

# Empowering women through skill development: Coral Paints launches 'Women in Colour' initiative in Ghana

**I**n a bold step toward breaking gender barriers and fostering economic independence, Coral Paints Ghana, in collaboration with the Ministry of Gender, Children, and Social Protection and Nneka Youth Foundation, proudly announces the launch of Women in Colour.

This groundbreaking initiative is designed to equip women facing socio-economic challenges with professional painting skills, providing them with a pathway to financial independence and success in a traditionally male-dominated industry.

## Breaking Barriers, Creating Opportunities

The Women in Colour programme is committed to transforming the lives of women in Ghana by providing them with comprehensive, hands-on training in painting and related skills. This initiative is structured to:

### Develop Practical Skills:

Participants will undergo intensive training in professional painting techniques, enhancing their employability and industry readiness.

**Foster Economic Independence:** By equipping women with tangible skills, the programme aims to create a direct route to self-sufficiency and financial stability.

**Leverage Industry Networks:** With access to a network of over 8,000 trained painters across Ghana, graduates will have direct connections to job opportunities, mentorship, and further career advancement.

The official launch of the Women in Colour programme will take place today, April 7, 2025, at the ultra modern Coral Paints Training Centre in Adabraka. With representatives from the Ministry of Gender, Children, and Social Protection, Nneka Youth

Foundation, key stakeholders, client partners, and selected programme participants in attendance.

This launch will serve as a platform to showcase the immense potential of women's empowerment in non-traditional industries and highlight the transformative impact of equipping women with skills that foster career growth and self-sufficiency.

## Strategic Collaboration for Greater Impact

By partnering with the Ministry of Gender, Children,

and Social Protection and Nneka Youth Foundation, this initiative is set to reach more women and create a long-lasting social and economic impact. The collaboration will focus on:

**Workshops:** Integrating technical painting skills with community engagement and support services.

**Community Outreach:** Identifying and recruiting women who will benefit most from the programme, ensuring inclusivity and accessibility.

**Impact Measurement &**

**Evaluation:** Implementing a structured system to assess the programme's effectiveness and refine it for continuous success.

## A Brighter Future for Women in Ghana

Coral Paints Ghana is deeply committed to creating real, sustainable change in the lives of women across the country. By merging innovative industry expertise with dedication to social development, the Women in Colour initiative represents a significant leap forward in promoting gender inclusivity within the painting and construction sectors.

*Together, let's build a future where every woman has the tools and opportunities to succeed.*



• Luiz Carlos Da Silva (right), Business Development Manager, Coral Paints, demonstrating painting skills to some trainees in 'Women in Colour'



• The training center



## BREAKING BARRIERS

Empowering Women through Skill Development

Women  
in Colour

In Collaboration with



Nneka  
Youth Foundation