

THE SOCIAL ENTREPRENEURSHIP AS A MECHANISM FOR REALIZING THE GOALS OF SUSTAINABLE DEVELOPMENT

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Social entrepreneurship (SE) has become an alternative way of using economic tools to achieve important social goals, such as the fight against poverty and unemployment, the social activation of people in a difficult life situation, and the integration of local communities. This is an activity whose main goal is not profit, but the realization of a mission based on solidarity, participation and self-governance.

The mission of most social enterprises is to provide conditions for employment and resocialization, and therefore, to overcome the level of social isolation of the most vulnerable population groups (people with disabilities, refugees, former prisoners, the elderly) and to solve environmental problems. The main types of SE are defined: inclusive entrepreneurship, eco-entrepreneurship (green business), veteran business, creative entrepreneurship, academic entrepreneurship, school entrepreneurship, sports entrepreneurship, advocacy business.

The most popular sphere of SE activity in EU countries is alternative forms of social assistance, development of renewable energy and eco-saving, advocacy, financial consulting, educational projects. According to the data of the European Commission, social enterprises in Europe today make up 10% of all European businesses, social enterprises employ more than 6% of workers

The development of social entrepreneurship in Ukraine intensified with the beginning of the Russian-Ukrainian war in 2014. Today, most social enterprises are engaged in solving problems caused by the war: resocialization, advocacy and overcoming the stigma of vulnerable categories of the population - forced migrants, disabled people and war veterans. Therefore, the most common forms are veteran businesses and inclusive companies.

The economic potential of social entrepreneurship lies in the fact that it increases the overall economic efficiency (national wealth) due to the involvement in the economic cycle of such previously unused resources as: labor of socially limited groups; positive behavioral norms (initiative, solidarity, trust); non-traditional sources of energy supply, production waste, etc. Therefore, the social significance of social entrepreneurship lies in the fact that it solves important problems at the expense of minimal resources, which contributes to the realization of the goals of sustainable development.

One of the effective mechanisms for supporting the development of social enterprises is impact investing, which is aimed at creating a sustainable commercial business model and achieving measurable positive social and environmental impacts. Impact investing can be effective if the following principles are followed: a) the contribution can be made through goods, services or through projects financed in various sectors or areas provided for by the UN Sustainable Development Goals; b) the impact of the investment must take into account all externalities during the life cycle of this investment; c) priority is given to investing in self-charging projects.