

УДК 334

**СОЦИАЛЬНОЕ ПРЕДПРИНИМАТЕЛЬСТВО: ЗАРУБЕЖНЫЙ И  
РОССИЙСКИЙ ОПЫТ. ПЕРСПЕКТИВЫ РАЗВИТИЯ В КРАСНОЯРСКОМ  
КРАЕ**

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**SOCIAL ENTREPRENEURSHIP: FOREIGN AND RUSSIAN EXPERIENCE.  
DEVELOPMENT OPPORTUNITIES IN KRASNOYARSK KRAY**

INTRO: Social entrepreneurship is attracting growing amounts of talent, money, and attention. But along with its increasing popularity has come less certainty about what exactly a social entrepreneur is and does. As a result, all sorts of activities are now being called social entrepreneurship. Some say that a more inclusive term is all for the good, but the authors argue that it's time for a more rigorous definition. [3, С. 29]

The relevance of discussion and development of the social entrepreneurship caused by several factors. Our society is concerned about the fact that solution of the urgent problems is not effective. The government and commercial organizations are not capable to solve problems of indigence, hunger, illiteracy, global climatic changes, energy saving etc. Systems and organizations of another type, which can overcome unproductive drawbacks of policy, combining experience of business and public sector with the purpose of any solution of the social problems, have become necessary. Exactly social entrepreneurship will be this force.

The understanding of the social entrepreneurship, analysis of differences, which have social entrepreneurship, Corporate Social Responsibility and non-profit organizations are an important moments. Currently, on the one hand, the need to form this term caused by enactment of the legislation "About development of small and medium (SME) entrepreneurship in Russian Federation". This legislation establishes legitimacy of the social entrepreneurship. [5]

On the other hand, in society it is not any common understanding of the social entrepreneurship. Moreover, many experts differently understand this term. The objective of this research is analysis of term "social entrepreneurship", history of term genesis, successful practices and development opportunities in the Krasnoyarsk kray.

Bill Drayton (a founder of the philanthropic organization «Ashoka») introduced term social entrepreneurship in 1980s. However, Gregory Dis is the first scientist, who introduced the social entrepreneurship as a trade and a sphere for studying in 1990s. The activity of social entrepreneurs appeared recently. Gregory Dis claims that social entrepreneurship is applying the best practices of the traditional entrepreneurship to implement social function and objective. The definition, which was introduced by Jerr Boshi, enhances this idea. He is saying that social entrepreneurs are leaders, which pay attention to market realities and do not forget about the major function. They are capable to create a balance between moral and desire to get profit.

Gillian Mort, Jay Viravardena and Dale Carnegie consider that social entrepreneurship assumes "honest" business with realizing social function, choice of the best means for goal achievement according to moral rules, usage of innovative approaches and willingness to take a risk. Sara Elvorda, David Brown and Christin Letts believe that for a more precise definition of social entrepreneurship we need to add stability: social entrepreneurship acts using innovative solutions of the hottest social problems, mobilizes ideas and resources, which are

necessary for steady social transformations. Social entrepreneurship is characterized by innovations, ability to mobilizing of resources and working in the Internet. Long-term and deep changes are a result of these activities. Bill Drayton said: «Social entrepreneurs are not content just to give a fish, or teach how to fish. They will not rest until they have revolutionized the fishing industry». [1]

There are two different views to social entrepreneurship: 1) it is a set of practices, which can be associated with organizations; 2) it is an activity of non-profit organizations. Their goal involves rising their efficiency by methods, which are in traditional business.

The sphere of social entrepreneurship are increasing and changing. Many experts have common opinion in following judgment: a social entrepreneur values social goals in comparison with the desire of getting profit, he uses profit of his company with the purpose to perform his function.

A question about differences among Corporate Social Responsibility, non-profit organizations and social entrepreneurship is controversial. Corporate Social Responsibility is voluntary contribution of business into development of social, economic and environmental spheres of our society. This contribution is associated with main activity of a company and it exceeds the limits of minimum which is provided with the legislation. The support of social programs is not a main principle, but it is a moral rule.

The main purpose of business organizations is profit. Non-profit organizations wish social, cultural, educational welfare of the citizens. These organizations can be engaged into entrepreneurial activities if these activities are aimed to achieve the social purposes. The main problem is that non-profit organizations implement short-term projects and a lot of projects stop being implemented after funding has been discontinued. Social entrepreneurship combines all the best from business and public sector. On one hand, SE combines the entrepreneurial spirit of the private sector and forcefulness of the economic markets. On the other hand, SE tries to correct work of markets and puts the interests of society above personal interests.

In Russia SE appeared at the end of XIX century. The first example of social entrepreneurship is «House of a diligence». This organization was founded by John Kronstadtsky. Destitute people could find job and get care there. Currently social entrepreneurs are divided into three categories in Russia. The first category involves members of the specialized organizations (for example, «Cardboard Binding Factory», which produces the carton and gives jobs to disable people). The second category involves non-profit and philanthropic organizations, which «went into business». E.g. in St. Petersburg there is a philanthropic fund «Hope». This fund provides rehabilitation equipment to disable and elderly people, and children, who suffered from serious injuries. All of these products are received free. The third category involves members of small business. In Moscow there is an organization «Armor». This organization is specialized in production of orthopedic systems, which allows to independently move.

In Krasnoyarsk Kray the theme of social entrepreneurship has been discussed since 2009. At that period the branch of the philanthropic fund «Our future» was registered in Krasnoyarsk. This fund is specialized in supporting social services which do not have accommodation, publishing and printing facilities. The Center of Innovations in the social sphere was formed in April, 2013. This organization prepares social entrepreneurs and gives them support with investments and by other means. Krasnoyarsk Economic Forum was held in February 2014. The roundtable « Social entrepreneurship - prospects of development» was included into a program of this forum. The Center of Innovation in the Social Sphere of RUSAL, the Center for Assistance to Small and Medium-sized Businesses Krasnoyarsk, Krasnoyarsk Urban Innovative and Technological Business Incubator and the Bank "UNION"

signed the agreement about support of social entrepreneurship during Krasnoyarsk Economic Forum work. [4]

In March 2014 Krasnoyarsk Youth and Social Organization «INTERRA» conducted first seminar on social entrepreneurship. Within the framework of seminar theoretical basics of this term was discussed and work with social ideas of participants was done.

Thus, theme of social entrepreneurship is dynamically developing and experts and specialists are gradually formed in this nascent field. Though the detailed statistic data has not been published yet. Nowadays in a view of the legislative enactment, which establishes legitimacy of the social entrepreneurship, there is need for discussing of this term and ability to work with social ideas in practice. As a result of this research we have identified, that social entrepreneurship is the type of business, which meets to criteria of innovativeness, scalability, financial stability and the existence of social effects. In addition, we conclude that social enterprises should:

- Have a clear social and/or environmental mission set out in their governing documents ;
- Generate the majority of their income through trade;
- Reinvest the majority of their profits;
- Be autonomous of state;
- Be predominantly controlled in the sphere of interests of the social mission;
- Be accountable and transparent;
- Use solutions, which are innovative for a region.

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