

Social entrepreneurship in the context of sustainable development goals

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Abstract: Social entrepreneurship is an important tie between businesses and altruism; it is seen as an implication of entrepreneurship in the social environment. Social entrepreneurship aggregates the skillfulness of traditional entrepreneurship with a goal to change the world. It offers insights that may find out ideas for more socially acceptable and sustainable business strategies and contributes to global sustainable development goals and it may also encourage firms to undertake more social responsibility. Accordingly, the aim of this study is to investigate the supports of Turkish food companies to the sustainable development goals through corporate social responsibility. In the study, content analysis method is used to analyze the data gathered from web sites of Turkey's most valuable food brands according to the Brand Finance Report. The results of the study highlights that most valuable Turkish food brands support the sustainable development goals through corporate social responsibility practices mostly in the areas such as quality education, reduced inequalities, good health and well-being, responsible production and consumption, zero hunger, no poverty, gender equality, sustainable cities and communities.

Key words: social entrepreneurship, corporate social responsibility, sustainable development goals, content analysis

1. Introduction

Attention is increasingly being given to social entrepreneurship and social enterprises. Several institutions, schools, governments, public agencies firms are giving consideration to the concept and put into service resources to social entrepreneurship (Chell et al., 2010). It is a charming subject for practitioners, policy makers and the companies because it addresses several issues in society (Thompson, 2002; Alvord et al., 2004; Brainard and Siplon, 2004). Concept of social entrepreneurship applies generally in the form of corporate social responsibility to related activities with a social objective in either the profit sector or in the firm social entrepreneurship (Dees and Anderson, 2003; Austin, et al., 2006). For another definition, social entrepreneurship contains the activities and processes supported to discover, define and exploit

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opportunities in order to enhance social wealth by creating new initiatives or managing existing corporations in an innovative form (Zahra et al., 2009).

Social entrepreneurship usually is being formed: the determination of a particular social problem and a solution to address it; the evaluation of the social impact, the business model and the sustainability of the initiative; and the creation of a social mission-oriented for-profit or a business-oriented non-profit venture that maintains the double or more bottom line (Shane and Venkataraman, 2000).

Although social entrepreneurship is a global concept, there are different reasons for all of the regions. For example, in developed nations social entrepreneurship is getting attention because of the decrease of the welfare state. Important gaps in the social safety net and changes in the institutional environment have led to social entrepreneurial opportunities in these countries. In less-developed, developing or emerging economies, social entrepreneurship originates out of a combination of mistrust of the non-governmental organization obtuseness within the private sector, and the importance of the government to provide services to the people. In this context, the objective of the study is to investigate the relationship between social entrepreneurship and sustainable development goals in the context of corporate social responsibility practices of most valuable Turkish food brands (Brand Finance Report, 2018).

2. Literature review

2.1. Social entrepreneurship

Social entrepreneurship is defined as an entrepreneurial business with a social purpose (Austin et al., 2006) and has become an important global economic action (Mair and Marti, 2006; Zahra et al., 2008). Remarkable social entrepreneurship innovations mostly derive from developing countries and include the transmission of new business strategies that address basic human needs (Seelos and Mair, 2005), for example the work on low cost surgeries to patients or the spread of sanitation systems in rural villages of less-developed regions (Elkington and Hartigan, 2008).

Social entrepreneurs are also defined as entrepreneurs with a social mission (Dees, 2003; Martin and Osberg, 2007) and take in consideration social entrepreneurship as entrepreneurial activity with an intentional social purpose (Austin et al., 2006). It could be seen in the literature that definitions of social entrepreneurship are mostly derived from the integration of the concepts of both entrepreneurship and social character (Mair et al., 2006; Martin et al., 2007). It has also been called the immediate pursuit of economic, social, and environmental goals by enterprising initiatives (Haugh, 2007). A different viewpoint proposes a model of social entrepreneurs as change agents in the social sector (Dees, 2003) and it is usually argued that social entrepreneurs are entrepreneurs with a social propose as opposed to a profit seeking motivation and their goal is to generate social value for society. For example, it is stated that social value has little to do with profits but instead involves the fulfillment of basic needs such as providing food, water, education and medical services to those members of society who are in need (Certo and Miller, 2008).

It is also stated in the literature that social entrepreneurship proposes the entrepreneurship may be aimed at benefiting society rather than only increasing individual or firm profits. It seems to commit an altruistic form that does not evaluate all human activities in business terms.

It enables a bridge to be built between enterprise and altruism (Roberts and Woods, 2005). So, it is argued in the literature whether social entrepreneurs are willing to cut off a financial loss to form a corporate social responsibility firm or a social entrepreneurship prefers to form a corporate social responsibility firm rather than a profit-maximizing firm (Baron, 2005).

The concept of social entrepreneurship can be gone back to a report entitled *The rise of the social entrepreneur* (Leadbeater, 1997) in the United Kingdom and also in the United States to the publication of *New social entrepreneurs* by the Roberts Foundation, where social entrepreneurship is viewed as aggregating commercial enterprises with social impacts (Emerson and Twersky, 1996), as innovating for social impacts (Dees, 1998). Kao (1993) states that the process of entrepreneurship should add value to all society. Some factors have influenced the development of social enterprises internationally, such as demand side factors (public wanting services from social enterprises as customers), supply side factors (the supply of social entrepreneurs), and contextual and institutional factors impact on the relation between both demand side and supply side factors (Spear, 2006).

2.2. Sustainable development goals

Basic human needs and wants are important factors of firms' strategies as to which goods or services to produce. Human needs have unlimited nature and for the firms striving to find new markets as well as for the firms seeking for growth it has become an important matter. Some strategies can be applied. The first one is, in developed regions, that many people are unwilling to pay enough for particular products and services for their needs. This became unfortunately clear to some startups in the 1990s, while the free services they offered were used by millions, they found it impossible to implement fees for their services when risk capital drained. The second one is that the basic needs of people in less developed or developing countries remain unmet, mainly because these potential customers are willing but unable to pay for goods and services that would satisfy their needs and wants. It is not the only reason why those unsatisfied needs have failed to attract the business area in search for new markets (Seelos and Mair, 2005).

It is regarded that services should satisfy regular human needs, particularly those that contribute to health, education, well-being are failing poor people in terms of reach, property, and affordability. The main reason for this failure appears to be the fact that public spending does not reach the poor adequately and if it does, service procurement is often unsatisfying and has poor quality. For these reasons, firms are expected to take responsibility for meeting social and environmental challenges more proactively, so as to succeed a more sustainable development (The World Bank, 2003). According to that, most common definition of sustainable development is the one launched by the World Commission on Environment and Development in 1987 and accordingly, the global objective of achieving sustainable development. First, a report has been made available on environment and the global problems for the year 2000, including proposed strategies for sustainable development. Hereunder, it was assigned that priority is to satisfy the important needs of the poor, such as those for food, clothing, house and jobs, but also to provide them with the possibility to satisfy their objectives for a better life. There was an important point in the report and that is the problem, how balanced development among developing and developed or less developed countries could be achieved. It is deduced from the report, each region will have to try its own focused policy implications. Because of these

discrepancies, sustainable development should be seen as a global objective. So, to start new acceleration in the efforts to achieve sustainable development, the United Nations Millennium Declaration was adopted in September 2000. It devoted regions both rich and poor to do all they can to eliminate poverty, hunger and to promote human equality, and achieve peace, democracy and environmental sustainability (Tan et al., 2005). In order to launch the concept of sustainable development, the United Nations defined a number of Millennium Development Goals. These goals consist of 8 specific goals with 17 targets and 48 specific indicators for development and poverty elimination by 2015. Goals contain issues such as health, education, gender equality and environmental problems (Seelos and Mair, 2005).

Accordingly, in this paper it will be tried to investigate whether multinational or national firms in a developing country may have a place to find out solutions via implementing corporate social responsibility needed to achieve sustainable development goals on a local scale to help sustainable development goals on a global scale for both current and future generations.

3. Methodology

Although social entrepreneurship is taken to consideration in a large extent, studies regarding this topic are very limited. Therefore, current study aims to provide a deeper understanding of social entrepreneurship in the context of the sustainable development goals. As stated in the literature section, United Nations launched the sustainable development goals that are an important guide to get through a better and more sustainable future for all on a global scale. They address the global challenges the nations face, including those related to poverty, inequality, climate, environmental degradation, prosperity, peace and justice. According to the United Nations goals of 17 main groups, food companies were chosen within the Turkey's most valuable brands (Brand Finance Report, 2018) to collect data for this study.

The main objective to choose food companies within the Report is what kind of corporate social responsibility practices they usually consider and implement to achieve the sustainable development goals. The main question is: do they usually practice food-related corporate social responsibility implementations or any other field to help in the United Nations sustainable development goals with regard to social entrepreneurs?

The sample used in this study are 14 companies: Migros (12), Ülker Bisküvi (14), BİM (15), Pınar (22), Sütaş (27), CarrefourSA (45), Superfresh (46), Banvit (47), Tat Konserve (50), Kent Gıda (55), Kipa (57), Tukaş (83), Dardanel (88), Penguen Gıda (89), with all available data published on their official websites. Qualitative content analysis was used to analyze the data. Qualitative research method enables to analyze the meaning of a phenomena and a deeper understanding of communication messages (Cornish, 2012). It is a technique for gathering and analyzing the content of text and the content refers to words, meanings, pictures, symbols, ideas, themes, or any message that can be communicated (Neuman, 2003). In this research, the corporate social responsibility practices of the companies studied were then coded and classified into categories as regards United Nations Sustainable Development Goals.

4. Results

The data collected were categorized and presented in Table 1, for the corporate social responsibility practices reported by the companies participating in the study on their websites.

Company	Corporate Social Responsibility	1*	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Banvit	Girls, Let's Go to the School with Banvit			✓	✓													
	Firefly Mobile Education Unit			✓	✓													
	For Your Health and Well-Being			✓							✓							
	Dreams Academy										✓							
	Banvit Jr NBA Camp			✓														
	Smart Kids Dining Table			✓														
Tat	Awareness												✓					
Kent	Collaboration with Society		✓															
Kipa	N/A																	
Tukaş	N/A																	
Dardanel	N/A																	
Penguen	Support to Education with Computer				✓													

* 1—No poverty, 2—Zero hunger, 3—Good health and well-being, 4—Quality education, 5—Gender equality, 6—Avoid wasting water, 7—Affordable and clean energy, 8—Decent work and economic growth, 9—Industry, innovation and infrastructure, 10—Reduced inequalities, 11—Sustainable cities and communities, 12—Responsible production and consumption, 13—Climate action, 14—Life below water, 15—Life on land, 16—Peace, justice and strong institutions, 17—Partnerships for the goals

Source: Author's own elaboration.

In summary, ‘Quality education’ and ‘Reduced inequalities’ present the greatest amount of support of corporate social responsibility practices in the most valuable Turkish food companies. Avoid wasting water, Affordable and clean energy, Decent work and Economic growth, Industry, innovation and infrastructure, Climate action, Life below water, Life on land, Peace, Justice and strong institutions, Partnerships for the goals appear not to being supported. Good health and well-being, Responsible production and consumption, Zero hunger, No poverty, Gender equality, Sustainable cities and communities appear to be the least supported goals respectively. According to that, Table 2 presents the summary of the results.

Table 2. Frequency of the goals and supportive companies

	Frequency of supported goals	Company
4—Quality education	6	Pınar, Süttaş, CarrefourSA, Banvit, Penguen
10—Reduced inequalities	6	Migros, Ülker, BİM, CarrefourSA, Banvit
3—Good health and well-being	5	Migros, Ülker, Banvit
2—Zero Hunger	3	Kent, CarrefourSA, Migros
12—Responsible production and consumption	3	CarrefourSA, Tat
11—Sustainable cities and communities	1	CarrefourSA
5—Gender equality	1	Migros
1—No poverty	1	Migros

Source: Author’s own elaboration.

5. Discussion, conclusion and managerial implications

Social entrepreneurship can be seen as an important actor who applies business principles to solving main social problems via non-profit or profit organizations. It generally focuses on both social development and well-being promoting social change and ideology in communities and creates new models for the provision of products and services that provide directly to basic human needs that remain unsatisfied by current economic or social organizations. By contrast to traditional entrepreneurship, in social entrepreneurship, creation of social value is the main objective to achieve sustainable development. Social entrepreneurship gives opportunity to many businesses integrating social needs to their business via corporate social responsibility practices. So, social entrepreneurship may contribute to the sustainable development goals of the United Nations, creating new business models for human needs such as providing medicine, food and education, etc.

Accordingly, based on the findings reported in this study, quality education and reduced inequalities are the most supported goals by the most valuable Turkish food companies. Good health and well-being are seen the second most supported goals by the companies. Then, zero hunger and responsible production and consumption come together as the third most supported goals. Sustainable cities and communities, gender equality and no poverty are the other supported goals by the companies. It is found in the study that, avoid wasting water,

reasonable and clean energy, decent work and economic growth, industry, innovation and infrastructure, climate action, clean water, life on land, peace, justice and strong institutions, partnerships for the goals are seen as the goals not supported by Turkish food companies. Some companies, such as Migros and CarrefourSA, are seen supporting more than one corporate social responsibility practices and so they make contribution to the sustainable development goals in different areas.

In this context, companies may contribute to the sustainable development goals while building strong corporate image, reputation and strengthening relations with customers by practicing corporate social responsibility. It can be said that to make an important contribution to sustainable development, social entrepreneurship is an important factor and it should reach a critical mass of initiatives around the world. Companies may first start to contribute to these goals by supporting local issues for more sustainable World. It is advised to companies that integrating corporate social responsibility practices and social entrepreneurship could be very beneficial for achieving sustainable development goals, especially in less developed countries, where achieving sustainable development goals are more critical issue. In these countries, corporate social responsibility practices may gain trustworthiness, through integration with local forms of social entrepreneurship. By building partnerships with local entrepreneurs, the companies may engage in projects that match relevant social needs to corporate resources (Hart and Christensen, 2002).

Through social entrepreneurship next generations will be more satisfied and this creates a great chance for global corporations to create new ventures and social value for those who need it most.

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Przedsiębiorczość społeczna w kontekście celów zrównoważonego rozwoju

Abstrakt: Przedsiębiorczość społeczna jest ważnym ogniwem łączącym przedsiębiorstwa i altruizm. Jest ona postrzegana jako konsekwencja wprowadzenia przedsiębiorczości w środowisko społeczne. Łączy umiejętności tradycyjnej przedsiębiorczości z postawionym przed nią zadaniem zmiany świata. Oferuje spostrzeżenia, które pozwalają opracować pomysły na bardziej zrównoważone i akceptowalne społecznie strategie biznesowe, oraz przyczynia się do osiągnięcia globalnych celów zrównoważonego rozwoju. Może też zachęcać firmy do brania na swoje barki większej odpowiedzialności społecznej. Zgodnie z przedstawio-

nym założeniem zadaniem niniejszego badania jest analiza wsparcia tureckich przedsiębiorstw spożywczych w celu osiągnięcia zrównoważonego rozwoju poprzez społeczną odpowiedzialność biznesu. Do analizy danych, pozyskanych ze stron internetowych najbardziej wartościowych marek żywności w Turcji (według Raportu Finansowania Marki), wykorzystano metodę analizy treści. Wyniki badania podkreślają, że najbardziej wartościowe tureckie marki żywności wspierają cele zrównoważonego rozwoju poprzez praktyki społecznej odpowiedzialności przedsiębiorstw, głównie w takich dziedzinach jak: wysokiej jakości edukacja,

zmniejszenie nierówności społecznej, dbałość o dobre i konsumpcja, brak głodu, brak ubóstwa, równość płci, zdrowie i samopoczucie, odpowiedzialna produkcja zrównoważenie miast i społeczności.

Słowa kluczowe: przedsiębiorczość społeczna, społeczna odpowiedzialność przedsiębiorstw, cele zrównoważonego rozwoju, analiza treści
