ToU) tariff system as a potential solution to mitigate energy costs by incentivizing businesses to consume electricity during off-peak hours. While this initiative could provide some relief, it does not address the underlying inefficiencies

in power generation, transmission, and distribution, which continue to escalate operational costs. Energy-intensive industries may find the benefits of the ToU tariff system limited if these inefficiencies persist, as unreliable power supply and high tariffs would offset any potential savings. To enable a thriving 24-hour economy, it is imperative to prioritize investments in renewable energy, modernize the energy infrastructure, and improve the efficiency of power generation and distribution systems.

3. Resistance to change. Implementing a 24-hour economy in Ghana could encounter significant challenges related to workforce resistance and cultural preferences, as many workers are hesitant to embrace shift-based jobs due to their attachment to traditional working hours. Ghanaian society strongly emphasizes daytime activities, aligning work schedules with family routines, religious practices, and social responsibilities. For instance, market traders and artisans typically operate within daylight hours, balancing their work with family commitments and community events. The disruption of these conventional patterns could lead to conflicts within families, as members may struggle to adapt to schedules that require them to be away during nighttime or irregular hours. Moreover, the recruitment of skilled personnel for night shifts or unconventional hours poses a substantial hurdle. In urban centers like Accra or Kumasi, there may be a relatively larger pool of workers willing to adapt to shift-based systems due to exposure to diverse job structures and economic pressures. However, in rural areas where employment pools are smaller, sourcing qualified individuals to work late-night shifts becomes increasingly difficult. For instance, healthcare facilities in rural districts often face staff shortages because nurses and doctors are reluctant to accept postings requiring night rotations, citing concerns over safety, inadequate transportation, and the strain on family life.

4. Customization of activities. The transition to a 24-hour economy in Ghana encounters sector-specific barriers that underscore the need for tailored solutions across industries. In agriculture, many activities remain seasonal or daylight-dependent, such as planting, weeding, and harvesting, which limits the potential for round-the-clock operations. For instance, cocoa farming, a major agricultural activity, largely depends on natural light and favorable weather conditions for harvesting and drying beans. While agro-processing could benefit from extended work hours, issues like post-harvest losses cannot be fully addressed if primary production remains limited by these natural constraints. Without increased investments in mechanization, irrigation, and storage facilities, the potential gains of 24-hour agro-processing will be undermined by a lack of sufficient raw materials.

5. Availability of skilled personnel. In the health sector, implementing 24-hour healthcare services would be a critical step toward improving public health access but it comes with its challenges. Many hospitals and clinics in Ghana already face staff shortages, with overburdened medical professionals working long shifts to cover existing gaps. For example, rural healthcare centers often operate with minimal staff, forcing one or two nurses to manage all patients during night shifts. Expanding operations to ensure round-the-clock availability would require significant investments in workforce expansion, including hiring and training additional healthcare professionals, as well as providing adequate incentives such as better remuneration and housing for those posted to underserved areas. Without these measures, the burden on existing staff could lead to burnout and a decline in service quality.

6. Production planning and market creation. In manufacturing, the push for continuous operations may not always align with market demand, leading to inefficiencies or wastage. For example, a factory producing perishable goods such as dairy products or baked items may face challenges if extended production does not match consumer needs, resulting in excess inventory or spoilage. Similarly, industries reliant on imported raw materials may encounter delays in supply chains, further compounding inefficiencies in 24-hour production cycles. Addressing this requires careful market analysis and production planning to ensure that extended working hours translate into increased productivity and profitability, rather than wastage. Navigating through these challenges becomes a hard nut to crack so far as its implementation is concerned.

7. Regulation. The successful implementation of a 24-hour economy in Ghana requires addressing policy and regulatory hurdles. Enforcing and monitoring compliance with labor laws, tax policies, and energy tariffs requires a robust and transparent regulatory framework. Labor laws must be updated to accommodate the shift-based work schedule, ensuring fair wages, adequate rest periods, and protection of workers' rights. Similarly, tax policies will need to consider the unique operational needs of businesses working round-the-clock, providing tax incentives or reliefs to offset the added costs of extended hours. Energy tariffs must be restructured to accommodate the increased demand for electricity, with policies in place to ensure that these changes do not burden businesses and households with inflated costs. However, the challenge lies in the effective enforcement of these policies. Ghana has struggled with regulatory enforcement in various sectors due to systemic issues such as corruption, weak institutions, and political interference. The failure to fully implement labor regulations in informal sectors or ensure consistent electricity tariffs reflects a broader issue of regulatory inefficiencies. Mismanagement of these frameworks, such as the inability to track compliance or adequately respond to violations, could lead to exploitation of workers, unfair business practices, and an overall lack of confidence in the system.

7. Political commitments and longevity. Another significant obstacle is the lack of political will. Policy shifts such as the 24-hour economy require strong governmental commitment, coordinated action across multiple sectors, and sufficient resources for monitoring and enforcement. Without clear political support, policies may be weakened or delayed, hindering the potential benefits of a 24-hour economy. For example, the government's delay in addressing energy supply issues or revising labor laws to accommodate nontraditional work schedules can create a sense of policy instability, discouraging businesses from committing to long-term investments.

RECOMMENDATIONS/AREAS FOR IMPROVEMENT

Per the blueprint of the National Democratic Congress, the 24-hour economy will be implemented within the context of other national development initiatives, such as education and training, health services, agriculture, the provision of affordable housing for workers, efficient public transport, and effective justice delivery, among others. It will be home-grown to fit our unique cultural, economic, and social situation. This is expected to be both public and private-sector-driven, with government policies designed to stimulate round-the-clock business

operations. Policy coordination will be integrated across Ministries, Departments, and Agencies (MDAs) to ensure efficiency. Despite the aforementioned approach, the following recommendations could help improve the successful implementation of the 24-hour economy.

Infrastructural Development

A robust infrastructure is the backbone of any economy, and for a 24-hour system, its importance cannot be overstated. Ghana must prioritize the modernization and expansion of essential infrastructure such as roads, ports, and markets to support continuous activities. Poor road networks and inadequate storage facilities are significant obstacles, especially in rural areas. To address these gaps, the government should create an enabling environment with incentives that encourage private sector investment in high-capacity storage facilities for perishable goods, thereby enhancing preservation and operational efficiency. Promoting the adoption of modern technologies in transport, logistics, and business operations will ensure there is adequate infrastructure to support the demands of a 24-hour economy.

Energy Sector Reforms

Moreover, a sustainable energy supply is vital for any economy operating around the clock. Ghana's energy sector has historically faced challenges such as load-shedding, unreliable power supply, and high costs. To overcome these issues, significant private sector investments, participation and a level playing field for competition in renewable energy sources such as solar, wind, and hydroelectric power are essential. Modernizing power generation, transmission, and distribution systems will help minimize disruptions and improve energy efficiency. The introduction of the Time-of-Use (ToU) tariff system is a step in the right direction. However, its success depends on addressing the underlying inefficiencies in energy infrastructure. Reducing energy costs and ensuring reliability will build investor confidence and support businesses in embracing 24-hour operations.

Robust Regulatory Frameworks

The success of the 24-hour economy hinges on the establishment of a robust and supportive regulatory framework anchored on institutional efficiency and effectiveness that balances the interests of businesses, workers, and society while fostering economic growth. To create an enabling environment, labor laws must be revised to accommodate shift-based work, ensuring fair wages, adequate rest periods, and workers' rights while addressing potential exploitation and occupational safety. Tax incentives, such as reduced corporate taxes or exemptions for businesses adopting round-the-clock operations, should be introduced to encourage participation. Remove redundant licensing and permitting requirements to eliminate regulatory duplication and red tape, allowing entrepreneurs to operate freely and focus on value creation rather than navigating bureaucratic obstacles. Energy tariffs must also be restructured to balance increased demand with affordability for businesses and households while promoting renewable energy adoption and energy-efficient practices.

An Employment Act is proposed to complement existing Labour Law, creating a framework for the 24-hour Economy, but its feasibility in addressing challenges is uncertain. The NDC's plan to create a new Employment Act for the 24-hour Economy in Ghana is a positive step but

can be improved. First, the consultation process should include a wider range of people, like small businesses and informal workers, to ensure everyone's concerns are heard. The rules for shift-based work need to be clearer, with fair wages, proper rest, and attention to workers' health. Strong enforcement of these labor laws is essential, and the government should set up systems to monitor how well the laws are working. Additionally, small businesses need support to adjust to the new rules, and there should be flexibility in how shifts are arranged, so businesses can adapt while protecting workers' rights. With these changes, the 24-hour Economy can work fairly and successfully for both businesses and workers.

Promoting Good Work Ethics

To enhance the NDC's approach to promoting good work ethics in both existing and new shifts, they can do better by including training programs on time management and leadership, health and wellness initiatives to support civil and public servants, and performance incentives to boost productivity. Offering flexible shifts and implementing feedback systems will improve satisfaction and efficiency. Additionally, fostering a positive workplace culture will encourage collaboration and accountability, helping create a productive environment for a successful 24-hour economy.

Effective Feedback Systems

Finally, to improve the NDC's 24-hour economy plan, there is the need to focus on certain important actions.

Set up feedback systems to hear from key stakeholders such as entrepreneurs and workers regularly and fix any issues confronting them quickly. Most importantly, adopting a holistic national approach for a positive workplace culture where everyone feels valued and respected will keep the energy high and make the whole system run smoothly. By doing this, the NDC's 24-hour economy vision will come to fruition, and it will create a work environment that benefits everyone, from businesses to workers.

CONCLUSION

The NDC's 24-Hour Economy, part of the "Jobs for All" policy, presents a bold and ambitious vision for transforming Ghana's economic landscape by encouraging continuous operations in critical sectors like manufacturing, agro-processing, construction, financial services, and essential public institutions. Its comprehensive approach includes key reforms in education, healthcare, housing, justice, transport, and labour policy, anchored by proposed innovations such as a new Employment Act, the Time-of-Use tariff system, and financial and tax incentives for businesses that subscribe to the policy.

According to the FAQs on John Mahama's 24-Hour Economy Strategy, the initiative is not just a campaign slogan but a structured policy intervention with clear implementation pathways, including voluntary business participation, government procurement of made-in-Ghana goods, infrastructure improvements in entertainment districts, and partnerships with the private sector. The FAQs also reinforce the strategy's goal to serve as a vehicle for import substitution and export-led growth, job creation, and enhanced productivity.

However, a meaningful evaluation of the strategy requires an assessment of whether the government has remained consistent in its delivery before and after the 2024 general elections. Before the elections, the NDC campaign articulated a detailed vision, received endorsements from organized labour groups like the TUC, and emphasized the policy as a game-changer to address unemployment. Post-election, the government's consistency in implementation must now be measured by actions such as:

- a) the publication and rollout of the promised 24-hour Economy blueprint,
- b) Enactment of the new Employment Act in collaboration with organized labour,
- c) Tangible improvements in infrastructure and energy reliability,
- d) Deployment of smart meters and TOU tariffs to enrolled businesses,
- e) And actual financial and tax incentives reaching firms that opt into the policy.

If these deliverables materialize in a timely and transparent manner, the government can be said to be consistent in translating its manifesto into real outcomes. However, if implementation lags, or if political will declines amid bureaucratic inactivity, the strategy risks being reduced to mere rhetoric.

Ultimately, while the 24-Hour Economy policy has gained strong conceptual and stakeholder support, its long-term success hinges on consistent execution. Addressing the challenges outlined, such as infrastructure gaps, energy reliability, regulatory enforcement, and cultural shifts, will be essential. A holistic approach that includes feedback loops, institutional accountability, and targeted support for SMEs will ensure that the policy lives up to its promise of “jobs, jobs, and more jobs” for Ghanaians.

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Appendix

Highlights from the FAQs on John Mahama's 24-Hour Economy Strategy

To clarify and reinforce public understanding of the 24-Hour Economy Policy, the NDC released a set of Frequently Asked Questions (FAQs). Below are key highlights:

The government reiterates the 24-hour Economy is a deliberate policy to support selected businesses and institutions to operate in three 8-hour shifts, enhancing productivity and job creation.

The key sectors to focus on include agro-processing, pharmaceuticals, manufacturing, construction, extractive industries, sanitation, hospitality, retail, transportation, financial services, digital start-ups/BPO, and essential public services (e.g., Ports, Passport Office, DVLA).

Several support measures are outlined. See below;

- a) Time-of-use (TOU) electricity tariffs with smart meters to lower off-peak costs,
- b) tax incentives for participating businesses,
- c) financing support for agro-processing and manufacturing firms.
- d) improved security architecture combining private and public efforts, and
- e) infrastructure upgrades in nightlife/business hubs like Oxford Street and Lapaz.

Under policy implementation, businesses must opt in voluntarily to access incentives. Secondly, companies already operating 24/7 will be enrolled automatically. Finally, an Employment Act will be introduced in consultation with organized labour and AGI to regulate shift work.

Some myths are also debunked to restore confidence. The government reassures Ghanaians that the policy is not about legislating 24/7 work but creating an enabling environment. Furthermore, the existence of a few 24/7 firms does not invalidate the policy. On the contrary, it confirms viability. Also, the government reassures the Ghanaian people that demand exists because over 90% of Ghana's consumption is currently imported. The 24-hour Economy targets import substitution and exports to meet this demand.

Benchmarking the policy globally, cities like London, and Sydney, and economies like the U.S. and Germany already run 24-hour models, supporting millions of jobs.

In Ghana currently, stakeholder endorsements from TUC, the Institute of Economic Affairs, and the Chamber of Local Governance project the strategy as a game-changer.