



Social Enterprise  
**CAMPUS HUB**

# SOCIAL ENTERPRISE CAMPUS HUB

## Handbook

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[0200904734/0755025158](tel:0200904734/0755025158)



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# 1. Introduction to FUSE

## 1.1 What is FUSE?

The Federation of Uganda Social Entrepreneurs (FUSE) is a representative body for social enterprises in Uganda, dedicated to creating a stronger collective voice while fostering markets and opportunities for social entrepreneurs. FUSE serves as your gateway to the social enterprise sector in Uganda, acting as a membership body open to all social businesses across the country. It functions as a onestop center for social entrepreneurs and their supporters, providing essential resources, advocacy, and networking opportunities.

FUSE is committed to ensuring that social entrepreneurship becomes a resounding success in Uganda. By advocating for the sector's recognition by the government and creating an enabling environment, FUSE empowers individuals and organizations to address societal challenges through innovative, sustainable business models

## 1.2 Objectives of FUSE

FUSE's core objectives are designed to build a robust social entrepreneurship ecosystem in Uganda:



Strengthen capacity building and competitiveness of domestic social enterprises: Through training, resources, and mentorship, FUSE enhances the skills and operational efficiency of social enterprises to make them more viable and competitive.



Mainstream social enterprises as effective contributors to national development: FUSE works to integrate social entrepreneurship into Uganda's broader development agenda, highlighting its role in solving economic, social, and environmental issues.



Build a cohesive and holistic ecosystem for social entrepreneurship development in Uganda: By fostering collaboration among stakeholders, FUSE creates a supportive network that includes entrepreneurs, investors, government bodies, and communities.

## 1.3 Strategic Goals of FUSE

To achieve its objectives, FUSE pursues the following strategic goals:

- Enhance access to domestic and international markets: FUSE helps social enterprises expand their reach by connecting them to local and global opportunities, including partnerships and trade networks.
- Advocate for a supportive and effective regulatory environment, governance, and impact measurement: Through policy advocacy, FUSE pushes for favourable laws, transparent governance structures, and standardized tools to measure social impact.
- Improve access to financial support: FUSE facilitates connections to funding sources, grants, and investment opportunities tailored for social enterprises.
- Boost the capability and competence of social enterprises: By providing education, training, and practical tools, FUSE equips entrepreneurs with the knowledge and skills needed to thrive.



## 2. Background and Rationale for SE Campus Hubs

### 2.1 Uganda's Challenges and the Role of Social Entrepreneurship

Uganda grapples with significant social, economic, and environmental challenges, such as high unemployment rates, poverty, environmental degradation, and limited access to quality education and healthcare. With over 75% of the population under 35 years old (as per UN World Population Prospects, 2024), Uganda has a youthful demographic brimming with potential. Social entrepreneurship offers a transformative pathway by blending innovative business models with a focus on societal problem-solving, leading to sustainable impact and reduced dependency on traditional employment.

### 2.2 The Need for SE Campus Hubs

The public lecture hosted by FUSE on August 29, 2025, at Makerere University highlighted a notable knowledge gap among students regarding social entrepreneurship and its capacity for sustainable change. The event's success emphasized the demand for structured platforms to nurture this interest. In response, FUSE proposes Campus Hubs, campus-based centers that support students, university staff, and surrounding communities in developing and scaling social enterprises. These hubs will function as vibrant spaces for learning, collaboration, and innovation, empowering young innovators to tackle local challenges.

Operating as student-led consulting agencies under FUSE's oversight, the hubs will deliver social business consultancy services. This model leverages student talent to provide practical solutions to purpose-driven clients while offering hands-on industry experience to participants.

### 2.3 Rationale for Establishing SE Hubs

The establishment of SE Campus Hubs is grounded in several key rationales:

**Youth Empowerment:** University students represent a diverse and dynamic group from various regions of Uganda. Engaging them in social entrepreneurship cultivates innovative thinking and equips them to address local issues effectively.

**Reducing Unemployment:** By encouraging self-driven, impact-oriented ventures, the hubs help students create their own opportunities, alleviating pressure from scarce formal jobs.

**Knowledge Dissemination:** The hubs bridge gaps in understanding social entrepreneurship, fostering a nationwide movement of socially conscious innovators.

**Community Impact:** Drawing on diverse backgrounds, the hubs ensure solutions are contextually relevant, scalable, and inclusive.

## 3. Objectives of SE Campus Hubs

**The primary objectives of the SE Campus Hubs are:**

To establish SE Campus Hubs in at least 6 universities across Uganda within the next two years.

To engage 1,000 students and young innovators in social entrepreneurship activities through the hubs by 2027.

To facilitate the creation of at least 50 student-led social enterprises addressing local challenges within three years.

To increase awareness and understanding of social entrepreneurship among Ugandan youth.

These objectives align with FUSE's broader mission to promote sustainable development through youth-led innovation.

## 4. Target Audience and Eligibility

**The primary target audience for SE Campus Hubs includes:**

University students enrolled in recognized Ugandan universities.

Recent graduates and youth innovators within university communities.

Surrounding communities seeking to collaborate on social challenges.

University staff interested in social entrepreneurship.

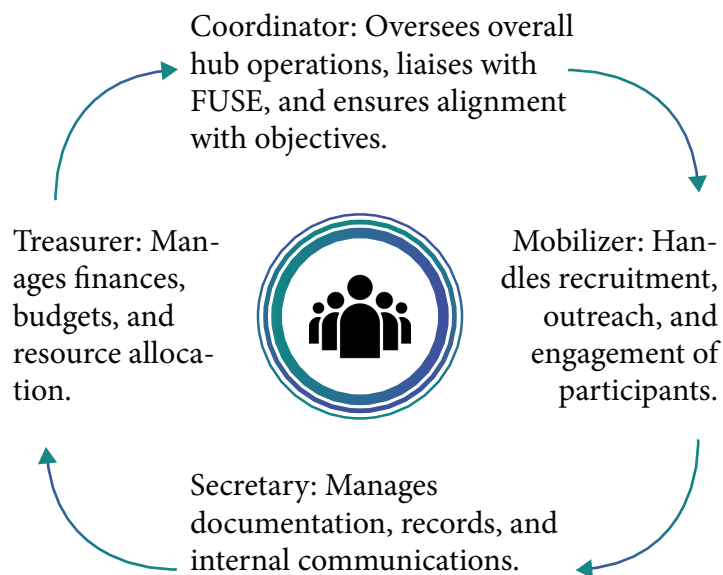
**Eligibility for participation or leadership:**

- 1 Applicants must be students from a legally recognized university in Uganda.
- 2 Individual or team applications are accepted.
- 3 Applicants must show commitment to leading and sustaining hub activities for at least one year, along with a passion for social entrepreneurship.
- 4 Required documentation: A filled application form, university ID, or national ID.

## 5. Structure of SE Campus Hubs

### 5.1 Leadership Committee

Each hub will be governed by a Leadership Committee of 4 members to ensure smooth coordination.



*The committee should be formed democratically among interested students and meet regularly to plan and review progress.*

### 5.2 Key Features and Operations

Hubs operate as student-led centers under FUSE's guidance, emphasizing autonomy with support. They function as consulting agencies, providing services while building skills. Operations include flexible scheduling around academic calendars, integration with university facilities (e.g., meeting rooms), and adherence to ethical standards in consultancy.

## 6. Roles and Responsibilities of Hub Leaders

### 5.2 Key Features and Operations

#### 6.1 Forming and Managing the Leadership Committee

- Recruit and select committee members based on skills, passion, and diversity.
- Conduct regular committee meetings (once every week) to assign tasks and resolve issues.
- Ensure inclusive decision-making and rotate roles if needed for sustainability.

## 6.2 Developing Plans and Strategies

- Create a detailed work plan outlining activities, timelines, and goals for the year.
- Develop a recruitment plan to attract participants, including outreach campaigns via social media, posters, and university events.
- Identify local social challenges and prioritize them in planning.

## 6.3 Organizing Activities

- Schedule and facilitate regular meetups, trainings, mentorship sessions, and consultancy projects.
- Coordinate community outreach to implement and test solutions.
- Organize innovation challenges where participants pitch ideas.

## 6.4 Reporting and Accountability

- Submit monthly progress reports to FUSE, covering activities, participation numbers, and challenges.
- Prepare quarterly reports with metrics on engagement, enterprises created, and impact.
- Maintain accurate records of finances, attendance, and outcomes.

## 6.5 Collaboration and Resource Mobilization

- Introduce the hub to university leadership to secure support (e.g., space, endorsements).
- Collaborate with other hubs via FUSE's network to share best practices and resources.
- Mobilize additional resources through partnerships, grants, or university funding.

## 6.5 Collaboration and Resource Mobilization

- Market consultancy services to potential clients, emphasizing student-led innovation.
- Promote the hub through campus events, social media, and partnerships.

- Mobilize additional resources through partnerships, grants, or university funding.

## 6.6 Promotion and Marketing

- Promote the hub through campus events, social media, and partnerships.
- Market consultancy services to potential clients, emphasizing student-led innovation.

# 7. Activities and Programs of the SE Hubs

## 7.1 Meetups and Training Sessions

- Host regular meetups (e.g., weekly or bi-monthly) to discuss social challenges and solutions.
- Conduct training on social entrepreneurship principles, business model development, impact measurement, and project management.

## 7.2 Mentoring Programs

- Pair participants with FUSE mentors and industry experts for guidance on refining and scaling ideas.
- Organize virtual or in-person sessions focused on personalized feedback.

## 7.3 Consultancy Services

- Deliver student-led projects for purpose-driven clients, such as developing business plans, sustainability strategies, market research, or impact assessments.
- Ensure projects address social or environmental challenges, with oversight from FUSE mentors for quality.

## 7.4 Community Outreach and Problem-Solving

- Identify pertinent issues in campus and local communities (e.g., unemployment, environmental conservation).
- Implement outreach projects to test innovative solutions, involving participants in hands-on execution.

## 7.5 Innovation Challenges

- Run challenges where students develop and pitch social enterprise ideas, with winners receiving implementation support.

## 8. Support Provided by FUSE

### 8.1 Facilitation and Resources

- Provide training materials, consultancy toolkits, online resources, and costs for airtime or snacks during meetups.

### 8.2 Mentorship and Networking

- Offer access to FUSE's network of social entrepreneurs and experts for ongoing guidance.
- Facilitate participation in FUSE events, such as summits and challenges.

### 8.3 Funding Opportunities

- Cover facilitation costs; successful ideas may receive seed capital from FUSE.
- Guide access to the FUSE Social Enterprise Fund for youth-led ventures.

### 8.4 Online Platform and Collaboration

- Provide an online platform for inter-hub collaboration, resource sharing, and knowledge exchange.

## 9. Monitoring, Evaluation, and Reporting

### 9.1 Progress Reporting

- Submit reports via email or the online platform.
- Use standardized templates for monthly and quarterly reports, including data on activities, participants, and outcomes.

### 9.2 Measuring Success

- Track metrics such as number of engaged participants, social enterprises created, consultancy projects completed, and community impact (e.g., jobs created, challenges addressed).
- Conduct periodic evaluations through surveys and feedback sessions.

### 9.3 Challenges and Troubleshooting

Anticipate issues like low participation or resource shortages; address them by consulting FUSE or adjusting plans.

Maintain ethical standards, such as confidentiality in consultancy and inclusivity in activities.

## 10. Expected Outcomes and Impact



A network of student-led hubs promoting social innovation across Uganda.

Increased awareness and adoption of social entrepreneurship among students, staff, and communities.

Creation of sustainable social enterprises tackling issues like unemployment, environmental conservation, and healthcare.

Enhanced career readiness through practical experience in consultancy and enterprise development.

Overall contribution to job creation and national development.

## 11. Frequently Asked Questions (FAQs)

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### Qn1. What are SE Campus Hubs?

SE Campus Hubs are campus-based centers at Ugandan universities that support students in developing and scaling social enterprises. They provide education, mentoring, networking, and resources.

### Qn2. What is the purpose of the SE hubs?

To create a vibrant ecosystem for social entrepreneurship, empowering youth to address challenges through sustainable solutions, and bridging knowledge gaps.

### Qn3. Who can participate in the SE hubs?

University students and youth innovators in university communities.

### Qn4. How do the hubs benefit students?

Students gain practical experience, skills in business and impact measurement, mentorship, networking, and opportunities to create enterprises.

### Qn5. What types of activities will the SE hubs organize?

Meetups, innovation challenges, community outreach, and consultancy projects.

### Qn6. Who can apply to establish a SE Campus Hub?

Individuals or teams of university students demonstrating passion and leadership ability.

### Qn7. What is the application process?

Fill out the form and attach a national ID or university ID.

### Qn8. What criteria are used to evaluate applications?

Based on the capability to lead and deliver activities, including consultancy.

### Qn9. Can individuals apply, or must it be a team?

Both are accepted.

### Qn10. Is the support letter mandatory?

No, it's optional, but it strengthens applications.

### Qn11. How will the SE hubs operate?

Led by a committee, organizing activities and submitting reports to FUSE.

### Qn12. What kind of consultancy services will the hubs provide?

Business plans, sustainability strategies, market research, and impact assessments under mentorship.

### Qn13. What is the role of students in the SE hubs?

Lead operations, develop ideas, deliver projects, engage communities, and collaborate.

### Qn14. What support will FUSE provide to the SE hubs?

Facilitation, mentorship, resources, event access, and guidance.

### Qn15. Will FUSE provide funding for the SE hubs?

Yes, for meetups and resources; seed capital for ideas via the FUSE Fund.

### Qn16. How will the success of the SE hubs be measured?

By engagement numbers, enterprises created, and project impact.

## 12. Contact Information

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For inquiries, contact FUSE:



0200904734 / 0755025158



info@socialenterprise.ug



Naalya, Delight House, Kampala

## 13. Conclusion

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These guidelines serve as a comprehensive reference for SE Campus Hub leaders, ensuring alignment with FUSE's mission to empower Uganda's youth as change-makers. By following these steps, hubs will foster social enterprises that address critical challenges, providing education, mentorship, and experience. FUSE remains committed to supporting your efforts in transforming Uganda's social enterprise sector.

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*Refer to this document regularly and reach out for assistance as needed.*