B-BBEE 2026 SERIES – SESSION 6: FROM CHARITY TO CHANGE

Socio-Economic Development (SED) is most impactful when it moves beyond charity into empowerment. This session will explore how businesses can design initiatives that deliver measurable outcomes—such as improved education, healthcare, and entrepreneurship opportunities. We'll discuss how SED strengthens brand reputation, builds trust with communities, and creates long-term social value. The focus is on sustainable change that uplifts communities while aligning with business objectives.

Effective SED also requires collaboration and accountability to ensure lasting impact. This session will highlight how businesses can partner with NGOs, government programs, and community leaders to co-create initiatives that address real needs rather than short-term fixes. By embedding monitoring and evaluation frameworks, companies can track progress, demonstrate tangible results, and continuously refine their approach. In doing so, SED becomes a strategic investment that not only uplifts communities but also reinforces the company's role as a trusted driver of inclusive growth.

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All courses are subject to minimum delegate numbers