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**SOCIAL
ENTREPRENEURSHIP:
A CASE STUDY OF
ENACTUS BRAZIL**

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Abstract: The present article proposes a reflection on the fundamental characteristics of Social Entrepreneurship, its distinctive aspects for other existing models of entrepreneurship in the contemporary world and its ways of generating value. It is known that the third sector was established in Brazil in the 1990s, outsourcing the social function of the State based on the activity of non-profit organizations; It is in the third sector that Social Entrepreneurship is born. Within the scope of a qualitative and exploratory research, the UN Agenda 2030 and the Sustainable Development Goals were presented, which guide the activities of the organization that is the case studied in this work, Enactus Brasil.

Keywords: Social Entrepreneurship. Social Value. ODS. Enactus Brazil.

INTRODUCTION

The current economic system brought and still brings several challenges of a social, economic and environmental nature, which were left aside for a long time, but which are currently gaining space in the discussions of the Government, companies and society. The phenomenon of Social Entrepreneurship emerges as an alternative for civil society to work in order to solve complex problems and meet the demands of society with an entrepreneurial organization format, with the intention of providing products and/or services that, in some way, add to the inserted community and are aligned with the resolution of complex problems. Along with the growth of the phenomenon, difficulties appear in defining the concept, with a very large diversification of applications, different notions about the subject and a lack of clarity in the construct of the concept. The phenomenon of Social Entrepreneurship suffers from a “Conceptual Inflation”, where amid a lack of exact definition of the concept, it ends up having an excess of meanings,

driven even more by the different realities and examples in which this concept is applied. The phenomenon began with the dissemination of the social entrepreneur concept in the United States and with income-generating activities in civil society organizations. However, currently, the phenomenon demonstrates greater complexity and a greater variety of actors involved, such as institutions, NGOs, governments, consumers and investors.

The personal interest in Social Entrepreneurship research comes from the intention to better study the phenomenon that has been growing in terms of relevance within the Brazilian academic literature over the last 10 years. This interest in researching the subject also meets my desire to contribute to a movement that seeks to address the needs of society and the planet, towards sustainable development, but with an entrepreneurial scheme and organization.

OBJECTIVES

This article is important for the topic, as there is still great confusion, mainly with the exact definition of the phenomenon, which is quite recent. Due to the different realities of society around the world, different nomenclatures are given to similar phenomena and are often confused by the fact that it is a different type of enterprise, with different purposes and values from commercial entrepreneurship. The importance of this research is also justified by the fact that the subject is still little studied within the Brazilian academic environment. When looking at the bases of national publications on Social Entrepreneurship, it is possible to identify the immaturity of the academic study on this subject in Brazil, which started late and was only intensified in 2012, when the increase in the number of publications was really relevant.

This work aims to analyze the main defining elements of the concept, taking into

consideration, the main schools of thought of the phenomenon, in search of a more precise definition, making a search and mapping of the fundamental characteristics of the concept. This work also aims to differentiate Social Entrepreneurship from other categories of existing enterprises in the contemporary world, confronting the distinctive aspects between these categories, giving examples of the sectors of social entrepreneurship activities based on the Sustainable Development Goals of the UN 2030 Agenda, to identify different forms of social value creation by the Social Entrepreneurship movement.

METHODOLOGY

For this study, a qualitative research was carried out, evaluating Social Entrepreneurship based on articles, publications and books on the subject. This research had the double objective, descriptive and exploratory, delving into a recent and little-studied phenomenon within the Brazilian literature, so that it is better understood and the discussion about this topic in the academy is encouraged. A case study of Entrepreneurial Action Us (Enactus) Brasil was carried out, in which the data provided by the organization in its annual management report 2020-2021 were presented. In this work, I seek to describe and bring a more concrete definition to what is called Social Entrepreneurship, differentiating it from other entrepreneurial models in the contemporary world, taking into consideration, the value generated by each of the models. After a better definition of the phenomenon, I try to exemplify the importance of an institution like Enactus for Social Entrepreneurship and its performance within Brazil, based on participant observation and the annual management report of Enactus Brasil.

THEORETICAL REFERENCE

The theoretical framework of this work brings a division between 2 main subjects: Concept of social entrepreneurship and main concepts to guide the case study of Enactus Brasil.

Firstly, the concept of Social Entrepreneurship has a definition that is dispersed in several different realities. The concept of Social Entrepreneurship was born in the USA and spread in the European school, which contributed to the definitions of the theme. The phenomenon began with the dissemination of the term social entrepreneur in the United States, bringing the social entrepreneur closer to the market entrepreneur, but using resources and tools to generate social value. In this regard, social entrepreneurship makes up the so-called non-profit sector of the economy. The sector starts from the non-profit organization of a business nature, whose concept is formed as “Non-profit organizations where the carrying out of commercial activities, which generate income, is one of the means of advancing in the social mission of the respective organization”. At the same time that it is an economic organization format and a social activity, it builds an innovation in the realization of social services, with a strong market orientation, tools and management strategies, so that it also generates its own income, without depending on the activities of others sectors.

In the North American school, it is stated that social enterprises approach a market orientation, as a means of maintaining social activity and becoming less dependent on donations and financial transfers from other sectors and more on fees and contracts. Because of this American school definition, the term social entrepreneurship is taken as a type of enterprise, but other interpretations consider social entrepreneurship a single strand of study, not an arm of market

entrepreneurship

In the European school, social entrepreneurship emerges as a vision of the social economy, which contributes to the idea of an increasingly collective environment and also to a more independent and democratic management, with little influence from the State or the market. Social companies were an innovation emergency within the European third sector, where the union of market organizational tools takes place with the main purpose of generating social value, but also with a collective, democratic and independent environment.

The social entrepreneurship movement was also intensely widespread in developing countries, but with the nomenclature of social business and inclusive business, because the term social business was not as accepted in regions such as Latin America and Asia. The term social business gained prominence with Muhammad Yunus, social entrepreneur who won the Nobel Peace Prize in 2006.

For Yunus (2010), there are 2 classifications for social businesses:

Classification 1: Social business with a balanced account balance, earning profits that are fully reverted to boost the institution's own growth, which only aims to serve some need in society. As the idea of personal gain is absent, investments are returned without correction and profits are fully reinvested in the social business, in order to increase the social impacts that it causes.

Classification 2: For-profit social business that seeks profit to improve the income of poor people, not just looking to maximize profits, where the poor population is the owner and customer of the business.

There is a consensus between the ideas of Yunus (2010) and Kerlin (2006) that social entrepreneurship organizations are in the middle of two extremes: market companies and non-profit organizations.

In the view of Yunus (2010) social business does not aim to generate profit itself, and the surplus generated serves to be reinvested in the business, so that it intensifies the generation of social value and continues to function independently of the State or market organizations. Social businesses are close to market businesses in aspects such as products, services, customers, markets, tools, but differ in their main purpose, which is to serve society and improve the living conditions of low-income populations in society. It also distinguishes itself from NGOs by seeking to sustain its activities through the sale of products and services instead of donations or other forms of fundraising. The importance of solving social problems, especially poverty, using market mechanisms and tools, has made Social Business gain space in the midst of the reality of developing countries, as a result of which this terminology has become more accepted and widespread in Brazil and other Latin American countries.

Secondly, to guide the Enactus Brasil case study, it is necessary to understand what the Sustainable Development Goals (SDGs) and the 2030 Agenda of the UN are.

The UN Agenda 2030 was created with the meeting of world leaders, in order to create an action plan, a list of objectives to be fulfilled by the proposed year. These goals were called Sustainable Development Goals (SDGs), which are organized into 17 major goals (problems to be solved) towards the sustainable development of the planet and humanity, transforming lives, ending poverty and protecting the planet. All 17 SDGs are built on 169 indicators that guide action plans for the global goals. According to Grando (2018), third sector organizations seek, through their activities, to develop markets, minimize social problems and transform realities, aligning their practices with the SDGs of the UN 2030 Agenda.



Figure 1 - SDG Agenda 2030

Source: UN, 2016.

Discover the projects recognized in the SDG 2021 Award:



Figure 2 - SDG 2021 Enactus Brazil Award

Source: Enactus Brasil Gestão 2020-2021 Annual Report.

RESULTS AND DISCUSSION

Within the discussion of this work, the strong relationship between the SDGs and third sector organizations brings an interesting point to Social Entrepreneurship. Taking into consideration, the fundamental characteristics of ES, focusing on generating a socio-environmental impact, the SDGs are an important guide for the activity of social entrepreneurs (Grando, 2018). Analyzing the difficulty of measuring and analyzing the impact generated by the ES, the SDGs play a role in categorizing the creation of value and impact in the transformation environment of the ES, making it a basis for framing the SDG indicators in the values generated within the ES phenomenon.

To better foster the relationship between the SDGs and ES, I bring Entrepreneurship Action Us (Enactus) as an object of study. Present in Brazil and in over 35 countries, Enactus positions itself as a third sector organization that works as a creator and incubator of Social Entrepreneurship projects. Operating in the university environment, the institution creates, assists and develops local transformation projects in the cities included, with the teams in each of the locations formed by students from the universities present there. According to Enactus Brazil's annual report, the institution's activities are based on the UN SDGs, Enactus seeks to present the 17 objectives and make the teams align the projects created within the indicators of each objective, taking the projects to a higher level. of specific impact, seeking ways to promote the indicators presented within the 2030 Agenda. The institution also receives support and subsidies from large companies in Brazil and around the world, such as Ford, Unilever, Cargill, among others, which foster spaces for discussion, development of teams and projects, and internal competitions so that innovation (essential characteristic of

ES) is created. Within the competitions, the SDGs have a focus on directing each category of dispute, so that the indicators within each objective are analyzed by the projects. This Enactus partnership with other institutions, competition and a total alignment of activities with the SDGs, show a direction in which the understanding of value creation by Social Entrepreneurship can be extended (Annual Report Enactus Brasil, 2021).

Based on the Enactus Brasil Annual Report (2021), it is possible to identify statistical data that demonstrate the relevance and impact of this institution within our country. Present in 23 Brazilian states, Enactus in Brazil is represented by 120 teams, which work in more than 200 projects, impacting and transforming the environment where they are located. Among the more than 480 thousand hours performed by the Enactors (team members), more than one million reais were transferred during the 2020-2021 term, impacting the lives of almost 100 thousand Brazilians.

The Enactus Brasil Annual Report (2021) presented a set of indicators that contribute to the 2030 Agenda, in line with the SDGs. They were subdivided into 3 major categories: People, Planet and Prosperity.

In the People category, the impact was measured based on 5 indicators:

- 55,875 people with access to more affordable healthy food
- 1,590 people with access to education
- 1,343 people with new/improved entrepreneurial skills
- 890 girls/women with new or improved skills
- 29 people with new or improved skills in sustainable agriculture

In the Planet category, 3 indicators were presented:

- 3,813.76 tons of waste recycled or prevented from being discarded
- 480.91 tons of plastic reused, recycled or prevented from being discarded
- 1109.26 tons of CO2 reduced/avoided

There are 6 indicators in the Prosperity category:

- 11 people with new/improved access to a clean and sustainable energy source
- 131 new businesses created
- 278 new job opportunities created
- 199 people who got a job
- 123 people with new/renovated, affordable housing, with security and basic services
- 2,007 people with new/improved access to information, communication and technology

In addition to the indicators presented, Enactus Brasil awards directly related to each of the SDGs, for the projects that generated the most impact within the indicators presented in the 2030 Agenda (Annual Report Enactus Brasil, 2021). The awards are monitored and evaluated by Enactus Brasil and by each company that sponsors the awards. In Figure 2, it is possible to identify the award-winning projects in each SDG, in addition to the respective responsible teams and the companies that sponsor that category of objective.

The SDG 2021 Award chart shows Enactus' great commitment to the UN's 2030 Agenda, but also highlights the great partnership that this organization has with other companies in the second sector, a partnership that aligns Enactus teams and projects with the SDGs.

In addition to the table, the information presented in the report shows the impact of

an organization that operates in a large part of the national territory, creating and developing Social Entrepreneurship projects, offering support, education, partnership, events and prizes for student teams, which transform the reality where they are inserted and develop from the social entrepreneurial action.

FINAL CONSIDERATIONS

After analyzing the bibliography, it can be concluded that the phenomenon of Social Entrepreneurship has been gaining relevance over the last few years, with an increase in the number of publications from 2012 and gaining space within academic discussions. ES has various forms, definitions and nomenclatures, however, ES has fundamental characteristics that define it and differentiate ES from other entrepreneurial models, regardless of where it is located or which nomenclature it adopts to identify itself.

Firstly, social enterprises seek, through the entrepreneurial model, to acquire their own revenues to maintain operations. This factor leads social enterprises to operate more freely, without depending on donations, causing these businesses to be encouraged to be more innovative, to conquer their share of the market where they operate.

Secondly, Social Entrepreneurship is based and centrally aimed at social transformation and the generation of social value, and does not have a main focus on revenue and profit generation, as Commercial Entrepreneurship works. Social Entrepreneurship offers products and services that meet the needs of a community.

The social value generated by Social Entrepreneurship is uncertain and does not have a concrete way of measuring it, due to the different realities in which it takes place and different social problems that seek to be solved in vulnerable parts of the population. It is in this uncertainty that the Sustainable

Development Goals (SDGs) of the UN Agenda 2030 work (UN, 2016). The agenda brings concrete indicators to assess the sustainable development of the planet, as well as divides these 169 indicators into 17 different SDGs, which deal with different current problems that need to be solved. Understanding the 2030 Agenda helps to understand the problems to be solved, helping to understand the impact generated by Social Entrepreneurship.

The search for understanding the impact of Social Entrepreneurship prompted me to bring the organization Enactus Brasil as a case study in this work. The institution's activities are based on the SDGs of the 2030 Agenda (Annual Report Enactus Brasil, 2021). Within the projects carried out by the organization's students, the SDGs are different ways of generating value that Social Entrepreneurship presents in its activities.

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