



**LEARNING
TO CHANGE
THE WORLD**



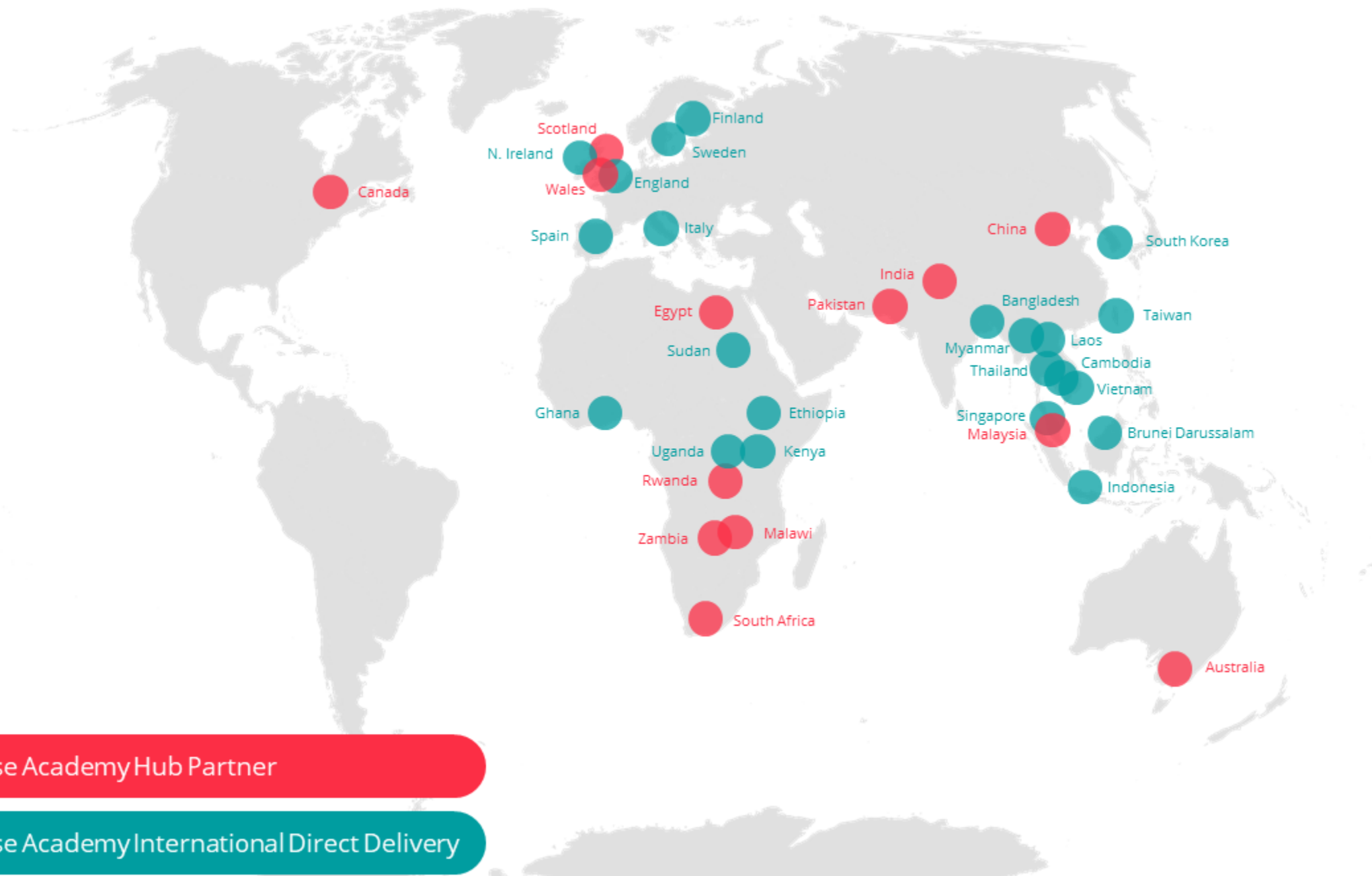
SOCIAL ENTERPRISE ACADEMY SOUTH AFRICA

- Social Enterprise Academy (SEA) Africa founded 2012 to design and deliver transformational learning programmes to enhance social impact (Scotland 2004)
- 10 country hubs & dozens of delivery partners globally
- 18-year track record of learning and development worldwide
- Access to global trends, case studies and best practice across the world
- Programmes are contextualized for local conditions and delivered by local hub partners



SOCIAL CHANGE

People are stepping up to lead social and environmental change all over the world.
The leaders of these organisations need support.



Social Enterprise Academy Hub Partner

Social Enterprise Academy International Direct Delivery



OUR VISION

A society which combines economic activity with community benefit, led by dynamic, change makers



SOCIAL ENTREPRENEUR-LED LEARNING



PEER-LED LEARNING

MODEL: TRANSFORMATIONAL LEARNING

EXPERIENCE

**LEARNING:
REFLECT,
THINK,
& PLAN**

**BEHAVIOUR
CHANGE**

**ORGANISATIONAL
RESULTS**

**SOCIAL
IMPACT**

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



BUSINESS MODELS OF SOUTH AFRICAN SOCIAL ENTERPRISES

SE's typically take one of five different revenue models.

Business models that have social value embedded within them:

1. Cross subsidization
2. Market Intermediary
3. Fee for Service (including low-income innovations)
4. Employment
5. Entrepreneur support

1. CROSS SUBSIDIZATION

MARIMBA JAM

Social enterprises who are selling products (goods and services) to cross subsidize social programmes

Marimba Jam

This social enterprise uses music as a vehicle for social change and national building. Marimba jam provides free music education to underprivileged schools in the form of marimba and drumming workshops. The social enterprise connects youth of South Africa across the socio-economic barriers

Innovation:

Innovation: Profitable urban school subsidizing a rural school

Website:

<https://marimbajam.co.za/>



A Gorman
Photography

www.agormanevents.com

1. CROSS SUBSIDIZATION

18 GANGSTER MUSEUM

18 Gangster Museum

A social enterprise curbing gangsterism in a creative way.

The enterprise helps to:

- Reform and reintegrate current gangsters back into society
- Warn youth about the dangers of gangsterism – preventing future generations from gangsterism involvement

Innovation:

Tourists pay for tours, which subsidizes tour groups of underprivileged children in at risk communities to show them the dangers of gangsterism through art / photos and the depiction of a jail cell. **Global tourism trend is moving towards creating authentic visitor experiences.** Visitors have the opportunity to become “temporary locals.” Cross-learning.

Website:

<http://www.18gm.co.za/>



2. MARKET INTERMEDIARY

COLOURS OF A KIND

Social enterprises can also be set up to be a market linkage or market intermediary for entrepreneurs

Colours of a Kind

The objective of the organisation is to uplift and empower women in disadvantaged communities. Women are provided with training in sewing skills and garments are sold into the European market.

Innovation:

Sell fashion items manufactured by programme graduates in Europe where there is a market for African fashion products. Locals are closer to fashion trends, have creative skills and knows the local market. **(Understanding of on-the-ground fashion trends better than fashion houses in Europe)**

Website:

<https://www.coloursofakind.org/>



3. FEE FOR SERVICE

IYEZA HEALTH

Fee for Service SE's sell products that are socially and/or environmentally useful. Often these SE's have innovated to provide goods/ services at a much **cheaper price in order to be accessible to people at the base of the pyramid.**

Iyeza Health

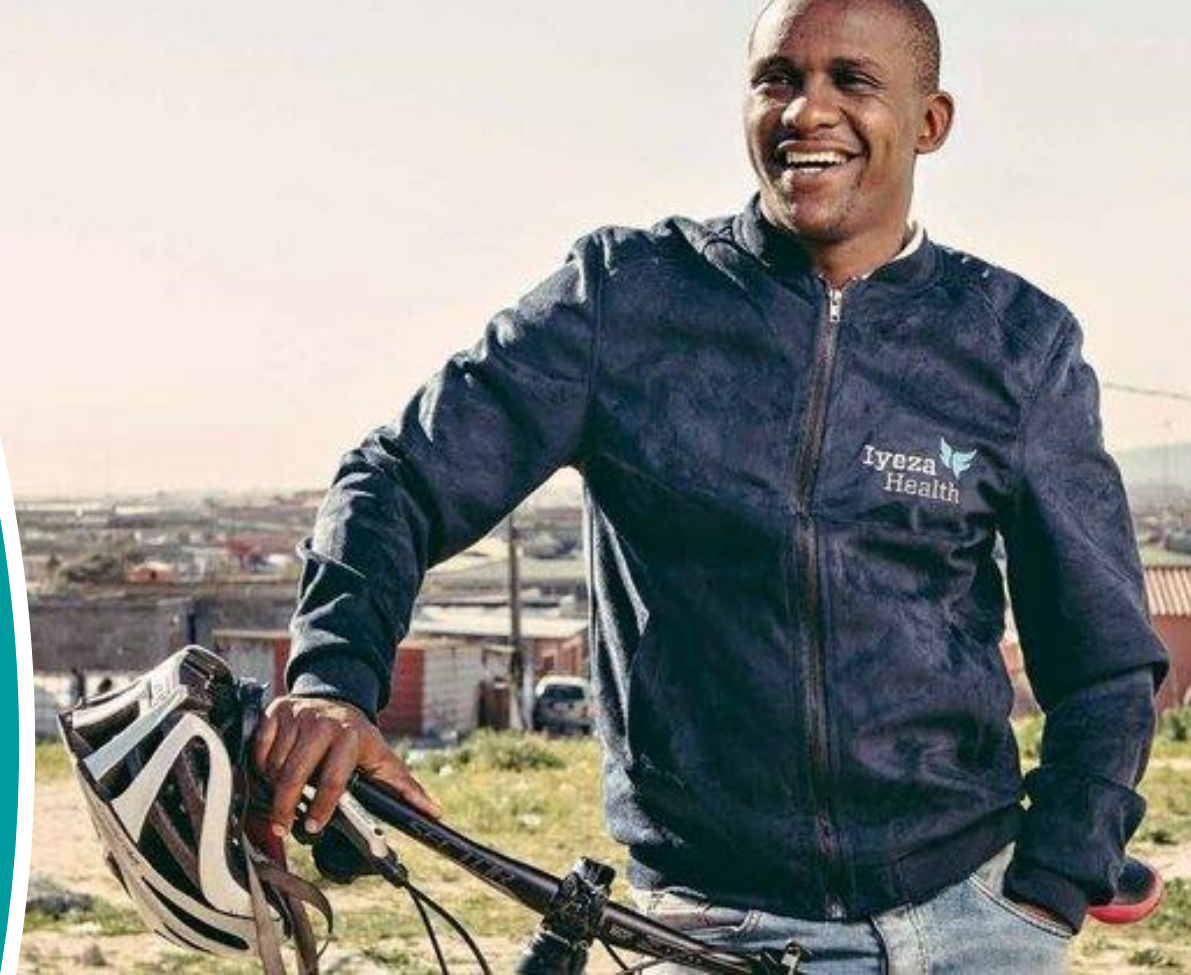
Iyeza health is a health logistics social enterprise, providing patients in townships with their much needed medication by doing deliveries by bicycle transportation. The elderly and sick don't have to stand in queues for hours on end. Bicycles can easily navigate the rough terrain in townships.

Innovation:

Making better use of existing resources (bicycles) to create jobs and serve a much needed social purpose. This has a similar business model than Uber. – creating jobs with what job seekers already have. How many taxi's does Uber own? None.

Website:

<https://www.iyezahealth.co.za/>



Your health
matters to us

4. EMPLOYMENT MODEL

I Love Coffee

Social enterprises set up specifically in order to employ certain individuals or groups who would struggle to enter the job market.

I Love Coffee

I Love Coffee exists so that it can provide employment opportunities to skilled and unskilled deaf and disabled people, thereby increasing their sense of self-worth and quality of life. It is also a powerful way to raise awareness about deaf people and the value of diversity in our society.

Innovation:

Innovation: Coffee cup sign language / teaching customers sign language & how to order by using sign language. Taps into marketing trend: Products sold to customers to elevate their self-esteem. Buy a coffee and making a difference

Website:

<https://www.ilovecoffeegroup.co.za/>



5. ENTREPRENEURSHIP SUPPORT

THE CLOTHING BANK

These are social enterprises that have been set up to support entrepreneurs so they are better able to service their markets.

The Clothing Bank

The Clothing Bank in South Africa supports unemployed mothers to set up their own businesses selling clothes, in their communities.

The Clothing Bank provides training and support on sales skills, budgeting and life skills. In addition it sells clothes at a much cheaper price to the women who then fixes clothes and re-sells in underprivileged communities. The clothes have been donated from major retailers across South Africa.

Innovation:

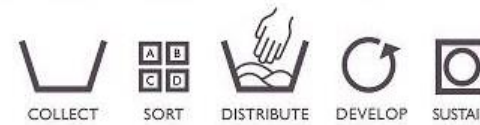
Seeing waste as resources/ textile upcycling. Wasteful fast fashion is eliminated by adding value to existing resources.

Website:

<https://www.theclothingbank.org.za/>



THE CLOTHING BANK



COLLECT

SORT

DISTRIBUTE

DEVELOP

SUSTAIN

INNOVATION TRENDS

“

Social entrepreneurs often make use innovation linked to global trends, but for the purpose of creating social impact

David Bryan

Head of Sustainable Business, Social Enterprise Academy

Innovative trends enhancing impact



SCALING MODEL OF SOCIAL ENTERPRISE ACADEMY WORLDWIDE

SEA uses Social Francizing Model to scale globally:

Through our international replication model, we work with local hub partners in each country to adapt Academy programmes to be responsive to local needs.

Franchising model:

- High quality experienced-based and practitioner-led learning programmes developed globally and contextualized locally
- Delivery by practicing social entrepreneur facilitators (on-the- ground experience)
- Delivery through local hub partner empowered to run local SEA Hubs
- Supported by a global team of change makers at SEA Hubs around the world



OUR IMPACT:

10

Country
Teams

2,234

Learning
Programmes

18,376

Adult
Learners

1,100+

Schools

55,000

Pupils
Engaged

215

Ecosystem
Partners

ORGANISATIONAL RESULTS

FINANCIAL STABILITY



93% improve their organisation's **ability to be responsive and adaptive** to the market



63% positively affect the **financial success** of their organisation

PEOPLE & QUALITY



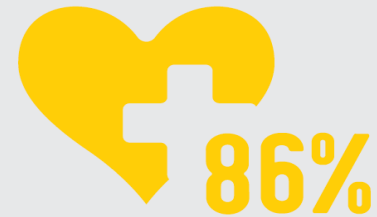
83% communicate more **effectively** within their organisations



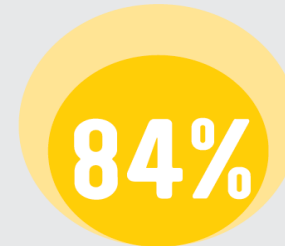
91%

91% enhance **staff motivation**

SOCIAL & CULTURAL



86% improve the **health and wellbeing** of their workforce



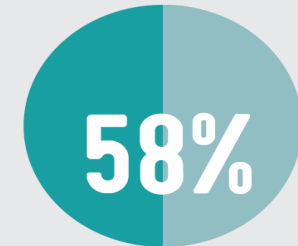
84% strengthen their organisation's **relationship with the local community or community** of shared interests

ENVIRONMENTAL



68%

68% implement or **improve environmental policies**



58% **redesigned their products or services** for environmental efficiency

WORK WITH US TO ENHANCE THE IMPACT OF SOCIAL ENTREPRENEURS

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