



Franchising for Social Innovation

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At the intersection of social enterprise and micro finance literatures, this book reviews a variety of social franchising formats across a number of developing countries. Social franchising represents a third generation form of franchising development, after trade-name and business-format franchising. Opportunities and threats for social franchising forms are examined, including specifically social franchising, micro franchising. Detailed cases of Access Afya, World Vision and Sari Organic cover healthcare, agriculture and retailing sectors. Social franchising has the potential to change the way we live by scaling the social benefits of enterprises through standardization and replication, and by providing an impetus for economic renewal at the bottom of the pyramid.

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