




Social Business Innovation Program in CAPE TOWN



 Innovative Social Entrepreneurship

 Cape Town (South Africa)

 1 - 3 months

Context

Due to the increasingly global and changing political, economic and social context, there is an urgent need to create ethical and sustainable actions that have a positive impact on unemployment, poverty and inequalities.

Social entrepreneurship helps to generate responsible and transformative business models. In addition, it proposes innovative business solutions based on social justice and on economic and environmental sustainability .

Currently, Cape Town is one of the most cosmopolitan cities on the African continent. It has an excellent quality of life, an open and diverse society and with great projection for economic growth. For this reason, it's an ideal place to develop social, economic, sustainable and environmental projects which will transform the lives of millions of people in the world.



Learning objectives

- 1** A training program which offers a broad perspective of current economic, social and environmental problems and that promotes the development of skills to generate ethical, fair and innovative business models .
- 2** The students will work in a practical way in the identification, formulation and resolution of conflicts with the aim to apply sustainable and socially responsible measures.
- 3** The course proposes a specific frame to understand the global impact of sustainable development and encourages the skills and competences for the youngsters to generate agile, critical and innovative thinking, and consequently, to develop a responsible business attitude.
- 4** In addition, it encourages students to acquire skills in the intercultural domain, how to analyze systems and how to apply sustainable measures in business design and company creation.

Developed activities

- The course is adaptable to the academic needs of the students and to the university study plans. It is characterized as practical, but also includes theoretical training before, during and after the field work in order to integrate the concepts of the topics covered.
- This course is designed for the students to understand the impact of sustainable development in a global economic, environmental and social context.
- They will be able to gain skills to integrate the challenges of global and local sustainability in the business environment.
- They will assess the impact of social, economic and environmental sustainability and generate feasible solutions by designing real businesses for local organizations and communities.
- The program includes the analysis of formulas to guarantee the financial stability of the business while being ethical, inclusive and respectful of the environment- Furthermore, they will have the opportunity to use programs with clear indicators to measure the impact and results of the project.
- The modules cover the following topics: multiculturalism, global citizenship, business innovation , entrepreneurship and sustainability skills.
- Students will work as part of a multicultural team on a high-impact sustainability project which is aligned with the Sustainable Development Goals.



Expected results

- 1 To inspire and guide the next generation of leaders in the creation and management of social and sustainable companies.
- 2 To provide students the space to develop creative and innovative actions in the business world that could solve economic, social and environmental problems with a global and multicultural vision.
- 3 To support students with the necessary skills to identify and solve business problems in an ethical and sustainable manner. Furthermore, to empower them to develop an entrepreneurial spirit based on critical, responsible, committed and creative thinking.
- 4 Using the development of indicators to measure the health, social and environmental impact of their actions.
- 5 A thorough understanding of the Sustainable Development Goals, the 2030 Agenda and its transversal application in economic and business activity.



Complementary training

Global Youth Academy is Lea Global's e-learning platform that offers training on the United Nations 2030 Agenda and how to get involved, through actions, to the different SDGs. All projects include 120 hours of training at the Global Youth Academy, as well as ongoing online support on the topics developed.

