



*The Toolkit
for Social and
Environmental
Entrepreneurs*

Building Enterprises for Sustainable Development Together
www.entrepreneurstoolkit.org



Entrepreneurs from every corner of the world are launching businesses that are reducing environmental impacts, creating prosperity and improving lives in their communities. But they cannot do it alone. The Entrepreneur's Toolkit is the online meeting place for entrepreneurs seeking information, advice and access to the resources they need to succeed.

Why Is This Toolkit Needed?

The entrepreneurs who use the toolkit are ambitious, driven leaders who create innovative solutions to the world's intractable social and environmental challenges. They have passion, drive and the ability to do much with little. The only thing they lack is information.

The Entrepreneur's Toolkit was launched in 2008 to help small social and environmental enterprises around the world **share their knowledge** about how to:

- **Strengthen business performance and financial success.**
- **Strengthen positive economic, social and environmental impacts.**
- **Work effectively with their partners, stakeholders and communities.**





By Entrepreneurs For Entrepreneurs

Every entrepreneur needs crucial information like how to find funding, write a business plan, and measure social and environmental impacts. The toolkit is founded on the belief that the best source for this information is those who have been there. This collaborative tool is being built every day by experts and entrepreneurs with information to share that could make the difference.

How Does It Work?

This toolkit is based on the wiki software platform, popularized by the internationally recognized website Wikipedia. Anyone can contribute, and adding content is quick and easy. You can find general information on topics such as business planning and marketing, e-commerce and raising money. You will also find country- and region-specific information: what kind of government support and other programs exist for small and medium-sized enterprises in countries such as Brazil, India, Canada and South Africa, and regions like the Far North.

Get Involved

Social and environmental entrepreneurship have emerged as important forces for change in the business world, driving sustainable development, and you can make a contribution. How?

Do you know someone who is interested in social and environmental entrepreneurship?

Direct them to the toolkit, where they can find invaluable information to get them started.

Do you have something to share?

Visit the toolkit today and share your expertise with entrepreneurs from around the world. Your contribution can make a real difference.

Toolkit Partners

- International Institute for Sustainable Development
- SEED Initiative: Supporting Entrepreneurs for Sustainable Development
- Commission for Environmental Cooperation of North America
- Development Alternatives Group
- University of Cape Town Environmental Evaluation Unit
- REDEH: Rede de Desenvolvimento Humano
- CIAL Group

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