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SOCIAL ENTREPRENEURSHIP IN UKRAINE: PUBLIC IMPACT AND POTENTIAL FOR SUSTAINABLE DEVELOPMENT

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Today, Ukrainian society faces the trials of wartime, which causes problems in various spheres of the economy. The low level of material security, high unemployment and a large number of vulnerable groups lead to the search for alternative ways to solve social problems. Social enterprises are one of the innovative tools for solving these problems.

The concept of social entrepreneurship is not new for Ukraine, and in recent years, many representatives of government, business, scientists, professionals and public figures explore the theoretical provisions and practical experience of social entrepreneurship. In today's world, social entrepreneurship is one of the fastest growing sectors of the economy. Many countries have proven that social entrepreneurship can be an effective tool for solving social problems and promoting social values.

Social entrepreneurship at its core is defined as a mechanism for creating social change through entrepreneurial activity. Social enterprise differs from other businesses in that the social effect is a direct and immediate result of its activities, rather than an accidental by-product [1]. Social enterprises generate profits and direct them primarily to solve social problems, rather than to enrich its owners. In the context of public administration, social entrepreneurship can be seen as a tool to promote social values and solve social problems, because the state can use social entrepreneurs to achieve its goals, such as improving the quality of life of citizens, fighting poverty, increasing equality, etc.

However, despite numerous studies on social entrepreneurship, questions remain about the effectiveness of using this tool in public administration, as well as about what conditions are necessary for its successful use.

In Ukraine, as in other countries, social enterprises use a variety of business models to achieve their goals, which include: providing jobs for vulnerable populations; generating profits that are channeled into solving social and environmental problems; producing goods and services that have significant social and environmental value; development of economically depressed areas; the use of mixed (integrated) business models.

In Ukraine, social enterprises actively apply these business models to help people in need and achieve positive changes in society and the environment. Social entrepreneurship is a business model aimed at achieving social goals and solving social problems within the framework of market mechanisms. Social entrepreneurs create and develop organizations that work in the social sphere, such as philanthropy, helping the underprivileged, protecting the environment, and so on.

Social entrepreneurship has significant potential to improve the quality of life of citizens and achieve social goals. It can play an important role in public administration, solving problems that the government cannot solve on its own and increasing the effectiveness of achieving public policy goals.

According to a report by the International Telecommunications Union (ITU), in 2022 approximately 5.3 billion of the world's 8 billion people, or some 66 percent of the world's population, will use the Internet. And three-quarters of the population age 10 and older own a cell phone. On average, in almost all regions, the percentage of individuals with a cell phone is higher than the percentage of Internet users, but the gap is narrowing, allowing social entrepreneurs to reach more people through various digital channels [2].

In addition, according to the European Commission, social entrepreneurs create more than 11 million jobs in Europe and contribute more than 500 billion euros to the economy [3].

Currently, social entrepreneurship is becoming increasingly popular around the world, as it allows to overcome social problems in a more efficient and innovative way. This is a new type of business that combines commercial goals with social goals. It aims to solve social problems and improve people's lives rather than to maximize profits. Most social entrepreneurs try to solve such problems as poverty, unemployment, health care, education, and ecology.

In Ukraine, social entrepreneurship also contributes significantly to the creation of new jobs and the improvement of social conditions. According to the European Commission Enterprise and Industry report, the social enterprise sector in Ukraine accounts for about 2% of the total number of businesses in the country and covers various areas of activity, including education, health care, ecology, social services, tourism, and others. Overall, social entrepreneurs in Ukraine

continue to expand their activities, attracting investment, creating new jobs and making an important contribution to the country's economy.

The peculiarity of social entrepreneurship is that it uses business principles to solve social problems, and this makes it a unique and effective management tool for the state.

The state can support social entrepreneurs through various forms of financing, such as grants, loans, and tax incentives. This helps create a favorable environment for the development of social entrepreneurship and the improvement of people's lives.

In Ukraine this direction is also actively developing and becoming more and more popular. Only in 2019 about 5 thousand social enterprises were registered in Ukraine, as well as more than 500 non-profit organizations engaged in social entrepreneurship. This proves the growing interest in social entrepreneurship in the country. After the approval of the Concept of State Policy on Social Entrepreneurship Development in Ukraine, it is necessary to revise the current state documents, including strategic and program documents, as well as action plans to update or discontinue their implementation. The National Economic Strategy - 2030 is one of such documents. [4] This will ensure a more effective development of social entrepreneurship in Ukraine and achieve better results in this area.

Social entrepreneurship in Ukraine has great potential for development and makes it possible to create not only profitable businesses, but also to solve social problems in the country.

After the end of the war, Ukraine could face huge economic problems. Many regions of the country suffered, industry was destroyed, businesses ceased their activities and as a result many people were left without jobs and means of livelihood.

Social entrepreneurship is one of the directions of development that can help to restore the economy of Ukraine. The main advantage of using this particular business model is the fact that it is based on solving social problems and not only on making a profit as in classical entrepreneurship. Using the model of social entrepreneurship allows primarily to solve social problems such as unemployment, poverty, environmental problems, social and economic inequalities. The choice in favor of this direction of development of the country can become a serious driver for the recovery of both the affected regions, and the economy of Ukraine.

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