

**COMPARATIVE ANALYSIS OF SOCIAL ENTREPRENEURSHIP  
IN UKRAINE AND KAZAKHSTAN**

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Today, there are many conversations in the world about social entrepreneurship (SE), which, along with the usual goals for traditional business (profit making, market leadership et cetera), considers as its direct responsibility to solve certain social problems. In Europe, this direction is actively developing. For example, in countries neighboring Ukraine, Romania and Moldova, social entrepreneurship is enshrined at the legislative level. In accordance with it, the following elements of the SE are distinguished. Presence of clear social goals and mission, written in the charter of the organization. 90% of profits are redirected to corporate purposes, and only 10% can be used as dividends. On liquidation, all assets must be transferred to another social enterprise. The “one to eight” principle, that is, the highest salary should not exceed the sum of the eight smallest salaries in the enterprise.

There are also social enterprises through insertion. This is a specific type when companies adapt for people with disabilities (which must be at least 30% of the total number of employees). Not only workplaces are organized, but also support: psychological assistance, qualifications at the workplace and much more.

In Ukraine, there is no legislation regulating such activities yet, but enterprises of this type are successfully operating. Often, social enterprises appear as a response to existing problems in society. For example, the brand of felt products Gudzyk [1] arose due to the desire not only to make a quality product, but also to help older people improve their well-being.

The quarantine introduced due to the coronavirus pandemic in 2020 has changed not only the activities of traditional business, but also the social one. The decline in activity is typical for the economy of Ukraine as a whole. However, in recent years, social entrepreneurship has been actively developing in our country. And as a guideline of where we want to go, countries such as Great Britain or Canada are chosen.

However, Kazakhstan, where the situation with social entrepreneurship is quite comparable with Ukrainian realities, can be no worse example for our country. For example, if we talk about the volume of this market, then the Association of Social Entrepreneurs of Kazakhstan today includes 120 people, and their total number varies from 300 to 500 [2]. In Ukraine in 2017, there were approximately 150 social entrepreneurs [3], but the same problem arose as in Kazakhstan: on the one hand, not all people consider themselves to be in this area, believing that they are engaged in ordinary business; on the other hand, some entrepreneurs simply do not understand (or do not want to say) what legal status they are in. These figures allow us to speak about the approximate comparability of social entrepreneurship markets in these two countries.

According to a survey conducted in Kazakhstan in 2020, the answers to the question “What is the legal status in which [your] organization conducts social entrepreneurial activities?” divided into three almost identical groups: 32% are non-profit organizations and operate in the form of a public association or foundation; 35,7% of respondents conduct their activities in the form of JSC, LLP or sole proprietorship; 32% of respondents could not answer this question. In Ukraine, a similar survey made it possible to obtain the following answers [4]: charitable organization/public association – 6%; individual entrepreneur - 5%; private enterprise/organization – 26%; public organization - 16%; limited liability company (LLP) - 14%; agricultural cooperative – 13%; business association of civil society enterprises – 10%; undecided – 10%.

On the one hand, we see that the percentage of respondents who could not say exactly where they belong is much less than in Kazakhstan. However, the choice of options here is much larger, which makes the results more blurry. At the same time, representatives of the public organization "Egalite International", which develops and promotes social entrepreneurship in Ukraine, emphasize that today social entrepreneurs are mainly work as small and medium-sized businesses [4].

Similar figures are in Kazakhstan: 66% of respondents have 1-5 people in a team, including management personnel, and only 3% of companies have a team of 50 or more people. With regard to market conditions, the situation here is somewhat different. In Ukraine,

for example, 35% of respondents employ representatives of vulnerable groups of the population, and 8% solve environmental problems [4], while in Kazakhstan 6% and 1%, respectively, do this. At the same time, in the Kazakh market, most of the respondents noted that they are engaged in the development of local communities, social work, social protection and assistance to people in difficult life situations, which is not entirely related to social entrepreneurship. This shows the similarity of the problems facing Ukraine and Kazakhstan: the lack of clear regulation of social entrepreneurship and, as a result, a lack of understanding of what a social enterprise really is and what its goals are.

Another important area of development is training in social entrepreneurship. Both in Kazakhstan and in Ukraine, there are various funds and acceleration programs that operate in this area. However, it is not the knowledge itself that is important, but how it will be applied in the future. So, for example, only for 2018-2019. in the Zhas Project incubator (Kazakhstan), 1,000 projects were funded. 1 million tenge (approximately \$2,500) was allocated for each, as well as scholarships for participants. Nevertheless, the number of social entrepreneurs in Kazakhstan has not increased significantly. Of course, the coronavirus has played its role, but the lack of appropriate infrastructure is also an important factor. And this can be singled out as another priority problem.

However, the first steps have already been taken, and the law regulating the activities of social entrepreneurs in Kazakhstan was adopted and entered into force on January 1, 2022. In addition to the definition of social entrepreneurship (“entrepreneurial activity of social entrepreneurship entities that contribute to the solution of social problems of citizens and society”), it also fixes the main tasks of the SE: solution of social problems, including through the introduction of social innovations and assistance in the provision of social services; assistance in ensuring employment of socially vulnerable segments of the population and creating equal opportunities for them with other citizens to participate in socially useful activities; promotion on the market of manufactured goods, work performed, services provided by social entrepreneurship entities [5].

### Література

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