



I Міжнародна науково-практична конференція

***«КОНКУРЕНТОСПРОМОЖНІСТЬ
ВИЩОЇ ОСВІТИ УКРАЇНИ
В УМОВАХ ІНФОРМАЦІЙНОГО
СУСПІЛЬСТВА»***

9 листопада 2018 року

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I Міжнародна науково-практична конференція
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I International Research and Practice Conference
**«COMPETITIVENESS OF HIGHER EDUCATION OF UKRAINE
IN THE CONDITIONS OF INFORMATION SOCIETY»**

November 9, 2018

Chernihiv, 2018

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DEEP UNDERSTANDING OF SOCIAL ENTREPRENEURSHIP. UKRAINIAN EXPERIENCE OF SOCIAL ENTREPRENEURSHIP.

Interest in the topic of social entrepreneurship, which is understood as activities aimed at addressing or mitigating social problems in society, is caused by a number of events at the regional, federal and international levels.

As a rule, entrepreneurship is understood as an initiative independent activity of citizens aimed at obtaining profit or personal income, carried out on its own behalf, under its property responsibility or on behalf of and under the legal responsibility of a legal entity [1].

Academic science offers various conceptual approaches to the definition of social entrepreneurship. For some researchers, social entrepreneurship is the activity of non-profit organizations seeking alternative strategies for resource provision, for others it is a special form of social responsibility for businesses in the commercial sector that choose a strategy for intersectoral interaction and corporate citizenship; for others, it is a catalyst for social change to address topical social problems.

The Norwegian professor Fil. Dr. Jan-U. Sandal defines social entrepreneurship as the use of the techniques by startup companies and other entrepreneurs to develop, fund and implement solutions to social, cultural, or environmental issues [2].

The difference between commercial entrepreneur and social entrepreneur makes understanding of the topic deeper.

Commercial entrepreneur:

- represents the identification, evaluation, and explanation of opportunities that result in Profit;
- creating change in the society is not the primary purpose of starting the venture.

Social entrepreneur:

- refers to the identification, evaluation and explanation of opportunities that result in social value;
- making profit is not the primary purpose of starting the venture. [2]

It is very important to determine the boundaries and give examples of the activities of a social entrepreneur. Many examples can be very good, but do not correspond to a real definition. Clearly delineated borders will significantly narrow the concept of "social entrepreneurship", which will enable many people to be informed from the very beginning of acquaintance with social entrepreneurship.

There are two main forms of socially valuable activity, which, it seems to me, must be distinguished from social entrepreneurship. The first type of social enterprise is the provision of social services. In this case, a person motivated to make a social benefit chooses an unfavorable situation - for example, AIDS orphans in Africa - and develops a program to address this situation - for example, a school for children. Undoubtedly, this school is a salvation for children, more than that, it can help make their life much better, pull them out of poverty. But if the person is not convincing and does not work on a large scale, then it is unlikely that her actions will lead to stabilization.

Almost all the components of this type of social services are very limited: influence, service area, volume (determined by any resources that they can attract). There is a great risk of losing the confidence of the population who serve these businesses. A large number of such enterprises exist all over the world, the goals of which are very noble, but as if not desirable, they cannot be attributed to social entrepreneurship.

There is a way how such a school can be transformed into a social and entrepreneurial project. But to implement it, you need a plan through which all activities will turn into a network of schools. You also need a foundation for constant support. The result of this whole activity will be a stable network, where even if one school is closed, the system will still function and AIDS orphans can still get education.

The difference between two types of enterprises - one social entrepreneurship and another social service - in the results of their activities. Imagine that Andrew Carnegie built only one library, and did not think about the public library system, which today serves a lot of American citizens. A single Carnegie Library would undoubtedly bring tremendous profits and fame. But it was his vision that created an integrated library system that helps millions of people access information and knowledge, which indicates that Carnegie's activities are social entrepreneurship.

The second class of a social enterprise is social activity. In this case, entrepreneurs are motivated by the same - an unfavorable situation. Even some characteristics of a social activist are the same - creativity, masculinity, desire to help, etc. What is the difference between the activist. Instead of taking direct action to solve the problem, he tries to involve various sectors - the government, NGOs, consumers, etc., that is, forces them to do something instead of him. Such activities can significantly improve existing systems, but still the activist focuses on influence rather than direct intervention in the core of the problem and solving it with the help of his own forces.

Of course, one could call these people entrepreneurs, and no matter how it sounded, but it would not become a tragedy. But we know hundreds of such people, for example, Martin Luther King, Mahatma Gandhi, Vaclav Havel. To call these people entrepreneurs will be unproductive from the point of view of their public, as this would very much confuse a lot of people. [3]

As to Ukrainian experience of social entrepreneurship. February 22, 2018 was held Demo Day of the International School of Social Entrepreneurship SELab. 14 projects - social startups presented their business models aimed at solving various social problems: the Internet shop "Invafis", the inclusive children's center "Krut-Vert", the Kharkov Patronage Service, Music4All, the studio of the blind "AMMA" massage "Zdraviya" animation studio "NEED: necessary education" and others. Some of them have already started, the majority plans to launch within six months.

In February 2018 announced the collection of applications within the framework of the International Social Impact Award program of the Ukrainian Social Academy, which invites young people from 17 to 25 years old who want to learn about social entrepreneurship, embody the idea of a social enterprise or scale up their social business.

The project "Social Entrepreneurship as an Innovative Tool for Solving the Issues of Social Development", implemented by the Eastern Europe Foundation and Childfund Deutschland e.V., will continue its activities in 2018. with the financial support of the Ministry of Economic Cooperation and Development of Germany

In March, with the support of the European Commission in Ukraine, a new project is launched - Social Entrepreneurship: Achieving Social Change from the Bottom Up, which provides nearly three years of painstaking work to develop the system of training future social entrepreneurs, support their business, and provide legislative basis.

Social enterprises are the main operators of the social economy, the interests of which are the well-being of every person. As far as these principles can fit in and develop in the Ukrainian economic system, time will tell.

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НАУКОВЕ ВИДАННЯ

SCIENTIFIC EDITION

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