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**INTERNATIONAL EXPERIENCE OF SOCIAL
ENTREPRENEURSHIP DEVELOPMENT:
PROSPECTS FOR UKRAINE**

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Social entrepreneurship is becoming increasingly popular. Social entrepreneurship experienced a dynamic development in the late 1980s in Italy due to the spread of the cooperative movement and became the subject of scientific research. The activities of social cooperatives were regulated by law.

The idea of social entrepreneurship has been actively developing in Western Europe and the United States since the early 1980s and is now a powerful social change movement in many parts of the world. Researchers on this issue agree that the main reason for the emergence of social entrepreneurship in the world was the pathological inability of governments to effectively address the social problems of their countries. The impetus for change was the active work of non-profit organisations in the 20th century all over the world, which began to take over the solution of problems that the state could not actually cope with [1].

Social entrepreneurship is a new area of economic activity that generates innovative solutions to contemporary social problems using business approaches. The growing of global, national and local problems necessitates the search for new ideas and tools to address them. Social entrepreneurship plays an important role in today's realities, as it not only provides public services in a new way and meets the needs of the community, but also creates jobs, enriches people's professional experience and reduces social tension, revives rural and urban areas and improves their social infrastructure, increases the activity of citizens who can solve their problems, supports public initiatives, innovative projects and creative activity.

Social entrepreneurship is attractive to employees and clients. Employees are the owners and exercise control. Employees know that they control how the company's profits are spent. Customers also find social entrepreneurship attractive because they get more than what they pay for: the added value is

that the customer knows that part of the social enterprise's profits will be used for social and environmental purposes [2].

Social entrepreneurship emerges from anything, but there are two driving forces that generate its ideas: the idea of commercial activity and the idea of solving a social problem. They complement each other's ideas, and often cooperate, as in the situation when the income of an enterprise is used to solve social problems; or when the state, contracting a social enterprise to provide free services, at the same time supports the creation of commercial trading enterprises that solve environmental problems [3].

Social entrepreneurship develops in a complex and constantly changing market environment. For its development and competitiveness, it is necessary to produce and offer something that is of value to customers. In return, the enterprise receives the income it needs to continue its operations. The company must ensure that the product and service remain relevant in the market. From time to time, businesses review their marketing goals, strategies and tactics. They rely on market feedback as the basis for monitoring and adapting to changing market conditions.

There are many common features between social entrepreneurship and charity, as both support the most vulnerable groups of the population and care about mitigating social problems in society. The main differences lie in the ways and principles of these organisations [4].

Charitable foundations mainly operate at the expense of charitable donations, grants or funds from the founders of the foundation. Social entrepreneurs operate at the expense of their own entrepreneurial activities based on profit generation and reinvestment. So, while charitable activities are limited to «local» assistance (for example, providing material assistance to children, boarding school students) and, as a rule, do not have support and extension to other objects in a similar situation, social entrepreneurship involves systemic changes.

The practice of common legal forms chosen by social enterprises in different countries of the world has its own peculiarities. The so-called European and American types are sometimes distinguished. For example, in European countries (including the UK), social entrepreneurship emerged on the basis of a network of cooperatives, and accordingly, the main criteria for social enterprises are reinvestment of a certain percentage of profits for the development of social goals and employment of people from vulnerable groups in organisations of this type. Among them are the Italian social cooperative (Italian: Cooperativo Sociale), that model is legalised almost throughout Europe; the British Community Interest Company (CIC), which gave impetus to the socialisation of corporate legislation in Canada and South

Korea. The German non-profit limited liability company (German: Gemeinnützige GmbH); cooperatives with collective interest (France, Portugal, Greece), partnerships with collective interest (Belgium), etc. [5].

In general, the trend of social entrepreneurship development in the world indicates the emergence of a new tool of social action capable of overcoming the alienation of the employee from the labour process, making the process of human adaptation to work more meaningful and harmonious.

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