

About the Women's Entrepreneurship & Financial Literacy (WEFL) Programme

The Women's Entrepreneurship and Financial Literacy (WEFL) Programme is an intensive entrepreneurship development initiative designed to equip women with the knowledge, confidence and practical skills required to start, grow and sustain successful businesses.



Implemented as part of **Project EMBRACE**, the programme responds to the barriers many women face in accessing entrepreneurship support, financial knowledge, professional networks and market opportunities. Through an interactive learning experience, participants are introduced to entrepreneurial thinking, business planning, financial management, leadership and opportunities emerging within South Africa's inclusive green economy.

Delivered over eight weeks through live online learning, practical assignments, networking sessions and expert facilitation, the programme combines academic knowledge with real-world business experience to help participants transform innovative ideas into sustainable enterprises. The curriculum also encourages women entrepreneurs to identify solutions to Africa's development challenges and convert these into commercially viable business opportunities while contributing to inclusive economic growth and job creation.

Who Should Apply?

The programme is designed exclusively for women who are:



Existing entrepreneurs seeking to strengthen and grow their businesses.



Aspiring entrepreneurs with a business idea they wish to develop into a viable enterprise.



Women interested in building stronger financial management and business planning skills.



Women looking to expand their professional networks and access entrepreneurship support.

What Participants Learn

Participants develop practical knowledge and skills in:

- ✓ Entrepreneurial mindset and opportunity identification
- ✓ Business planning and business model development
- ✓ Financial literacy and business finance
- ✓ Budgeting and cash flow management
- ✓ Business sustainability and growth planning
- ✓ Entrepreneurship within the African context
- ✓ Green economy and sustainable business opportunities
- ✓ Leadership and professional development
- ✓ Networking and collaboration with fellow women entrepreneurs

Throughout the programme, participants engage with industry experts, practical case studies and collaborative learning activities that support the development of viable business ideas and stronger entrepreneurial capability.

Programme Benefits

Women participating in the WEFL Programme benefit from:

- ✓ Practical entrepreneurship and financial management skills
- ✓ Improved confidence to launch or grow a business
- ✓ Guidance in developing investor-ready business concepts and business plans
- ✓ Exposure to sustainable and green business opportunities
- ✓ Access to experienced facilitators and industry practitioners
- ✓ Valuable peer learning and professional networking opportunities
- ✓ A Certificate of Competence and Completion upon successful completion of the programme

Programme Impact

Since its launch in **January 2025**, the WEFL Programme has empowered women entrepreneurs across South Africa by strengthening their entrepreneurial capability and financial confidence.

Programme Progress



Programme Duration:
January 2025 – October 2026



Target:
500 women entrepreneurs and aspiring entrepreneurs



11
Cohorts
Planned



8
Cohorts
Completed



345
Women Trained
to Date



3
Remaining
Cohorts

The programme forms part of the South African Supplier Diversity Council's broader commitment through **Project EMBRACE** to increase the economic participation of Black women by strengthening entrepreneurship, supporting sustainable enterprise development and creating pathways into inclusive and green economic opportunities.

Ready to grow your business?

Join a community of ambitious women entrepreneurs building resilient, financially sustainable businesses. Register your interest for the next WEFL cohort and become part of Project EMBRACE's growing network of women business leaders by emailing sdacademy@sasdc.org.za.

Project	PROJECT EMBRACE aims to economically mainstream Black women and youth through responsible market access and value chain transformation for an inclusive green economy
Objective	Implement a sustainable framework to boost Black women and youth participation in South Africa's green economy through strengthening an entrepreneurial ecosystem providing research, skills development, advocacy, employment, and entrepreneurship support.
Geographic Focus	Focused on South Africa, with reach into SADC and Sub-Saharan Africa.
Implemented by	South Africa Supplier Diversity Council NPC (SASDC)
Duration	01 Sept 2024 - 30 Jun 2027



Our Partners

Funded by:



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