



# THE FIRST STEPS IN SOCIAL ENTREPRENEURSHIP

## Module 1 – What is Social Entrepreneurship.

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## THE SIGNIFICANCE OF SOCIAL ENTREPRENEURSHIP IN GLOBAL AREA

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Social, economic and environmental problems are increasing day by day. Social entrepreneurs determine the needs and problems of society by taking into consideration the values of society and initiate social and economic changes. Social entrepreneurship is in general, solution efforts for social problems. Social entrepreneurship is how social entrepreneurs gain value and sensibility for the society by producing sustainable solutions for unprocessed issues. In this article, examples will be given to emphasize the importance of social entrepreneurship in the global dimension and the studies will be explained.

Many countries such as Europe, U.S.A., and Asia, have begun to support social entrepreneurship as they enable the solution of problems and the emergence of innovation. It is stated that the importance of social entrepreneurship increases especially when the role of public institutions is low or insufficient. (AKTAŞ, 2018) Activities related to social entrepreneurship started to be seen in the 1970s. In the 1980s, the importance increased and it was aimed to spread the issue by establishing Work Integration Social Enterprises (WISE) under the European Union. Enterprises initiated at Harvard University (Social Enterprise Initiative in 1993) and Yale University, followed by curricula in business schools in many countries, and established social entrepreneurship centers, highlighted the issue. (AKTAŞ, 2018)

Social entrepreneurship can not be called merely the institutions of business by capital owners. In particular, international organizations and non-governmental organizations aimed that human life became widespread especially after the Second World War. In recent years, socially entrepreneurial organizations have increased considerably. The Entrepreneurship Policy of the European Union became official in 2000. It is extremely important to follow technological innovations in social entrepreneurship as in entrepreneurship. (Taş, 2017) Furthermore, as we understand from the Single Market Act statement in 2011 and 2012, which provides information on how private investment funds will help the entrepreneur, the European Union Commission has started to take concrete steps in the global area to achieve



the social entrepreneurship process and produce ideas, definitions, concepts to ensure sustainable social change.

When we talk about the Netherlands it is an area that shows new social entrepreneurship development. Social entrepreneurs receive support from many places such as foundations, governments, the United Nations and NGOs. They help young people learn their business models and aim to produce real projects for future social entrepreneurs. Sharing, realizing, developing and supporting are the main steps for this field. All from the Netherlands reveals ideas and young people to produce social benefits that support them. Develops ideas and supports the design of sustainable business models that generate social benefits through camp & training programs.

We can give some examples from the world; Firstly, today the world's first and largest social entrepreneurial network, Ashoka identifies social entrepreneurs who bring effective and permanent solutions to social problems, bringing them together in a global support network and enabling them to achieve their goals and spread their solutions. Leading Ashoka Association members include social entrepreneurs such as Jimmy Wales, winner of the 2014 Nobel Peace Prize and founder of Wikipedia. Moreover, “The Charity: Water” project, which is considered one of Liberia's most successful social entrepreneurs, was created as a result of people's limited access to clean water. With the donations collected, wells were drilled in the regions that need water. Examples of such social entrepreneurship continue in Ethiopia, Rwanda, Niger, Uganda, Bangladesh, Mali, Mozambique, Nepal, Kenya, India, and Malawi. Muhammad Yunus, the founder of Bangladesh's Grameen Bank, is also a social entrepreneur. In recent years, Bill Gates left his full-time job at Microsoft and joined his wife, Melinda, to set up a foundation to stop deadly diseases in third-world countries and join social entrepreneurs.

Selected as Europe's best and the world's 4th best social initiative, “Otsimo” is a platform that offers free education for children with autism. Otsimo aims to increase the learning ability of children with autism, a family-child application with educational games. In addition to that, Willy Foote realized that farmers in Vanilla in Mexico were not able to access credit facilities and other markets, as Sara Horowitz was unable to benefit from health insurance as a lawyer and discovered that other self-employed people had the same problems.

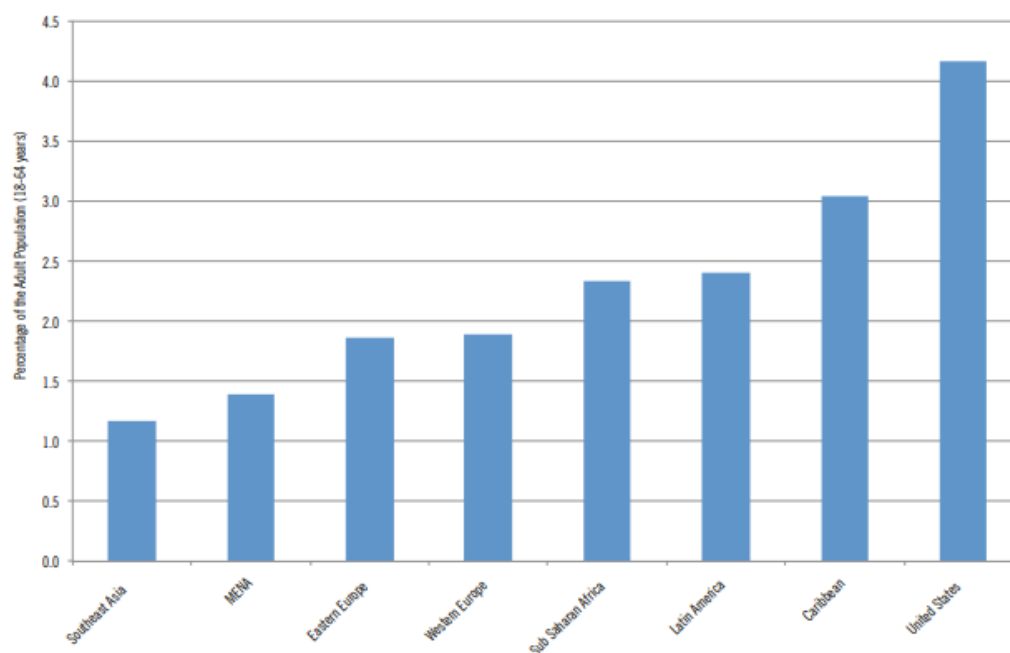


Linda Rottenberg focuses on why Latin American entrepreneurs do not start international companies. Social and current problems and deficiencies of all these countries were identified and projects were prepared to be resolved. Thus it will inspire other countries.

## Social Enterprise in NL

The Commission is an initiative of Social Enterprise NL. Since 2012, the organisation has been representing, connecting and supporting the growing community of social enterprises in the Netherlands. Social Enterprises NL follows the European Commission's definition of a social enterprise: "an operator in the social economy whose main objective is to have a social impact rather than to make a profit for their owners or shareholders." Social entrepreneurship also entails conducting business in an open, innovative, responsible and inclusive manner. In that spirit, the Commission is calls on social entrepreneurs, financiers, policymakers and other relevant stakeholders to collaborate online in establishing the code.

—Prevalence of Social Entrepreneurship Early-Stage Activity, by Global Region



Source: GEM 2009 Adult Population Survey (Siri Terjesen, 2011)



As a result of this, it seems that talent, energy, resources, money, and interest in social enterprises are increasing day by day. The emergence of innovative people and civil initiatives around the world, even in the poorest societies, is driven by rising entrepreneurial understanding. It is not the financial welfare of countries that influence and mobilize the social entrepreneur, but education, health, agriculture, citizenship rights, the environment can be.

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