

Entrepreneurship for Sustainable Development

Florinel Cimpeanu

Maria Aurelia Ruse

“Valahia” University of Targoviste, Romania

florinel.cimpeanu84@gmail.com

Abstract

Entrepreneurship for sustainable development promotes sustainable development by contributing to job creation, promoting growth and innovation, improving social conditions and efforts to address social and environmental issues in the context of the 2030 Agenda for Sustainable Development. Entrepreneurship in a global perspective and integrated, provides for long-term cross-cutting policies and strategies.

This article aims to examine how the promotion of entrepreneurship and micro, small and medium-sized enterprises has evolved in recent times, in order to assess progress and make recommendations on the measures to be taken with regard to strengthening the role played by these sectors in social and economic recovery.

Entrepreneurs' motivations contribute to the achievement of sustainable development goals, especially in inefficient sectors, as well as in the area of social recovery. Entrepreneurship now plays a more crucial role than ever in social and economic development and will, as such, be treated as a priority.

Key words: sustainable development, social entrepreneurship, organizations, business

J.E.L. classification: M10, M 19, M 29

1. Introduction

Ongoing developments since the late 1970s related to the globalization of economies have contributed to the destabilization of ecosystems, giving rise to problems in emerging and developing countries. In the face of these profound changes, governments have been active in finding solutions to these various problems in order to revive economic growth. Several organizations then adopted defensive behavior consisting of a simple reaction to environmental pressures. However, it turns out that their responses were disparate and poorly coordinated (Davis, 1992). Other organizations, aware of the need to adopt sustainable development approaches, wanted to embark on the path of sustainability through strong, ambitious, aggressive, but especially long-term entrepreneurial projects. Sustainable development remains a complex concept, with unclear outlines, and suffering from a severe lack of consensus on its conceptualizations, dimensions and ways of operationalizing it (Mathieu, 2005).

This paper presents in a conceptual framework the theoretical links between sustainable development and social entrepreneurship. We understand the concept of social entrepreneurship, positioning the actor as the forerunner of any commitment to sustainability. Finally, it is about exploring the different business models that enable social entrepreneurs to contribute to sustainable development, especially in the European context. Social entrepreneurship is geared towards sustainable development. The aim of this paper is to show to what extent social entrepreneurship could fully contribute to responding to the challenges posed by sustainable development.

2. Literature review

2.1. Sustainable Development

The concept of sustainable development is at the heart of current concerns and arouses real enthusiasm among researchers, practitioners and public authorities. Contrary to popular belief, it seems possible to situate contemporary debates in the extension of a set of reflections that have developed since the period of declining economic growth in industrialized countries. More specifically, sustainable development dates back to the 1970s and its dissemination process took place in three main chronological stages (Gabriel, 2007). In the first phase, many international institutions have made a significant contribution to the overall growth of sustainable development, aiming to confront the environmental problem with the global solutions envisaged. The first Stockholm Summit in 1972 brought the first awareness of sustainable development. Since 1980, this term has been introduced by the World Conservation Union to designate environmental, economic and social development. In 1987, the concept of sustainable development became famous and institutionalized following its appearance in the Brundtland Report of the World Commission on Environment and Development (WCED).

The second stage of disseminating sustainable development refers to the development of an institutional interpretative framework that aims to involve a larger number of actors. This involves the involvement, among others, of representative groups such as professional associations, regulatory agencies, trade unions to help disseminate the process (Greenwood and Hinings, 1996). These institutions began to carry out the project effectively in the second half of the 1990s.

The third stage concerns the implementation of procedures and standards of action, the main purpose of which is the pragmatic involvement of different economic actors, especially companies, so that they are on the path of sustainability, always pursuing reconciliation between growth, respect for environment and social equity (Boutillier, 2008). Thus, it would be useful to mention that this third phase is the most important step in the concrete dissemination of sustainable development practices. Indeed, at this stage, the contribution and involvement of various players, including companies, which are on the path to sustainability become effective. This translates into what the European Union describes as corporate social responsibility or CSR, for which the term "social" includes an environmental and a societal aspect. A socially responsible business is one that acts responsibly respecting the interests and expectations of all stakeholders (Campbell, 2007). In this research, we subscribe to this proactive approach that highlights the interdependence that exists between companies and society.

Social entrepreneurship has become more and more widespread, some of its actions being dedicated to solving society's problems,

Working to address the negative externalities of progress and globalization, social entrepreneurship actively contributes to sustainable development through business models developed to meet social needs not yet explored by the state and the market. Given the young age of research and the scale of social entrepreneurship, it would be wise to start with a synthesis of the literature around this concept in order to better enlighten it, understand it, and identify its various theoretical perspectives.

2.2. Social entrepreneurship, a lever for sustainable development

While research in entrepreneurship is not yet consistent enough to be unanimous about its conceptualization, studies of social entrepreneurship as a theme of entrepreneurship also highlight the proliferation of definitions and concepts and corroborate the absence of a unifying paradigm in this regard. field of research.

Social entrepreneurship remains in an emerging stage, as "few managers and even fewer researchers in entrepreneurship are interested in this phenomenon" (Boncler and Hlady-Rispal, 2004, p.21). First appeared in Italy in the late 1980s, social entrepreneurship began to spread to the rest of Europe in the second half of the 1990s. In the United States, this phenomenon dates back to the late 1990s.

2.3. Social entrepreneurship

Its main vocation, in addition to business creation, is to respond to social needs that have not yet been met by the state and / or the commercial sector (Alvord and al, 2004). Unlike a market and capitalist economy that advocates the achievement of strictly financial goals, social entrepreneurship is part of a logic of solidarity, giving priority to social cohesion. Mort and al (2002) argue that social entrepreneurship is a multidimensional construct that includes the expression of entrepreneurial behavior in order to fulfill a social mission.

According to Martin and Osberg (2007), social entrepreneurship includes three fundamental elements:

- identifying a stable but inequitable balance that excludes, marginalizes or causes suffering to a group that does not have the means to transform the balance,
- identifying an opportunity and developing a new social value proposed in order to challenge the balance and finally,
- developing a new stable balance to alleviate the suffering of the target group through imitation and creating a stable ecosystem around a new balance to ensure a better future for the group and society.

The contributions of Zahra and al (2008, p.5) adds and summarizes a review of the literature on social entrepreneurship, stating that it “encompasses activities and processes undertaken to discover, define and exploit opportunities for growth, social wealth through the creation of new businesses or the management of organizations. existing in an innovative way ”. After presenting these different definitions and concepts of social entrepreneurship, we can therefore highlight the fact that this concept refers to the existence of two fundamental elements:

- 1- discovering and exploiting business opportunities, by reviewing new issues, still unexplored or addressed by traditional ones. organizations;
- 2- creating social value for people in difficulty.

Social entrepreneurship is a form of entrepreneurship whose main concern is neither profit, nor money, nor fame, nor wealth, but simply the general interest, society or even the environment. A social business does not mean making a profit, unlike a traditional business. Its main purpose is to carry out projects of great social utility, so that it can be asked to implement projects of low economic benefit, but very beneficial for society or the environment, for example.

If sustainable development is presented as a goal of social entrepreneurship, its realization inevitably involves people, especially entrepreneurs, who facilitate through their behavior, motivations and initiatives, the transformation of a dream, taking into account a problem or opportunity in one or more viable organizations. To this end, we aim to look first at the understanding of the entrepreneur as a precursor to a socially responsible activity.

The notion of entrepreneurship was popularized in the early ninth century. A century later, Schumpeter (1935) defined the entrepreneur as the creative agent necessary for great economic progress. Attributing the role of innovation to the entrepreneur, Schumpeter emphasizes that he, the main actor of economic development, is the fundamental element of the newly created organization.

In the etymological sense, the entrepreneur is the one who takes over “a project or an activity. In a value-centered logic, Say (1767-1832) argues that the entrepreneur refers to any individual who “moves economic resources from a state of low productivity to a state of higher productivity and yield.

Paradas (2007) emphasized the role played by the individual's beliefs, especially related to his emotional component, in the development of a socially responsible entrepreneur, able to take the risk.

For his part, Hlady-Rispal (2002, pp. 280-281) introduces the notion of “social commitment” and adds that this is a crucial reason in creating non-profit organizations.

Moreover, Kirzner (1973, 1979) introduced the concept of “entrepreneurial vigilance” to understand how the entrepreneur detects business opportunities in his environment. It addresses the question of how to anticipate and respond to society's needs. Indeed, the opportunity being conceived as an imperfection or a socio-economic imbalance existing in a market and ignored by the actors who are there, only the social entrepreneur endowed with a “vigilance” is able to identify it. This requires the entrepreneur to have a good knowledge of the society in which he lives in order to identify these

imbalances. In these circumstances, the motivation to satisfy the collective welfare is fully justified. Thus, it follows that social entrepreneurs can fully fulfill their mission and can satisfy genuine requirements not yet respected by the state or unexplored by the market only if and only if they are motivated and possess the entrepreneurial qualities and skills necessary to establish the community-oriented social projects.

Zahra and al (2008) suggested that we could classify social entrepreneurs not only according to their socio-moral motivations, but also according to the way they approach and recognize social problems. Zahra and al (2008) identify three types of social entrepreneurs: workers who focus their efforts on discovering and meeting social needs in relation to a well-defined environment, builders who exploit market opportunities and gaps to understand customers and to introduce reforms and innovations in the social system existing and finally experts who recognize the existing problems in the structures of social problems and try to solve them by bringing about revolutionary changes. Compared to traditional entrepreneurs who perceive problems from a purely economic point of view, social entrepreneurs draw more of their potential from personal experience and learn to deal with social problems through their strong beliefs, openness to others and their ability to cope with others. which gives them the ability to innovate in an institutional environment conducive to collective learning.

3. Research methodology

This research used qualitative methods.

Qualitative research aims at the in-depth study of a given phenomenon. It mobilizes open, creative and flexible data collection and analysis tools. For interpretive purposes, they describe, decode, question the significance of facts, actions, decisions, representations of actors that have taken place in the past and / or present (Miles and Huberman, 1994).

We consider that the qualitative methods have the potential to enrich the knowledge in entrepreneurship insofar as the tools used adapt to the specifics of the studied field.

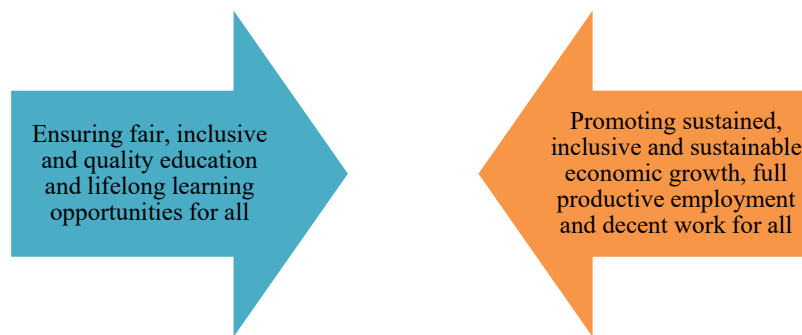
4. Findings

The adoption of the 17 Sustainable Development Goals of the 2030 Agenda involved actions by governments and other partners, including recognizing the contribution of entrepreneurship to achieving the goals. Governments and their partners, including businesses and international development organizations, are working to reformulate their policies, programs and services in line with these goals. The private sector is increasingly seen as a partner and a key player in their implementation and success.

A. Entrepreneurship and sustainable development goals

Two sustainable development objectives refer specifically to entrepreneurship: (figure no.1)

Figure no. 1: Representation of sustainable development objectives that refer to entrepreneurship



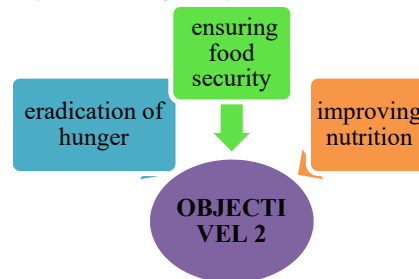
Source: Own source

- Ensuring fair, inclusive and quality education and lifelong learning opportunities for all
- Promoting sustained, inclusive and sustainable economic growth, full productive employment and decent work for all.

These goals clearly point the way for business leaders and the private sector in general to better help promote inclusion and sustainable development. However, several other goals and targets are also related to entrepreneurship.

Objective 2 encourages the growth of agricultural labor productivity and the incomes of small-scale food producers by 2030, especially women, indigenous peoples, farmers, pastoralists and fishermen. **Objective 2** aims to eradicate hunger, ensure food security and improve nutrition by 2030. (Figure 2) In particular, identify women as a target group. Thus, supporting female entrepreneurship is a major strategy for achieving the appropriate goals and targets.

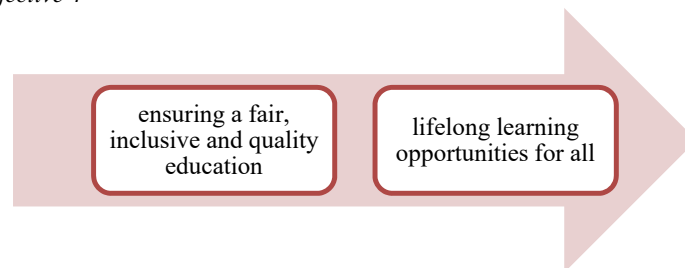
Figure no. 2: Objective 2 of the 2030 Agenda for Sustainable Development



Source: Own source

Objective 4 mentions the need to ensure a timely education for all people, including through the participation of young people and adults with special talents needed for employment. (figure no.3)

Figure no. 3: Objective 4



Source: Own source

Objective 5 aims to achieve gender equality and to encourage all women and girls to participate in activities that involve the use of economic resources to achieve personal or societal goals. (figure no.4)

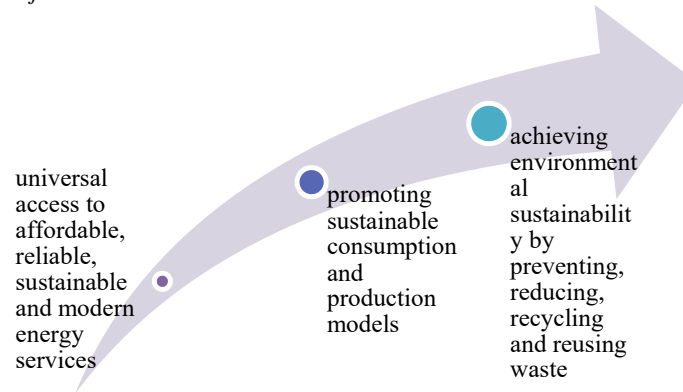
Figure no.4: Objective 5



Source: Own source

Objective 7 aims to ensure access to accessible, reliable, sustainable and modern energy services and resources. (Figure no. 5) This involves the use of renewable energy to improve energy efficiency by 2030.

Figure no.5: Objective 7

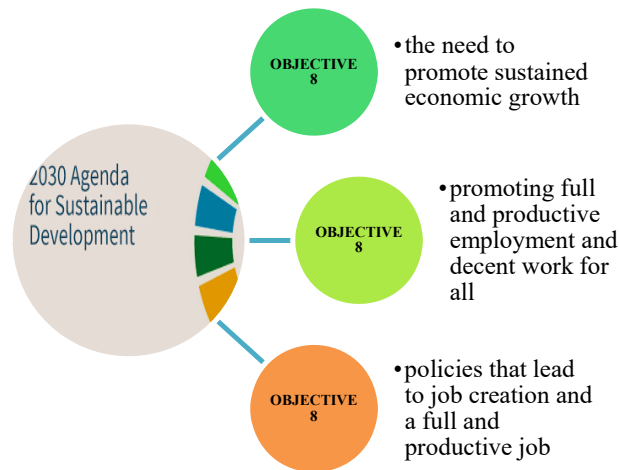


Source: Own source

The promotion of sustainable consumption and production models (objective 12) aims to achieve environmental sustainability by preventing, reducing, recycling and reusing waste.

Objective 8 aims to promote sustained economic growth through employment and employee involvement so as to achieve work efficiency. We opt for new methods that will result in the creation of new jobs, more productive for all categories of employees: women, men, young people. (figure no.6)

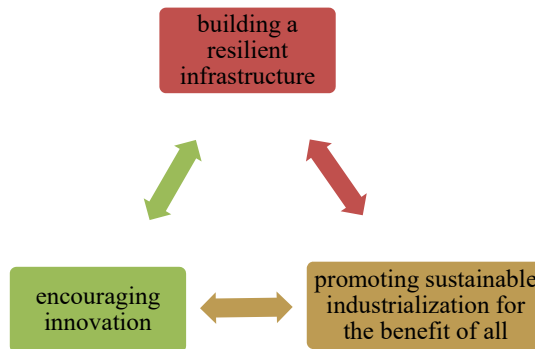
Figure no.6: Objective 8



Source: Own source

Objective 9 aims to promote innovation, achieve optimal infrastructure and increase industrialization, which will benefit society. (Figure no.7) All this is directly related to entrepreneurship, as well as the need to implement integrated entrepreneurship policies.

Figure no.7: Objective 9

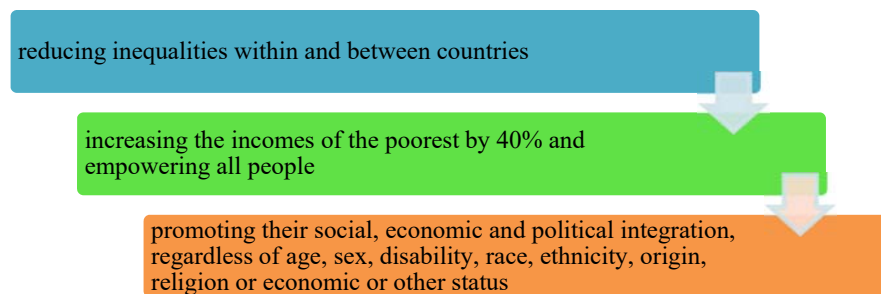


Source: Own source

To this end, the World Development Program aims to maintain an annual growth rate of gross domestic product of at least 7% in the least developed countries and to achieve a high level of economic productivity through diversification, technological modernization and innovation.

Objective 10 aims to reduce inequalities within and between countries, increase the incomes of the poorest by 40% and empower all people and promote their social, economic and political integration. (figure no.8)

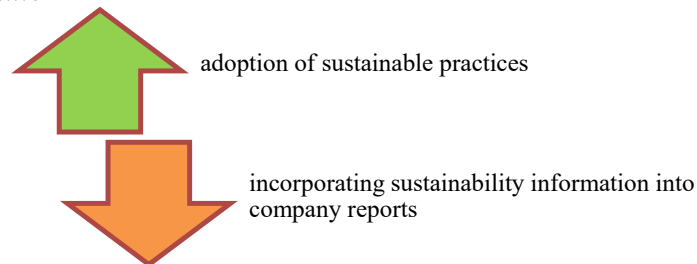
Figure no.8: Objective 10



Source: Own source

Objective 12 encourages companies to use sustainable techniques and to include sustainability information in their reports. (figure no.9)

Figure no.9: Objective 12



Source: Own source

Business leaders can market new technologies and processes to mitigate the effects of climate change and influence society's consumption patterns. The Sustainable Development Goals also aim to develop specific energy sectors, including tourism and the green economy.

Objective 16 promotes peaceful and inclusive societies, ensuring access to justice for all and building efficient, determined and inclusive institutions. Thus, the promotion of entrepreneurship among vulnerable and often excluded social groups will greatly contribute to the achievement of the global sustainable development agenda. (figure no.10)

Figure no.10: Objective 16



Source: Own source

The impetus given by the Sustainable Development Goals in favor of economic and financial inclusion also refers to the emancipation of women. However, specific measures have also been designed to help.

Objective 17 calls for the revitalization of the Global Partnership for Sustainable Development on the premise that complex issues require integrated responses. Thus, new challenges are being posed to governments that need to consider far-reaching reforms to involve the private sector. The 2015 UNCTAD Action Plan on Private Investment in Support of Sustainable Development Goals calls for a sharp increase in private investment and proposes six main areas for action. He advocates new forms of partnership to develop innovative business models.

In implementing the 2030 Agenda, policy makers design mechanisms for partners to work together for sustainable economic and industrial growth, job creation and progress towards a model open to all social and environmentally friendly groups.

B. Support for socially disadvantaged groups, women and young people

Inclusive entrepreneurship policies and programs are a key element of the sustainable development agenda, which may include initiatives related to education, training and access, funding, and business information. Many institutions provide socially disadvantaged groups with business knowledge, as well as information and counseling through mentoring and networking, giving these groups the support they need to do business effectively.

There is also a need to better address the needs of special target groups by using specific entrepreneurship strategies, such as strategies to enable women and young people to start businesses and find employment opportunities.

Self-employment is a major source of income for many women in developing countries. Initiatives that encourage business creation among women include: The International Labor Organization's Women's Entrepreneurship Development Program, which trains entrepreneurship and helps with monitoring by combining education with traditional business management.

The steady decline in youth employment rates in many EU Member States has led to a profound shift towards combating unemployment and promoting job creation through entrepreneurship, which is a key objective of the Europe 2020 strategy.

C. Improving entrepreneurship and vocational training

An increasing number of countries and regions are developing entrepreneurship training strategies by integrating entrepreneurship into formal education. These strategies are implemented through a number of programs and activities funded in informal and formal educational settings, for example: all high school students in certain countries are now required to take an entrepreneurship course in the form of activities in particular. Pre-prepared learning, technical laboratories and student business clubs where teams of students work on creating and managing businesses in schools.

Educational programs are adapted to the acquisition of skills in line with the needs of competitive markets through the adoption of new teaching methods and participation with the private sector.

D. Facilitating technological exchange and innovation

Investments in science, technology and innovation are essential for economic development and social progress. The 2030 Agenda for Sustainable Development has recognized the ability of this investment to contribute to the achievement of development goals. Research and development can promote sustainable development by building greener and more open societies and by reducing many aspects of the digital divide.

Online business-to-business and online business-to-consumer platforms have grown significantly. New national policies and strategies are helping business leaders benefit from e-commerce, while more e-mentoring platforms have emerged. Information and communication technologies (ICT) facilitate access to finance through technological innovations such as blockchain and mobile money transfers. Crowdsourcing and crowdfunding facilitated by ICT, as well as awards for innovation, are new collaborative approaches to the development and financing of innovation. Modern information and communication technologies have been used to improve the network between diasporic populations.

5. Conclusions

Entrepreneurship for sustainable development aims to increase the number of poor or indigenous women or men employed in micro, small and medium-sized enterprises, improved access for vulnerable groups to land ownership and financing, and access to new and developing markets and improved access for micro enterprises. small and medium-sized agricultural and non-agricultural enterprises in rural areas in terms of financing and technology, restoring the efficiency of agricultural work and low-income producers, Improving the productivity of micro, small and medium-sized non-agricultural enterprises in rural areas

At the same time, it aims to improve social stability, increase the presence of women among owners of micro, small and medium-sized enterprises, boards of directors and management, develop financial services for women entrepreneurs, especially green finance initiatives for women, increase number of jobs for women (full-time equivalent) in the private sector, improved ability of women to build sustainable livelihoods

In terms of sustainable development, entrepreneurship must contribute to environmental sustainability, to improvements in the rational use of energy, including the use of renewable energy among small and medium enterprises, to the reduction of waste produced by micro, small and medium enterprises, to the growth of managed ecosystems. sustainable development and the improvement of renewable energy produced and used by small and medium-sized micro-enterprises.

6. References

- Alvord, S.H., Brown, L.D., et Letts, C.W., 2004. Social entrepreneurship and societal transformation: An exploratory study, *The Journal of Applied Behavioral Science*, Vol.40, No.3, pp.260-283.
- Bacq, S., et Janssen, F., 2008. Définition de l'entrepreneuriat social: revue de la littérature selon les critères géographique et thématique, *Association Internationale de Recherche en Entrepreneuriat et PME*, 9ème

- Boncler, J., 2002. L'économie solidaire: une nouvelle forme d'entrepreneuriat, *Actes du deuxième congrès de l'Académie de l'Entrepreneuriat*, Bordeaux, Novembre 2002, p.77-95.
- Boncler, J., et Hlady-Rispal, M., 2003. Caractérisation de l'entrepreneuriat en économie Solidaire, *Editions de l'ADREG*.
- Boutillier, S., 2008, Entrepreneuriat social et développement durable: quelles perspectives, *8èmes rencontres internationales du réseau interuniversitaire de l'économie sociale et solidaire*, Economie sociale et solidaire, développement, mobilité et relocalisations, Barcelone, Spain.
- Brinkerhoff, P., 2001. Why you need to be more entrepreneurial - an how to get started, *Nonprofit World*, Vol 19 (6), pp. 12–15.
- Campbell, J., 2007, Why would corporations behave in socially responsible ways? An institutional theory of corporate social responsibility, *Academy of Management Review*, Vol.32, No.3.
- Davis, J., 1992. Ethics and Environmental Marketing, *Journal of Business Ethics*, Vol.11, No.2, p.81-87.
- Gabriel, P., 2007. Les enjeux stratégiques du développement durable, *XVIème Conférence Internationale de Management Stratégique*, Montréal.
- Greenwood, R., et Hinings, C.R., 1996. Understanding radical organizational change: Gringing together the old and the new institutionalism, *Academy of Management Review*, Vol.21, No.4, pp.122-154.
- Husted, B.W., 2000. A contingency theory of corporate social performance, *Business and Society*, Vol.13, No.3, pp.286-294.
- Kirzner, I.M., 1973. Competition and entrepreneurship, Chicago, *University of Chicago Press*.
- Kirzner, I.M., 1979. Perception, opportunity and profit, Chicago, *University of Chicago Press*.
- Martin, R.J., et Osberg, S., 2007. Social Entrepreneurship: The Case for a Definition, *Stanford Social Innovation Review*, pp. 29–39.
- Mathieu, A., 2005. Développement durable et entreprises : du concept à la typologie, *XIVème Conférence Internationale de Management Stratégique*, Pays de la Loire.
- Mort, G., Weerawardena, J., et Carnegie, K., 2002. Social entrepreneurship: towards conceptualization and measurement, *American Marketing Association Conference Proceedings*, Vol.13, No.5.
- Martin, R.J., et Osberg, S., 2007. Social Entrepreneurship: The Case for a Definition, *Stanford Social Innovation Review*, pp.29–39.
- Mathieu, A., 2005. Développement durable et entreprises: du concept à la typologie, *XIVème Conférence Internationale de Management Stratégique*, Pays de la Loire.
- Miles, M.B., Huberman, A.M., 1994. Qualitative Data Analysis. *An Expanded Sourcebook*. 2nd ed. Beverly Hills, CA, Sage.
- Mort, G., Weerawardena, J., et Carnegie, K., 2002. Social entrepreneurship: towards conceptualization and measurement, *American Marketing Association Conference Proceedings*, Vol.13, No.5.
- Paradas, A., 2007. Le dirigeant comme levier de la RSE en TPE. Approche exploratoire basée sur l'utilisation de récits et d'une cartographie cognitive, *Revue Internationale PME*, vol. 20, no.3-4, pp.43-67.
- Say, J.B., 1803. traité d'économie politique ou simple exposition de la manière dont se forment, se distribuent et se composent les richesses, *Ire Editions*. Crapelet.
- Schumpeter, J.A., 1935. Théorie de l'évolution économique, *Editions Dalloz*.
- Swanson, D.L., 1995. Addressing a theoretical problem by reorienting the Corporate Social Performance model, *The Academy of Management Review*, Vol.20, No.1, pp.43-64.
- Thompson, J., 2002. The world of the social entrepreneur, *The International Journal of Public Sector Management*, Vol.15, No.4-5, pp.412-431.
- Utting, P., 2015. *Realizing the 2030 Development Agenda through Social and Solidarity Economy*
- Weerawardena, J., et Mort, G.S., 2006. Investigating social entrepreneurship: A multidimensional model, *Journal of World Business*, Vol. 41, No.1, pp.21-35.
- Zahra, S.A., Gedajlovic, E., Neubaum, D.O., and Shulman, J.M., 2008. A typology of social entrepreneurs: motives, search processes, and ethical challenges, *Journal of Business Venturing*, Décembre 2008