



Interview with Peter Shrimpton, founder and CEO of the social enterprise Heart in Cape Town, South Africa.

An ex-asset manager, venture capitalist and corporate financier, Peter's deep commitment to serve humanity and unbridled passion for South Africa and its people fuel his determination to bring about real change, on the ground where it matters most, through social enterprise.

In 2009, three fellows supported Peter's team. Tom Kagerer (Germany) as Chief Project Manager, Jordan Kondi Kondi (Gabon) as Change Management Facilitator, and Xiao Han (China) as Financial Analyst.

What are the main goals and needs of your organization?

„Our goal is to create, incubate and establish social enterprises that work long term. Our most pressing need is to have a business development officer who can assist our incubator and portfolio projects to grow by developing new products, identifying new markets, engaging with potential clients and closing deals.“

What did you expect of the fellows?

“Fellows bring much needed intellectual capital and experience to our organization. We expected nice, competent people who would add value. We got fantastic, highly intelligent individuals who introduced efficient and effective systems, believed passionately about our social mission, worked tirelessly to achieve our goals and helped to lead us into the future.“

What results did you achieve together?

Tom

- Developed and implemented project management processes
- Developed and implemented reporting methodologies
- Handled all online and IT developments

Jordan

- Developed a change management program and implementation tracking chart
- Developed and implemented HR policies and procedures, and designed a staff incentive scheme
- Developed culture audits

Xiao

- Developed financial monitoring and reporting system
- Developed financial modelling and projecting system
- Contributed to due diligence process

What is the value provided by the fellow?

„We have grown to value the service provided by fellows above the financial support. Seriously. Fellows are better than employees. It's not just a job for them. It is much, much more than that. They are extremely passionate about making best use of their time, adding as much value as humanly possible and making the biggest difference to the lives of our beneficiaries. We measure their contribution against milestones and our performance management scorecard.“

Would you recommend this program to others and why?

“We would definitely recommend this program to others because the calibre of the fellows is very high and they add real value. Also, the program is managed by a very competent team abroad and they are a pleasure to work with. The fellows have had a significant impact on our operations. They have optimized our performance and service delivery. They are honorable, intelligent gentlemen of the highest order and it is our great pleasure to work with them, to learn from them and to grow with them.“



Heart, Cape Town, South Africa

Problem

A growing number of NGOs and social enterprises were established in South Africa to respond social and environmental problems as backdrop of prevalent poverty, inequality, poor education, AIDS, and environmental degradation. Organizations are often hindered from achieving sustainability, due to two major problems: lack of a sustainable funding base, and/or lack of organizational and managerial capacity.

Solution

Heart's work focuses on three elements: (1) building social enterprises, (2) creating social investment opportunities, and (3) raising awareness through social media. It acts as an incubator of a unique portfolio of 12 distinct social enterprises, to address some of the most pressing issues.

Impact

Heart reached approximately 400'000 people in 2008 through its 12 portfolio organizations. Within the next 3 years, Heart aims to be able to reach 1.7 million people. This increase should be achieved by scaling up existing projects as well as projects that are currently still in the development stage.