



Development of Social Entrepreneurship Guidelines

Client

The City of Cape Town

Objectives

The purpose of the guidelines was to provide a practical and easy to understand strategy for business interventions that can yield both social benefits and high profits.

Tactics employed

Research was conducted on different areas of the guidelines which together constitute a specific Social Entrepreneurship Strategy.

Outcomes

The strategy covered:

- Contemporary challenges
- Entrepreneurial approaches
- Social enterprises and the City of Cape Town
- Shift to social entrepreneurship
- The rise of social enterprise and its implication for CSR investment recommendations
- Social entrepreneurship projects