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PROSPECTS FOR THE DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP IN UKRAINE TAKING INTO ACCOUNT THE EXPERIENCE OF THE EUROPEAN UNION

The paper is devoted to the study of the essence and development of social entrepreneurship as a tool for solving social, environmental and cultural problems through a combination of business approaches and social responsibility. Social entrepreneurship, focused on overcoming social inequality, supporting vulnerable groups, introducing innovations and ensuring sustainable development, is becoming an important element of the modern business environment.

The paper emphasizes that the concept of social entrepreneurship remains insufficiently researched, especially in the context of practical implementation. The authors analyze different approaches to defining this term, offering their own understanding of social entrepreneurship as an activity that combines elements of traditional business with a social mission. The main characteristics are orientation towards solving socially important problems, financial self-sufficiency, transparency and the use of innovative approaches.

Special attention is paid to the experience of the European Union, where social enterprises are drivers of change in many areas, such as ecology, education, integration of vulnerable groups and community development. Examples of successful social enterprises in the EU are given, demonstrating how innovative business models contribute to solving social challenges and creating jobs. Characteristic features are the priority of social goals, limited profit distribution and democratic governance.

For Ukraine, where social entrepreneurship is at the stage of formation, it is important to borrow the best practices of the EU. The paper offers recommendations for the development of this sector: creating a favorable legislative environment, financial support through grants, crowdfunding and social bonds, popularizing social entrepreneurship through education and training, developing innovations, partnerships and regional initiatives.

Social entrepreneurship in Ukraine has significant potential for solving local and global problems, promoting economic development, environmental sustainability and social cohesion. Integration of European experience, support for legislative initiatives and financial mechanisms can activate this sector, ensuring sustainable development of society and improving the quality of life of the population.

Ключові слова: *social entrepreneurship, social enterprise, social problems, social integration, social projects*

INTRODUCTION

In modern research in the field of business and management, social entrepreneurship is one of the most actively researched areas. It ranks alongside such generally recognized phenomena as non-profit initiatives, charity, and social responsibility.

The existence of social problems is an integral attribute of any society, the reason for this is the inability to provide all members of society with equal opportunities for self-realization in all areas. In social entrepreneurship, a person puts forward higher requirements for the ratio of economic efficiency and social justice, as a result of which he decides to independently deal with the problem, which is a kind of irritating factor.

Being a promising and rapidly growing area of research, the concept of social entrepreneurship still remains insufficiently studied, which is confirmed by a large number of theoretical and a limited number of empirical studies in this area.

The study of social entrepreneurship as a phenomenon was carried out by such scientists as I. Balanyuk, M. Batalina,

M. Belova, F. Borodkin, A. Dyuk, A. Komisarenko, A. Moskovska, V. Nykyforak, Yu. Popov, K. Redko, O. Rosul, Y. Sytnyk, L. Taradina, O. Shpykulyak, G. Yurchenko, et al.

The lack of a unifying paradigm in the field of social entrepreneurship led to the formation of a large number of its resolutions. Currently, the authors continue to actively study its conceptual basis, explore the essence of social entrepreneurship, discuss the contribution of social enterprises to the creation of social wealth, and explore the typology of the search for processes that leads to the discovery of opportunities for the creation of new social enterprises.

The **PURPOSE** of the paper is to reveal the essence of the concept of "social entrepreneurship" and determine the ways of developing social entrepreneurship in Ukraine based on the experience of the EU.

RESULTS

Numerous domestic studies of the essence of social entrepreneurship have revealed that there is still no single definition of the concept of "social entrepreneurship".

Some scientists believe that social entrepreneurship is entrepreneurship, enterprise, entrepreneurial activity designed

to solve social problems and meet the needs of society. We can say that social entrepreneurship is a unique opportunity to combine a social mission with the desire to earn money, provide certain services and sell goods.

In our opinion, social entrepreneurship is an activity aimed at solving social, environmental or cultural problems using entrepreneurial approaches. It combines elements of traditional business (self-sufficiency, profitability) with social initiatives aimed at creating public good.

The main goal of social entrepreneurship is not only to make a profit, but also to ensure the sustainable development of society. It is aimed at:

- overcoming social inequality;
- supporting vulnerable segments of the population;
- solving environmental problems;
- developing innovations in the social sphere.

The main characteristics of social entrepreneurship are - orientation towards solving socially significant problems, creation of a profitable model that allows the enterprise to be independent of constant donor contributions, application of innovative approaches to solving problems, transparency in activities and accountability to society and partners.

Social entrepreneurship contributes to improving the quality of life, community development and stimulating innovation. It allows for the effective use of resources to solve key problems of society and support those who need help most.

Thus, social entrepreneurship becomes an important tool for creating a sustainable future that combines economic success with social responsibility.

Research into the essence of social entrepreneurship in world practice will provide opportunities for creating conditions for the development of social entrepreneurship in the domestic social sphere, thereby providing an influx of new ideas, technologies, improving the quality of services, creating hundreds of thousands of jobs and new economic infrastructure facilities. Further development of this entrepreneurial direction will help attract poorly protected social groups to business. Research and analysis of the characteristics and factors of social entrepreneurship, assessment of entrepreneurial opportunities and intentions of social entrepreneurs in organizing enterprises will contribute to the creation of new social enterprises and the development of social entrepreneurship.

Social enterprises in the European Union (EU) play an important role in promoting sustainable development, creating jobs and solving social problems. They cover a wide range of activities, including environmental initiatives, integration of vulnerable groups and provision of social services. The main characteristics of social enterprises in the EU are: priority of social goals – the main goal is to solve social or environmental problems, rather than maximizing profit; limited profit distribution – profits are reinvested in business or social projects; democratic governance – in most cases, decisions are made collectively, with the involvement of employees, customers or other stakeholders.

The most common organizational and legal forms of social enterprises in the EU are: cooperatives – these are enterprises owned and managed by their members; foundations and associations are non-profit organizations that can carry out entrepreneurial activities to achieve their goals; social joint-stock companies are organizations that have a special legal status and are engaged in the integration of vulnerable groups; hybrid forms are enterprises that com-

bine elements of entrepreneurial and non-profit activities.

In the EU, there is financial support for social enterprises, for example: the European Social Fund + program, which supports social entrepreneurship through grants and loans; the InvestEU program - provides financial guarantees for social enterprises; educational programs and incubators that support social startups.

EU directives contribute to the creation of a favorable legal environment for the development of social enterprises.

Social enterprises in the European Union (EU) play an important role in solving social, environmental and economic problems. They introduce innovations, create new jobs and contribute to social integration. Table 1 provides examples of social enterprises in the EU that are drivers of change.

Social enterprises in the EU are drivers of innovation that develop the economy, improve social cohesion and solve socially important problems. Their experience is useful for countries that seek to develop this sector, in particular for Ukraine.

Social entrepreneurship in Ukraine is at the stage of active formation and development. Using the experience of the European Union (EU) opens up new opportunities for the formation of a favorable environment that contributes to solving social problems using business approaches.

Let's consider the main prospects for the development of social enterprises:

1. *Creation of a favorable legislative environment.* Ukraine still lacks a clear definition of social entrepreneurship at the legislative level. Taking into account the experience of the EU, it is possible to introduce a special status for social enterprises with tax benefits, as in the UK (Community Interest Company) or Italy (social cooperatives). It is also necessary to develop state and local programs for financial and advisory support for social enterprises.

2. *Financial support.* Borrowing the EU experience in attracting grants, for example, through EU programs such as EaSI (Employment and Social Innovation) or Horizon Europe. Introducing crowdfunding, creating platforms for attracting public funds, as is successfully done in Europe. Attracting private investors through social bonds mechanisms, which are widely used in France and Germany.

3. *Raising awareness and promoting social entrepreneurship.* Carrying out activities aimed at familiarizing society with social entrepreneurship and its importance. Including social entrepreneurship courses in higher education and training programs, as is done in leading universities in Europe. Attracting experienced entrepreneurs to mentor young social entrepreneurs.

4. *Developing innovation.* Using digital platforms for business management, customer communication and service promotion. Creating social innovation laboratories, which operate in many EU countries, such as the Netherlands or Denmark.

5. *Developing partnerships.* Establishing partnerships with large companies to support social initiatives. Involving public organizations in the implementation of social entrepreneurship projects. Prioritizing social enterprises in public tenders.

6. *Integration of EU experience.* Using successful European models of support for social enterprises. E.g., the French model of cooperatives – emphasis on cooperation and collective management; the Scandinavian model of social innovation - focus on environmental sustainability and

Table 1 – Examples of social enterprises in the EU as drivers of change (compiled by the authors based on [1-5])

№	Name	Country	Field of activity	Description	Social impact
1.	Rubies in the Rubble	United Kingdom	Food Industry	The company processes unsold vegetables and fruit that would otherwise end up in the trash into high-quality jams, sauces and snacks	Reducing food waste and raising awareness of resource recycling issues
2.	Miva	Netherlands	Logistics and Transport	The company provides mobility for people with disabilities through accessible public transport and special transport services	Improving the quality of life of people with disabilities and promoting their social integration
3.	Dialog in the Dark	Germany	Education and Inclusion	Organizes interactive exhibitions and trainings led by blind people to show visitors life in the dark	Changing attitudes towards people with disabilities, integration and training
4.	La Fageda	Spain	Food Industry	Spain Dairy farm providing jobs for people with mental illness and disabilities	Creating jobs for socially vulnerable groups, integration into society
5.	Bioelektra	Poland	Ecology and waste recycling	Innovative company implementing solid waste recycling technologies with minimal environmental impact	Reducing landfills and protecting the ecosystem
6.	The Big Issue	United Kingdom	Publishing and support for the homeless	A magazine sold by people in difficult circumstances. The sellers receive a share of the proceeds from the sales	Supporting the homeless to achieve financial independence and return to active life
7.	Ethical Property	Belgium	Real Estate and Investments	The company invests in real estate for organizations that work for the benefit of society (charitable foundations, public organizations)	Providing affordable office space for social initiatives
8.	Kalkbreite	Switzerland	Housing Initiatives	Cooperative housing offering innovative co-living solutions focused on reducing carbon footprint	Development of environmentally friendly and affordable housing
9.	Recycle Works	Finland groups	Social integration through work	Provides employment for migrants and the unemployed in the field of materials processing	Increases employment rates among socially vulnerable
10.	Som Energia	Spain	Renewable Energy	Cooperative that produces and supplies electricity from renewable sources	Reducing dependence on fossil fuels, increasing environmental awareness

social justice. Inclusion of Ukrainian enterprises in international initiatives, such as Erasmus+ or social entrepreneurship support programs.

7. *Development of social entrepreneurship as a tool for regional development.* Support for local initiatives, focusing on the creation of social enterprises in depressed regions. Social entrepreneurship can solve the problem of unemployment, especially among vulnerable groups of the population.

8. *Monitoring and evaluation of effectiveness.* Introduction of social impact assessment tools, as is done in many European countries. This will help measure the contribution of social enterprises to solving social problems.

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CONCLUSIONS

Social enterprises in the EU not only solve local and global problems, but also act as powerful drivers of change. They demonstrate how innovative business approaches can contribute to the development of society, stimulating economic growth, environmental awareness and social equality.

Ukraine has all the prerequisites for the successful development of social entrepreneurship, drawing on the experience of the EU. Integration of European practices, adaptation of legislation and financial support can be the key to activating social entrepreneurship, contributing to social cohesion, economic development and environmental sustainability.

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ПЕРСПЕКТИВИ РОЗВИТКУ СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА В УКРАЇНІ З УРАХУВАННЯМ ДОСВІДУ ЄВРОПЕЙСЬКОГО СОЮЗУ

Статтю присвячено дослідженню сутності та розвитку соціального підприємництва як інструменту для вирішення соціальних, екологічних та культурних проблем через поєднання бізнес-підходів і соціальної відповідальності. Соціальне підприємництво, орієнтоване на подолання соціальної нерівності, підтримку вразливих верств населення, впровадження інновацій і забезпечення сталого розвитку, стає важливим елементом сучасного бізнес-середовища. У статті наголошено, що концепція соціального підприємництва залишається недостатньо дослідженою, особливо в контексті практичного впровадження. Проаналізовано різні підходи до визначення цього терміна, пропонуючи власне розуміння соціального підприємництва як діяльності, що поєднує елементи традиційного бізнесу із соціальною місією. Основними характеристиками є орієнтація на вирішення суспільно важливих проблем, фінансова самодостатність, прозорість і застосування інноваційних підходів. Особливу увагу приділено досвіду ЄС, де соціальні підприємства є драйверами змін у багатьох сферах, таких як екологія, освіта, інтеграція вразливих груп і розвиток громад. Наведено приклади успішних соціальних підприємств у ЄС, які демонструють, як інноваційні бізнес-моделі сприяють вирішенню суспільних викликів і створенню робочих місць. Характерними ознаками є пріоритет соціальних цілей, обмежений розподіл прибутку та демократичне управління. Для України, де соціальне підприємництво перебуває на етапі становлення, важливим є запозичення найкращих практик ЄС. У статті запропоновано рекомендації з розвитку цього сектору: створення сприятливого законодавчого середовища, фінансова підтримка через гранти, краудфандинг і соціальні облигації, популяризація соціального підприємництва через освіту та тренінги, розвиток інновацій, партнерств і регіональних ініціатив. Соціальне підприємництво в Україні має значний потенціал для вирішення локальних і глобальних проблем, сприяння економічному розвитку, екологічній стійкості та соціальній згуртованості. Інтеграція європейського досвіду, підтримка законодавчих ініціатив і фінансових механізмів здатні активувати цей сектор, забезпечуючи сталий розвиток суспільства та підвищуючи якість життя населення.

Keywords: соціальне підприємництво, соціальне підприємство, соціальні проблеми, соціальна інтеграція, соціальні проекти