

# GHANA 2023 INTEGRATED BUSINESS ESTABLISHMENT SURVEY I (IBES I)

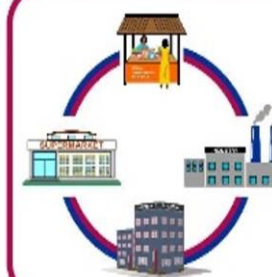
## Introduction to IBES



*November-December 2023*



GHANA  
STATISTICAL SERVICE



GHANA 2023 INTEGRATED  
BUSINESS ESTABLISHMENT  
SURVEY (IBES)

*Data for Prudent  
Business Decisions*

# Outline of Presentation

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# Introduction (1/2)

- The Integrated Business Establishment Survey (IBES) is structured in two phases:
  - Phase 1 -Census of all businesses in Ghana; and
  - Phase 2 -Sample survey.
- It is an economic census that covers all the sectors of the economy and all types of businesses including:
  - micro, small, medium and large;
  - for-profit and not-for-profit businesses;
  - formal and informal businesses; and
  - state and private establishments.
- An economic census captures all businesses involved in the production of goods and services

# Introduction (2/2)

1. The IBES will help in building an updated online business register and help in monitoring national, regional and continental development goals
2. The IBES again provides statistics to measure Ghana's Coordinated Programme of Economic and Social Development  
E.g., Labour statistics to assess the policy on Agenda For Jobs, Planting for Food and Jobs, 1D1F, etc
3. Track the progress on the AU Agenda 2063 goals.
4. It will also provide statistics for tracking progress towards achieving the Sustainable Development Goals (8 & 9).
  - Goal 8: Decent work and economic growth
  - Goal 9: Industry, innovation and infrastructure

# Purpose and Learning Outcomes

The purpose of this presentation is to equip trainees with knowledge and skills to explain the objectives, history and the Legal Framework of IBES.

By the end of this presentation the participants should be able to:

1. explain the objectives of IBES Phase I;
2. explain the key elements in the legal framework;
3. appreciate the importance of confidentiality in the conduct of the IBES; and
4. adhere to the health and safety protocols during training and fieldwork.

# Concepts and Definitions (1/3)

1. **Micro businesses:** Engages 1-5 persons
2. **Small Businesses:** Engages 6-30 persons
3. **Medium Businesses:** Engages 31-100 persons
4. **Large Businesses:** Engages 101 or more persons
5. **For-profit businesses:** A business which aims at earning profit through its operations and is concerned with its own interests
6. **Not-for-profit businesses:** A Business which aims at providing services, facilities or assistance to the government and communities

## Concepts and Definitions (2/3)

- 7. Formal Businesses:** These are registered businesses with regulatory authorities such as Registrar General's Department, Ghana Revenue Authority. They keep formal accounting records and pays tax.
- 8. Informal businesses:** Businesses that are not registered with any regulatory authority such as Registrar General's Department, Ghana Revenue Authority. They do not keep formal accounting records and do not pay tax

# Concepts and Definitions (3/3)

- 9. State establishments:** Establishments that are largely regulated, owned or controlled by the central or local government e.g., Ministries, other Government Departments and Agencies, District Assemblies, National Disaster Management Organisation, etc.
- 10. Private establishments:** Establishments owned and controlled by a private person(s)



# Structure of the Training

- There are 16 presentations to be covered
- Ten presentations are based on the content of the questionnaire and 6 other presentations
- The training will involve demonstration of practical experiences, asking and answering of questions
- There will be quizzes and reading assignments
- Field practices
- Role plays are key
- Group discussions

# Objectives of IBES (1/2)

The IBES seeks to provide data that will help in:

1. building an online updated business register
  - This will include all new businesses and remove all businesses that are no more
2. providing interventions based on the characterisation of Ghanaian businesses
  - In the event of pandemics such as COVID-19, businesses will be supported by government based on their characteristics such as ownership type, nationality, size of the business
3. the provision of business-centred support
  - A support system that will target only businesses

## Objectives of IBES (2/2)

4. providing directives that will moderate drivers and shocks to business performance and growth
5. acquiring knowledge of trends and patterns to predict outlook of businesses (business data analytics)
  - IBES will help know the future direction of businesses given past data
6. identifying the contribution of businesses to economic outlook
  - How much do businesses contribute to the prospects of the economy
7. produce an updated sampling frame for conducting future business sample surveys

# Policy Relevance of IBES (1/2)

From the public sector point of view, the IBES data will:

1. provide employment figures for all sectors which will be readily available for policy and research
2. help put in measures to address business death rate
3. update the performance of the overall economy and guide future policies
4. form the foundation for rebasing Ghana's Gross Domestic Product (GDP)
5. help make informed decisions about the health of the economy
6. be used to assess business activities and develop programs to attract new businesses

# Policy Relevance of IBES (2/2)

From the private sector point of view, the IBES data will:

1. help private businesses to identify possible new business locations based on other similar businesses in an area
2. be used by businesses that sell their products to other businesses to evaluate markets and plan sales strategies for growth
3. help the private sector make evidence-based business decisions based on excellent data that gives businesses competitive advantage

# Modules in 2023 IBES I Questionnaire

1. Identification and contact of establishment
2. Head office information
3. Economic activities of establishments
4. Persons engaged
5. Record keeping and external trade
6. Identification of green establishments
7. Digital finance
8. Criteria for specific businesses
9. Turnover or revenue
10. Unique identity of establishment

# Output from IBES

## Examples of reports and statistics from IBES I

### 1. Regional Spatial Business Report

- Spatial distribution of businesses by region
- Spatial distribution of persons engaged by region
- Spatial distribution of persons engaged by establishment

### 2. Summary Report

- Establishment by principal activity
- Number of businesses by sector

### 3. National Employment Report

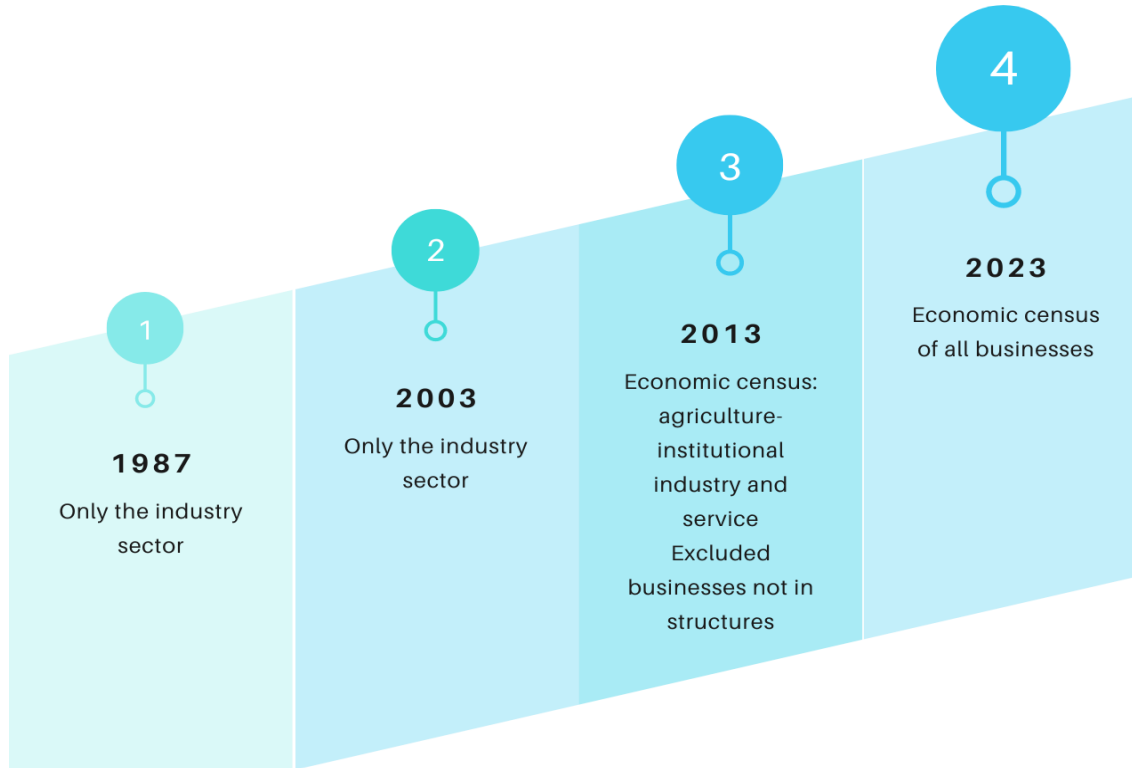
- Statistics on number of persons engaged by sex
- Owner's nationality by size of business
- Number of persons engaged by sector

# History of Economic Census

Previous economic censuses in Ghana include:

- National Industrial Census (1987 and 2003)
- IBES I & II (2013/2014 and 2015/2016)

## PERIODICITY AND SCOPE OF IBES IN GHANA



- 1987: Data on industry sector only
- 2003: Data on industry sector only
- 2013/2014: Institutional Agriculture, Services & Industry sectors
- 2023: All businesses



# What is New in the 2023 IBES I? (1/3)

1. The 2023 IBES has expanded its scope to include:
  - a. Businesses in structures intended for other activities
    - E.g., A residential structure also used as a bakery
    - A garage used for hairdressing saloon
  - b. Businesses in open spaces including businesses under sheds (structures without enclosure) but fixed locations
  - c. Mobile businesses
  - d. Virtual businesses (Tonaton, Jumia, use of Social Media, etc)

# What is New in the 2023 IBES I? (2/3)

2. Linking of business and population registers
  - Relating household level data to business data
  - Collaborate with other institutions to relate population and business data
3. Linking of business registers with other MDA databases
  - This will help in updating the business register between intercensal periods (by including new businesses and removing businesses that are no more in existence)
4. Taking of GPS coordinates to show the spatial location of businesses

# What is New in the 2023 IBES I? (3/3)

## 5. Automation of data collection and processing

- The use of CAPI and online questionnaire
- The use of interactive map
- Programming of ISIC to select appropriate principal activity of businesses
- The use of dashboards to monitor coverage, number of completed questionnaires and generate basic statistics
- Quality control by Data Quality Monitors (DQM)

## 6. Additional modules in questionnaire

- Digital finance
- Green establishments

# Legal Framework (1/3)

1. The Legal Authority for conducting IBES is the Statistical Service Act 2019 (Act 1003)
2. This Law empowers the Government Statistician to conduct statistical surveys and any census in Ghana:
  - Population and Housing Census (PHC) - every ten years
  - Economic Census - every ten years, two years after each PHC
  - Nationwide Sample Surveys - as and when needed (e.g., GLSS, DHS, AHIES)

# Legal Framework (2/3)

3. The law mandates IBES officials to comply with this legal framework (Act 1003)
4. The information obtained is **CONFIDENTIAL** and shall only be used for statistical purposes
5. Information obtained should not be disclosed to anyone who is not an authorized IBES official.

# Legal Framework (3/3)

6. All field officers shall take an **Oath of Secrecy**
  
7. Anyone who violates the oath is guilty of an offence and liable to punishment according to the Statistical Service Act, 2019 (Act 1003), Section 50 - 54:
  - Payment of fine
  - Imprisonment
  - Both fine and imprisonment

# Security Guidelines (1/2)

1. Always keep minimal cash when stepping out
2. Keep all equipment and gadgets (i.e., tablets, power banks, etc.) inside your bag always except when administering a questionnaire
3. Avoid shortcuts, dark routes, suspicious neighbourhoods, etc. while moving from one place to the other
4. Avoid indulgence in any kind of arguments with natives
5. Leave behind expensive articles such as jewellery at home
6. If possible, avoid working during odd hours i.e., night or dawn.

## Security Guidelines (2/2)

7. Identify multiple safe points (open space) within the Supervisory Zone (SZ) to converge with your Supervisor. Try as much as possible to rotate the meeting points
8. Be careful when visiting construction sites
9. Wear nose masks at production points (e.g., manufacturing companies)
10. Be mindful of where the interview takes place
11. Observe the body language of the respondent
12. Avoid sensual conversations and physical contacts
13. Avoid indecent exposure



# Health and Safety Guidelines

Precautions to consider:

1. always keep a clean bottle of water on you
2. physically distance yourself - at least 2 metres from any person.
3. use an alcohol-based hand sanitizer with at least 70% alcohol.
4. always wash hands first with soap and water if hands are visibly dirty.
5. cover your nose and mouth with disposable tissue when coughing or sneezing, and then properly dispose of the tissue.

# Revision

1. Ask five trainees to demonstrate their understanding of the objectives of IBES by explaining to the class.
2. Assuming an enumerator met a managing director of a reputable establishment when he or she entered the premises. Ask three of the trainees to demonstrate how the objectives and the policy relevance will be used to introduce the IBES.
3. Ask three trainees to demonstrate their understanding of the key elements in the legal framework that is guiding the conduct of IBES and how they will use it in their work.

# THANK YOU

## Please Any Question...?

