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The given article defines the concept of social entrepreneurship, which is considered to be one of the most effective mechanisms to improve the quality of life for socially vulnerable groups of the population, and perspectives of the development of social entrepreneurship in Ukraine.

This article aims to showcase how vulnerable groups can be brought back to the active life. Therefore, the use of such innovation as a social entrepreneurship for our society becomes marvellously relevant.

The problem of the population's protection is becoming priority in the developed countries. Ukraine is also sharing European values but, unfortunately, our country is unable to provide a high standard of living and adequate jobs for all citizens.

Ukraine does not have legally approved concept of "social entrepreneurship". So, there are no official social enterprises and social entrepreneurship in Ukraine. However, the legal framework of the state permits to create enterprises which can be classified as social according to international standards. The social entrepreneurship is under development in Ukraine, but already gave the first results. The social entrepreneurship in Ukraine is a new phenomenon. It is developing not due to the state or private investors, but rather due to some enthusiasts.

Keywords: social entrepreneurship, quality of life, socially vulnerable sections of the population, employment.

The given article defines the concept of social entrepreneurship, which is considered to be one of the most effective mechanisms to improve the quality of life for socially vulnerable groups of the population, and perspectives of the development of social entrepreneurship in Ukraine.

The object of the article is to investigate the suitability of the social entrepreneurship development as a technology which is called to improve the quality of life of socially vulnerable sections of the population in Ukraine.

Every state is obliged to take good care of its citizens, especially those who cannot take care of themselves. The problem of the population’s protection is becoming priority in the developed countries. Ukraine is also sharing European values but, unfortunately, our country is unable to provide a high standard of living and adequate jobs for all citizens.

Generally, employers are reluctant to hire people with disabilities, homeless, ex-alcoholics, drug addicts and former prisoners. Very often, these people remain aside of normal life, although they can also be beneficial to society by getting paid and paying taxes. Community organizations help such people, but they can not do it properly, because they depend on an external funding themselves.

Social entrepreneurship in Ukraine

This article aims to showcase how vulnerable groups can be brought back to the active life. Therefore, the use of such innovation as a social entrepreneurship for our society becomes marvellously relevant.

So let’s consider social entrepreneurship in a broader sense: on the one hand - it is economic activity based on a self-sustaining on the production of the social product or service with the use of innovation, but we want to elaborate on the definition of social entrepreneurship as a real business that is developing and brings the real income.

The profit of such enterprise is spent for social purposes. This entrepreneurship has the following features:
- social impact - target focus on solving social problems;
- innovation - the use of unique approaches to increase the social impact
- self-repayment and financial stability;
- entrepreneurial approach - the ability of social entrepreneur to find opportunities to develop new solutions.

Nowadays the social entrepreneurship is developed in many countries and is not something unusual. It is active socially-economic activity with its own ideology, mission and definition. The social entrepreneurship has emerged as response to a chronic social problems: unemployment, poverty, social instability.
The social entrepreneurship as a phenomenon emerged long ago, about the end of XIX century but has got more or less widespread use and has been the subject of much debate recently about 15-20 years ago.

At the beginning of its existence, the social enterprise was viewed as an activity of social entrepreneurs, i.e. those individuals who self-define social problems and use traditional business principles to organize, create and manage enterprise to achieve social changes and solve problems of individual communities.

A separate condition was, and still remains that social enterprises are organizations of any form, that not only engaged in trade and services, but also link these activities with a social mission.

Social entrepreneurs are the bearers of changes in society, using the opportunities missed by others. ”We have to change. Everyone should be a generator of changes. We have to make everyone to change “ - is the slogan of Bill Drayton, the founder of Ashoka Foundation. This organization acts as the system of leaders. In the 1980s, Drayton united about 1,800 social entrepreneurs in 60 countries.

The widely spread definition of the social entrepreneurship is owned by George Dizu, director of the Center of Social Entrepreneurship at Duke University (USA), who identified five factors that determined it:
- taking upon the mission of creating and maintaining of the social benefit;
- identification and use of new opportunities;
- the implementation of a continuous innovation process;
- decisive actions unbounded by located resources;
- high entrepreneur’s responsibility for the results of his activity.

Ukraine does not have legally approved concept of ”social entrepreneurship”. So, there are no official social enterprises and social entrepreneurship in Ukraine. However, the legal framework of the state permits to create enterprises which can be classified as social according to international standards. The social entrepreneurship is under development in Ukraine, but already gave the first results.

In 2010, the East Europe Foundation, the British Council, Prisewaterhouse Coopers and Erste Bank started a joint project entitled ”Promoting social entrepreneurship”.

The project aims to extend the idea of social entrepreneurship among the Ukrainian society. Special centers are creating in the country due to this project. There are centers in Lviv, Donetsk regions and Crimea. Totally, during the period of work of this project from 2010 to 2012 a series of workshops on the development of social business were held.

At the beginning of 2011 was held an open competition in which 80 participants from three regions of Ukraine - Lviv, Donetsk and Crimea were selected. The participants of this project went through a training program which has been developed with the participation of successful entrepreneurs from the UK. They got a legal and consulting support of experts and developed business plans of their own enterprises.

LLC “Medical Rehabilitation centre of Health” in the city of Novoazovsk (Donetsk region) developed a plan, the implementation of which will expand the range of medical services for the rehabilitation of the patients with lesions of the central and peripheral nervous system, including the providing of social and psychological assistance.

This project provides the job placement for the unemployed and people with disabilities. Part of the revenue from paid services will focus on the implementation of the free rehabilitation programs for children with cerebral paralysis.

Public organization “Evpatoria Information and Consulting Center” has proposed a project to create of ”Promising center”.

Tourism development will create new places, better use of human potential and natural resources of the region.

A part of the profit will be deducted for training the population in business skills. Scientific-production association ”Children’s Hope” is going to create a Center of ecological Agriculture in the city of Brody, Lviv region.

The project involves the employment of young people with disabilities and their families.

Social enterprises that create jobs for disadvantaged people, enabling them to acquire employable skills and knowledge in management, career development, and property rights, experts call “affirmative”.

The majority of social enterprises of Ukraine provide jobs for target groups that are linked with their main activity.

The main objective of their activity, like any other business structures, is to achieve positive financial and social results through investments.

During the recent years, social entrepreneurship in Ukraine is gaining popularity among public organizations as an effective mechanism for solving local social and economic problems of communities.

In Odessa operates public organization ”The Way Home”, within the bounds of which the newspaper for the poor is publishing and shops on tailoring work.

Another example of the Ukrainian social enterprise is an association ”Pece, beauty, culture” in Kherson, which introduced the ”Creative practice occupation” to produce and sell exclusive clothes for
children and young people, using natural fabrics, decorated with traditional Ukrainian ornament in a modern style.

Profit is using to boost Ukrainian culture and art, teaching young people the skills that would ensure them with permanent jobs in the future, through the help of theater, schools. The society “Alisa” for physically challenged people in Kyiv created possibilities for its clients to study and work, establishing six business enterprises: stationary “Alisa”, café “Posadena”, trade office “Etit”, architectural office “Instorm”, advertising agency “Monostat”, sport buildings for children to master martial arts.

In Zhytomyr there is the hardware workshop (grating, gates etc.) under the public organization “Samaritan Mission in Ukraine”. In the village of Ploske, Kirovograd region, there is the Rehabilitation Centre for drug addicts “Lifecoming”. Five staff members live together with them. 70% of the Centre inhabitants are HIV-positive persons. Centre inhabitants produce concrete cubes for paving sidewalks. A share of the income is used for their staying in the Centre, and the rest – is saved for expanding production. “We have established this production to be at least independent from the state financing and donor aid,” said Oleksandr Ostapov, the director of the Centre “Lifecoming”.

In Lugansk several HIV-infected women are custom tailors making individual cloths. A social effect in this case is in the fact that people get the opportunity to raise money by their own work in the society which neglects them and infringe upon their rights. Due to social entrepreneurship new markets, possibilities and prospects appear.

In Lviv the public organization People’s aid works in two directions: social taxi for transporting people with special requirements and the Centre of integral care for women in crisis to prevent homeless situation. To support these two projects the organization set up the bakery “Nut-house”. On the one hand, this business gives the opportunity to master certain skills and create working places, and on the other one – it supports the work of nonprofit organization.

At the same time, the non-governmental organization “Lifetree” supporting people with auditory defects together with a commercial firm produces high-quality audio books. They are of great demand among customers. As a result, a new market segment was created. At the expense of “Lifetree” incomes the publication of three new books has been sponsored. In addition to selling audio books in the bookshops and markets in Lviv, the organization presents audio-files and books in all the libraries for people with hearing problems in the region.

The organization “Lodgment” settles the homeless and at the same time involves them to restore furniture, which later is put up for auction (in case the furniture was donated) or sold. The income got is used to finance the asylum and wages for the staff members.

**The main difficulties for the development of social entrepreneurship and the ways to solve them**

The analysis of the current state of social entrepreneurship in Ukraine allows detecting the following limiting factors of its development, that is, the absence of:
- formed and influencing sector of a civil society promoting the ideas of social responsibility and specialists dealing with this problem;
- independent public expertise of social and cultural projects and programs;
- systematized informing the public about social and charity projects, investors of social programs and public evaluation system to estimate the results of social business programs;
- interest of business structures in this problem, connected with the role of the state and the problems in legal sphere etc.

Examination and separate publications concerning the questions of social entrepreneurship in Ukraine present numerous problems holding a qualitative and quantitative progress of this activity back. In our opinion, the following rating of the main problems should be considered only conventional and general, but the majority of social entrepreneurship participants face it every day, thus, it is quite reasonable.

1. Low motivation as a risk protest, that is, a great majority of Ukrainian social enterprises faces a specific unwillingness of financial and non-financial risks connected with the competition with other enterprises, or the conflicts with state organs, which becomes a great counterbalance in comparison with reluctant risks, reduced sources of income in the form of grants or state aid in case of social entrepreneurship performed by them. It leads to reasonable suppositions that the risks connected with getting benefits from social entrepreneurship are higher than the income expected.
2. Low financial stability is defined by the absence of essential financial reserves in the majority of social enterprises, and thus, insufficiency of regular additional investments (at least in the form of grants, state aid or volunteer activity). 3. Limited access to the following kinds of qualified specialized services: engineering, ecology, information, legal, financial, administration consulting, marketing and advertising etc. The risks and deficiency in income, linked with a limited access to specialized services, are considered to be one of the main problems to expand a successful experience of certain social enterprises.
The solution of the above mentioned problems should become a substantial step in the formation of the state social policy and giving real aid to socially unprotected classes of the society.

Nevertheless, the fact of existing unprofitable organizations with social mission in Ukraine gives optimistic expectations to expand the number of participants and further development of social entrepreneurship. According to the above mentioned, enterprises will be able to achieve social effect by the following ways:

- involving target group to afford services and produce goods, thus, solving the problems of socialization, adaptation, therapy, employment assistance etc.;
- giving qualitative services and goods for the target group members on preferential terms, meeting their requirements and improving the quality of life;
- addressing the income of entrepreneurial activity to support social mission;
- introducing innovation approaches to solve the problems, which improve social existence of unprotected classes including target groups.

The most effective measures to expand the principles of social responsibility of entrepreneurship in Ukrainian society and to stimulate commercial organizations to solve social problems are the following:

- creating favourable organizational-legal conditions for the activity of enterprise members taking part in the solution of social problems;
- giving preferable taxes, rent and other payments to enterprises and organizations dealing with sponsor and charity activity;
- target financial support of non-governmental subjects of social policy at the expense of budget;
- introducing economical and other penalties on those who prevent social interests of territorial community;
- cooperation with tax administration, giving consultations and conducting introductory work etc.;
- accumulation of the information available in the sphere of social entrepreneurship and adaptation of foreign experience of social entrepreneurship.

Conclusions

Thus, we can conclude that social entrepreneurship in the world is seen as an activity of non-profitable enterprises for self-financing, creation of social enterprises as business structures and social entrepreneurs’ activity as the leadership and innovations.

The stimulation of the participation of the social enterprise in the development of the community is extremely important, as the citizens of Ukraine suppose that the main source of charity is just the commercial sector.

The experience shows that social responsibility is useful to everyone - the company, the state, society, therefore the implementation of targeted social projects is no less important than the withholdings to the budget for the social needs of the state.

Moreover, the fact that Ukraine’s full membership in the World Trade Organization requires the appearance of domestic companies at global markets, cooperation with foreign investors and constantly growing competition now require their compliance with generally accepted standards in the world - social responsibility, transparency, willingness to report to the community, etc.

The social entrepreneurship in Ukraine is a new phenomenon. It is developing not due to the state or private investors, but rather due to some enthusiasts.

The key to the success of the concept of social entrepreneurship in Ukraine is to elaborate a national strategy for the development of social entrepreneurship, which would coordinate the efforts of all stakeholders - entrepreneurs, public organizations, donors and the state.

References

Santrauka

SOCIALINIS VERSLUMAS - EFEKTYVUS BŪDAS SOCIALIAI PAŽEIDŽIAMŲ GRUPIŲ GYVENIMO KOKYBĖI GERINTI

Sraipsnyje apibūdintas socialinio verslumo konceptas, kuris yra laikomas vienu iš efektyviausių mechanizmų, siekiant pagerinti socialiai pažeidžiamų gyventojų grupių gyvenimo kokybę, ir pateikiamo socialinio verslumo Ukrainoje vystymosi perspektyvos.

Šiame straipsnyje siekiama parodyti, kaip pažeidžiamos grupės gali būti grąžintos atgal į aktyvų gyvenimą. Taigi tokios naujoves kaip socialinis verslumas mūsų visuomenėje tampa nepaprastai aktualus.

Gyventojų saugumo problema tampa išsivysčiusių šalių prioritetu. Ukraina taip pat naudojasi Europos vertybėmis, bet, deja mūsų šalis negali suteikti aukšto pragyvenimo lygio ir adekvačių darbo vietų visiems piliečiams.

Ukraina neturi teisiškai patvirtinto koncepto „socialinis verslumas“. Taigi Ukrainoje nėra oficialių socialinių įmonių ir socialinės verslininkystės. Tačiau valstybės teisinė bazė leidžia kurtis įmonėms, kurios gali būti priskirtos prie socialinių remiantis tarptautiniais standartais.

Socialinis verslumas dar tik vystosi Ukrainoje, bet jau davė pirmus rezultatus. Socialinis verslumas Ukrainoje yra naujas fenomenas. Jis vystosi ne valstybės ar privačių investuotojų, tačiau keleto entuziastų dėka.

Raktiniai žodžiai: socialinis verslumas, gyvenimo kokybė, socialiai pažeidžiamų gyventojų sluoksnis, užimtumas.