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Stefan cel Mare University of Suceava  
Fil. Dr. Jan-U. Sandal Institute

# **ТРАНСФОРМАЦІЯ СУЧАСНИХ СОЦІАЛЬНО-ЕКОНОМІЧНИХ СИСТЕМ В УМОВАХ ЄВРОПЕЙСЬКОЇ ІНТЕГРАЦІЇ ТА ГЛОБАЛІЗАЦІЙНИХ ВИКЛИКІВ**

**Матеріали  
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All-Ukrainian Youth NGO "National Students Union"  
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**TRANSFORMATION OF MODERN  
SOCIO-ECONOMIC SYSTEMS UNDER THE  
CONDITIONS OF EUROPEAN  
INTEGRATION AND CHALLENGES OF  
GLOBALIZATION**

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### **Соціальне підприємництво: досвід Норвегії для України**

*Автор розглядає соціальне підприємництво як інструмент для розвитку країни, що дозволяє вирішити ряд проблем розвитку суспільства. Зауважує, що важливою метою соціального підприємництва поряд з отриманням прибутків є також й досягнення позитивного соціального впливу на суспільні відносини. Автор вказує на потребу подальших ґрунтовних досліджень досвіду в сфері соціального підприємництва для забезпечення його реалізації в Україні.*

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### ***Social entrepreneurship: Norwegian experiences for Ukraine***

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Social entrepreneurship is an expression, which has become wide spread in different countries and regions, but not many people correctly understand its meaning. This category has become very popular during the last 10 years in European countries as in many other countries in the world. Many scientists and businesspersons pay attention to its research and development. Nowadays there are different explanations of it. The most common use of social entrepreneurship is activity for solving social challenges and problems in an innovative and sustainable way. The driving force and primary goal in social entrepreneurship is social value creation, not profit maximization. Income generation is important in order to achieve the main objective, but surplus will generally be reinvested to promote the purpose. Social entrepreneurs are often market oriented and ambitious, using business methods and tools to achieve their social goals [1]. That is a political definition. The scientific one was proposed by Fil. Doctor Jan-Urban Sandal. According to his many years scientific research social entrepreneurship is a special form of management, which purpose is to run a production function in such a way as to ensure the increase of value for all the participating parties in that function [2].

Such definition shows us the deep context of entrepreneurial activity, which main goal is to reach both economic and social value. On the other hand, Jan-Urban Sandal excludes activities like outsourcing, the privatization of public enterprises, exposure to competition, voluntary work, job market ventures, charity work, founding schemes or a form of exploitation of weaker groups or of the individual's situation in life, in the name of socio-political objectives or private gain.

The result of successful social entrepreneurship is economic development, equal rights, a better world, peace, freedom, a more secure society for everyone and technological, economic, a social progress [3]. These goals are very important for each country, especially for Ukraine now. That is why it is necessary to investigate and implement social entrepreneurship as contemporary situation demands new solutions on emerging issues in social and economic sectors of Ukraine. For this reason, it should be mentioned Norwegian experiences in social entrepreneurship development. However, it is very difficult to find examples of social entrepreneurial activity from scientific point of view. There is a great amount of good examples from political point of view.

First, we can mention micro financing program. In Norway, Unni Beate Sekkesaeter, naming herself a social entrepreneur, has been actively promoting this kind of business activity. She was inspired to start it while traveling through India. She met one woman, who had at one time participated in some micro-financing program. Since 1996, Unni Beate Sekkesaeter has been working with micro financing. She started a project, Mikrofinans Norge (MFN), and collaborates with Professor Muhammad Yunus, who is famous for his work in microcredit.

MFN provides loans to people who cannot get a loan anywhere else. The loan amounts range from \$300 to \$30,000. Many people take out multiple loans, paying one off and then taking out another one, until they can effectively manage on their own.

Nevertheless, a micro loan is only one of many things needed to start up a business. There is also education and training, which are equally important. That is why all loan recipients must go through a comprehensive training program.

Over the years, Unni Beate Sekkesaeter has been part of many people's success stories, like the one about an ex-convict who started a business and soon had several people working for him. His business now has a monthly turnover of \$25,000.

"People who get to use their inner resources do things that others can benefit from, enabling them to regain their dignity and get appreciated for who they are," she explained in her interview with Peder Giertsen [4].

Although, what Sekkesaeter does, is not unique to Norway, social activities are definitely big there.

Ferd AS, a major Norwegian company, has a special division for social entrepreneurship FSE. Ferd invests in social entrepreneurs that reflects vision to create enduring value and leaving lasting footprints. Ferd's social entrepreneurs have innovative solutions to society's challenges, driven by the social results; have a financial model that makes the business sustainable and ready for growth.

FSEs portfolio companies targets children and youngsters and enables them to face challenges and new opportunities. They contribute with financing, network and expertise in business development and strategy. Many Ferd executives are also involved in social entrepreneurship and some even sit on the board of Ferd-supported enterprises, quantity of which are twelve [5].

Analyzing examples refer to people who do social work for the society, and we can make a conclusion that it is useful to study these experiences. We should not automatically implement them in Ukraine. Each country needs its own solutions. It is necessary to create independently good ideas.

In modern Ukraine, as in Norway, the deeper understanding of social entrepreneurship needs to be further put into use on the market for strengthening development of the democracy. There are three main activities, which are of great importance for raising the respect and successful use of the process of social entrepreneurship.

First, science. It is necessary to explain and present social entrepreneurship in a proper way. We should know that there are several definitions of this expression: political, scientifically and others. Our priority is the second one.

Second, education. For creating a prosperous society, it is needed highly educated and skilled people. That is why universities must teach and prepare well-educated specialists in the field of social entrepreneurship to develop science, education, practice, good political solutions and so on.

Third, information. Popularization of social entrepreneurship phenomena gives an opportunity for better understanding of its peculiarities and features. For example, some Ukrainian famous people and companies are dealing with active social activities, but we cannot called it social entrepreneurship according to scientific definition. We can just name it social activity or social responsibility. For becoming a real social entrepreneur, business activity must contain also an innovative component, which means creation of something new or running business in unordinary way. It should be organized special conferences, round tables, summits for explaining and promoting this activity between different participating parties in the process like universities, businesses, social entrepreneurs, politicians, media, etc.

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Наукове видання

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