

SOCIAL ENTREPRENEURSHIP

National and International Levels of
Entrepreneurship

Intrapreneurship

SDGs and Sustainable
Enterprise

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**განათლების, მეცნიერებისა და
ახალგაზრდობის სამინისტრო**



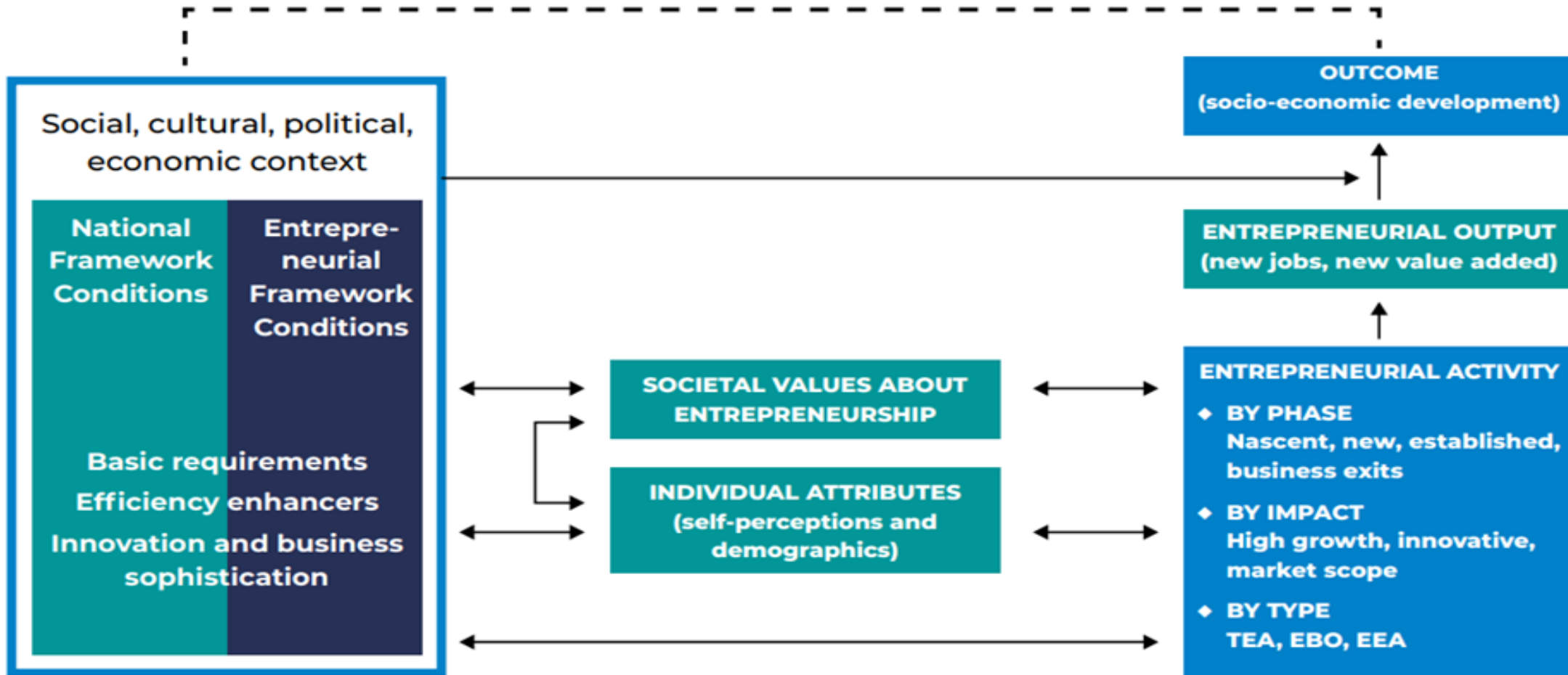
WORLD BANK GROUP



The Importance of Entrepreneurship

- “**Entrepreneurship is an essential driver of societal health** and wealth.
- It is also a formidable **engine of economic growth**.
- It promotes the **essential innovation** required not only to exploit new opportunities, promote productivity and create employment, but to also **address some of society’s greatest challenges**, such as the United Nations Sustainable Development Goals (SDGs) or the economic shock wave created by the COVID-19 pandemic” (GEM, 2023:13).

The GEM Conceptual Framework



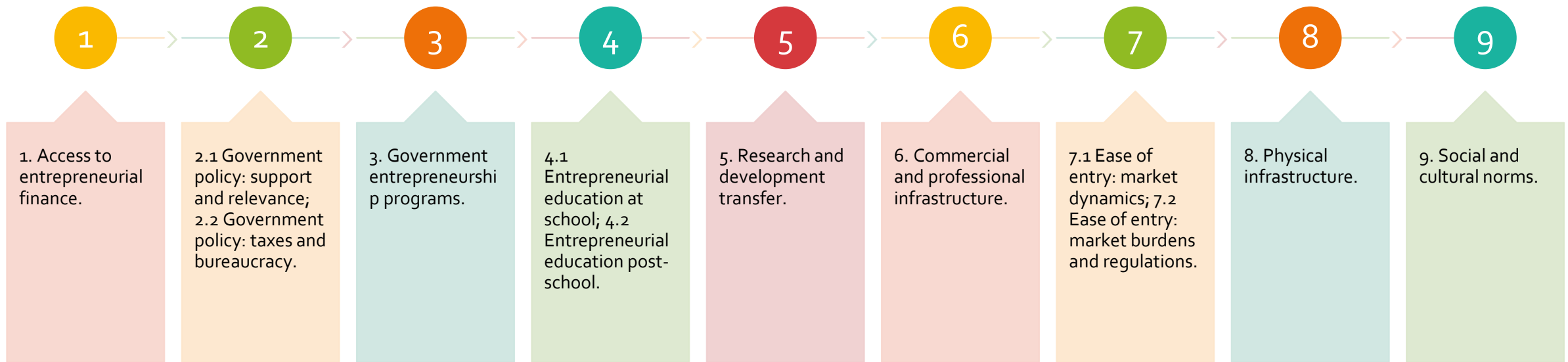
(Global Entrepreneurship Monitor 2023/2024 Global Report)

Personal Motivations to start a business

Influences:

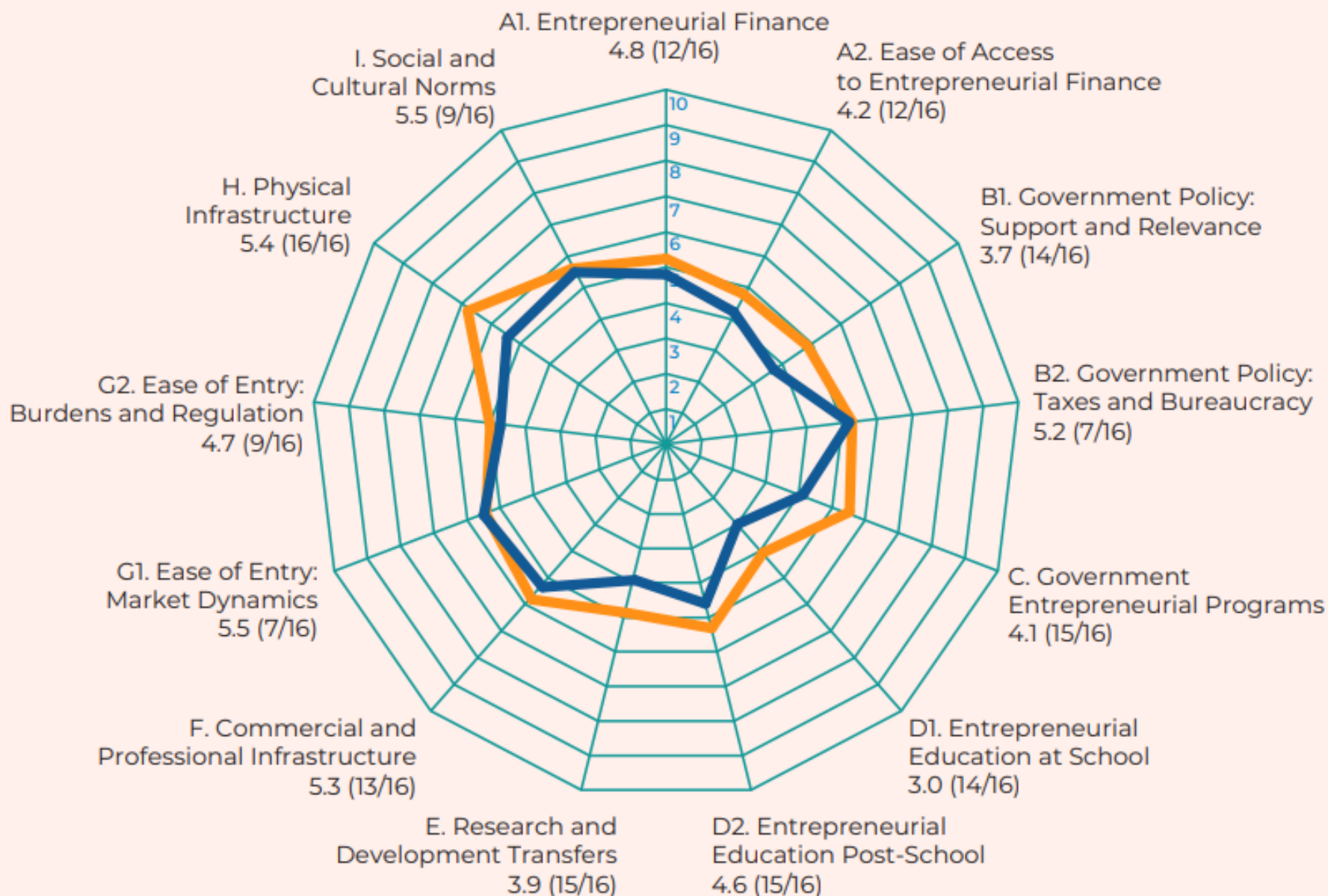
The ability to spot business opportunities,
Attitude towards risk,
Individual ambitions and aspirations,
The absence or unattractiveness of alternative career paths,
An individual's confidence in their own abilities and self-belief,
Familiarity with other entrepreneurs, and
Access to resources, including social support.







Entrepreneurship Framework Conditions (EFCs)

EXPERT RATINGS OF THE ENTREPRENEURIAL FRAMEWORK CONDITIONS



United Kingdom 
 Level A average 
 (16 GEM economies;
 see Section 1.5 and Table 1.1)

EFCs scale:
 0 = very inadequate
 insufficient status,
 10 = very adequate
 sufficient status. Rank
 recorded in brackets

Culture: A set of shared symbols, beliefs, attitudes, values, expectations and behaviour norms.

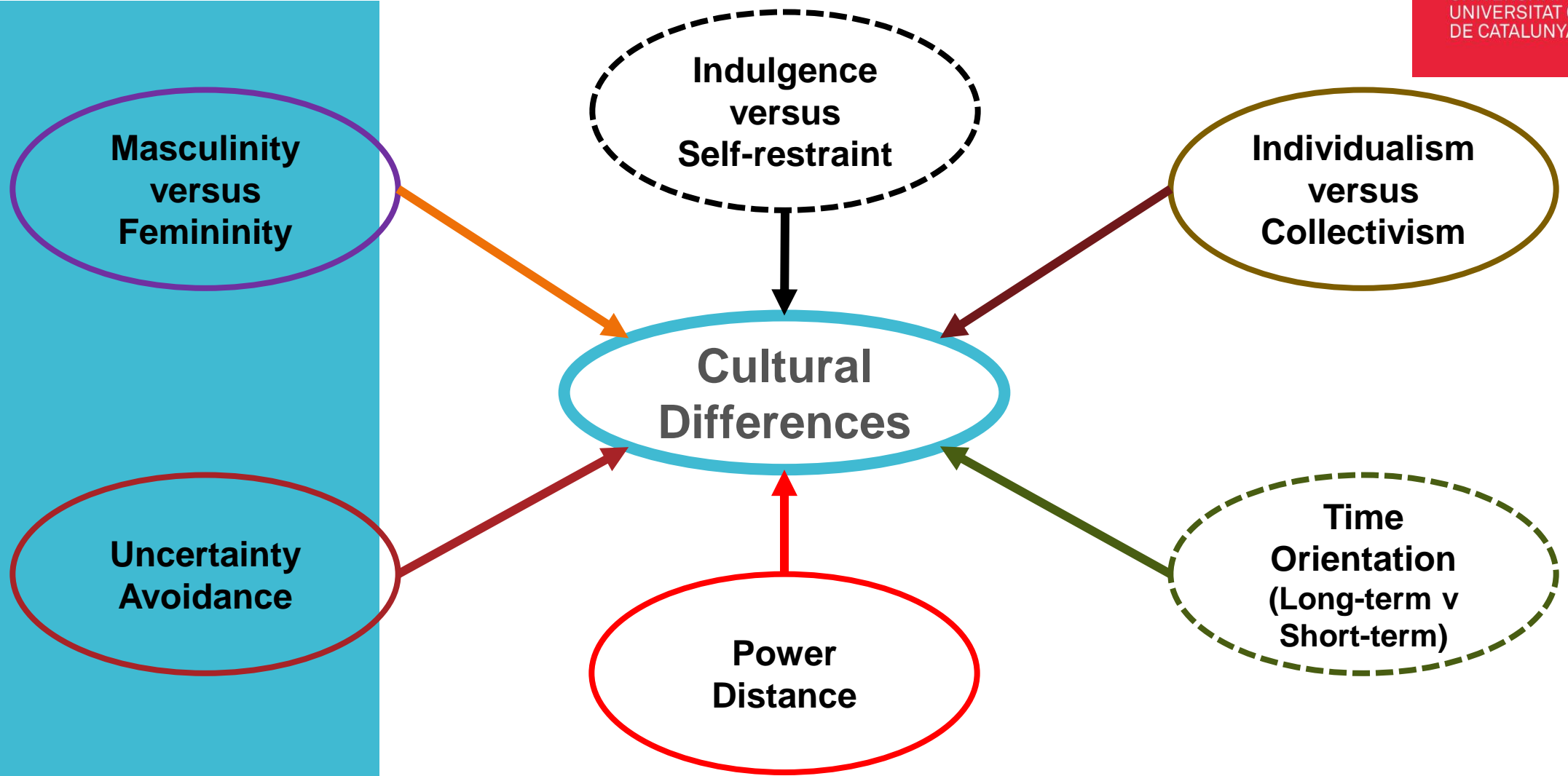
“The **collective programming** of the mind which distinguishes the members of one group or category of people from another” (Hofstede, 2021)

Hayton and Cacciotti (2013) defined culture as: “**the values, beliefs and expected behaviours** that are sufficiently common across people within (or from) a given geographic region as to be considered as shared” (p. 709).

Culture **is about people**, about their shared understandings across the cultural group. As such it is not about the individual and their personal values, beliefs, understandings and personality (Trompenaars & Hampden-Turner 2012).

The influence of national culture on entrepreneurship

Understanding Cultural Dimensions (Hofstede 1980)



Hofstede's Cultural Dimensions

- **Power Distance (PD)** – the degree to which less powerful members of an organisation accept that power is distributed unequally (a higher index number means society accepts the unequal distribution of power without question, whereas a lower index would mean society will challenge authority)
- **Masculinity vs Femininity (MA)** – masculine societies will prefer the notion of heroism and material reward, whereas feminine societies encourage empathy, cooperation and support
- **Uncertainty Avoidance (UA)** – defines society's tolerance for ambiguity (where a high index indicates a desire for rules and regulation, codes of conduct, whereas low index scores usually indicates a need for fewer regulations and a higher tolerance for differing views and ideas)

Hofstede's Cultural Dimensions

- **Individualism vs Collectivism (IDV)** – the degree to which society interrelates (where high IDV scores suggest loose ties to general society whereas COLL cultures evidence highly integrated societies with possibly strong focus on loyalty)
- **Time Orientation (TO)** (1991) – where the past is connected to the present and future (where a lower index 'short-term' indicates traditions are maintained and valued, while a higher index 'long-term' views adaptation, pragmatism and problem-solving as a necessity)
- **Indulgence vs Restraint (IND)** (2010) – where societal norms consider self-fulfilment acceptable (in terms of enjoying life and having fun) whereas restrained societies control gratification through strict norms or expected behaviours

Orientation towards entrepreneurship

- The USA with its highly individualistic masculine culture, low power distance and uncertainty avoidance, is more conducive to entrepreneurship (Licht and Siegel, 2008).
- **American culture** tolerates risk and ambiguity, prefer flexibility and is an empowered culture that rewards personal initiative. It is highly individualistic and egalitarian, competitive and associated with free market economics.
- Key **characteristics** of a free market economy:
 - Private ownership
 - Profit orientation
 - Minimum state intervention
 - Market forces i.e., supply and demand determine allocation of scarce goods and services
 - Meritocracy
- What about **Georgia**?

Recognising Cultural differences

- Contextual differences: high-context culture v low-context culture.
- Legal and ethical differences.
- Social differences.
- Non-verbal differences.
- Age differences
- Gender differences.
- Religious differences.
- Ability differences.

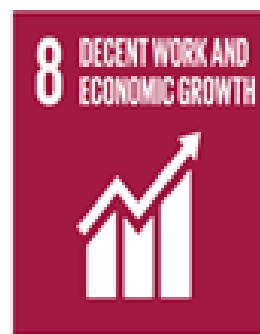
Social differences

- Attitudes towards **work and success**: e.g. in the USA material wealth and working hard is valued.
- **Roles and status**: who communicates with whom, what they communicate and how. E.g. gender differences in terms of entrepreneurship and how female business owners are viewed.
- **Use of manners**: what may be friendly discourse e.g. how was your weekend, may be seen to be intrusive in others.
- **Concepts of time**: being on time is a sign of respect; high-context cultures often see time as more flexible.
- **Future orientation**: attitudes towards planning for the future. Making sacrifices in the short term to benefit in the future.
- **Openness and inclusiveness**: willingness to accept others whose personal identities do not conform with social norms.

Intrapreneurship

- Recap: **Intrapreneur** (n.) – a person with an enterprising mindset who works for an organisation.
- **Intrapreneurship** – within existing organisations (The QAA Guidelines for Graduate Enterprise and Entrepreneurship Education, 2018).
- “Intrapreneurship refers to the generation and exploitation of new business ideas by existing organisations” (Martiarena, 2013:28).
- “Intrapreneurship — also known as corporate entrepreneurship and corporate venturing — is the practice of developing a new venture within an existing organization, to exploit a new opportunity and create economic value. Entrepreneurship involves developing a new venture outside an existing organization” (Parker, 2011:19).

The United Nations Sustainable Development Goals



Recap: Overview of SDGs

United Nations (2016)



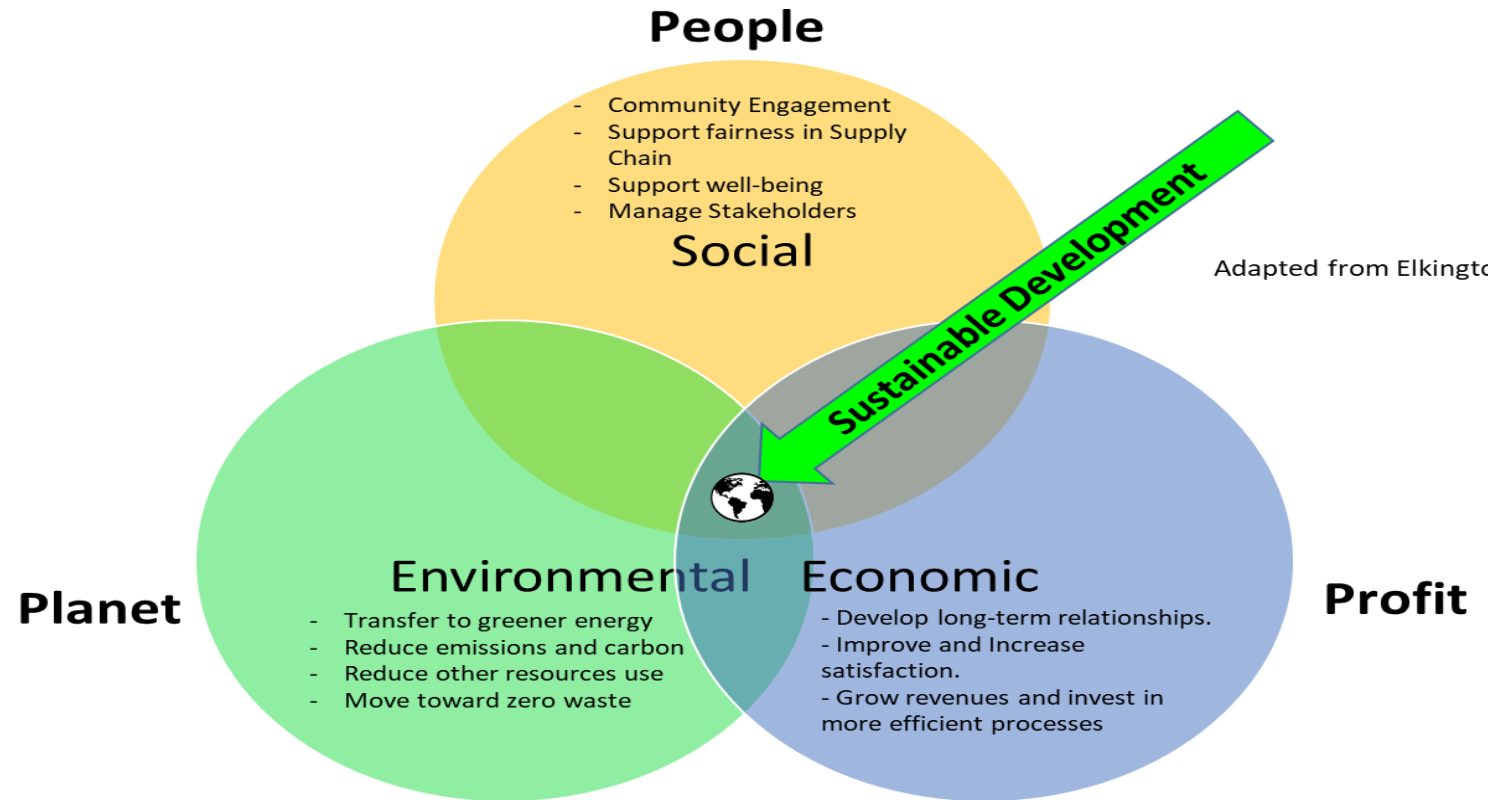
- A new set of goals agreed in 2015 by heads of states by adopting the 2030 Agenda for Sustainable Development

- 17 goals
- 169 targets - quantitative and qualitative objectives for 2030
- Broader and more complex than the MDGs

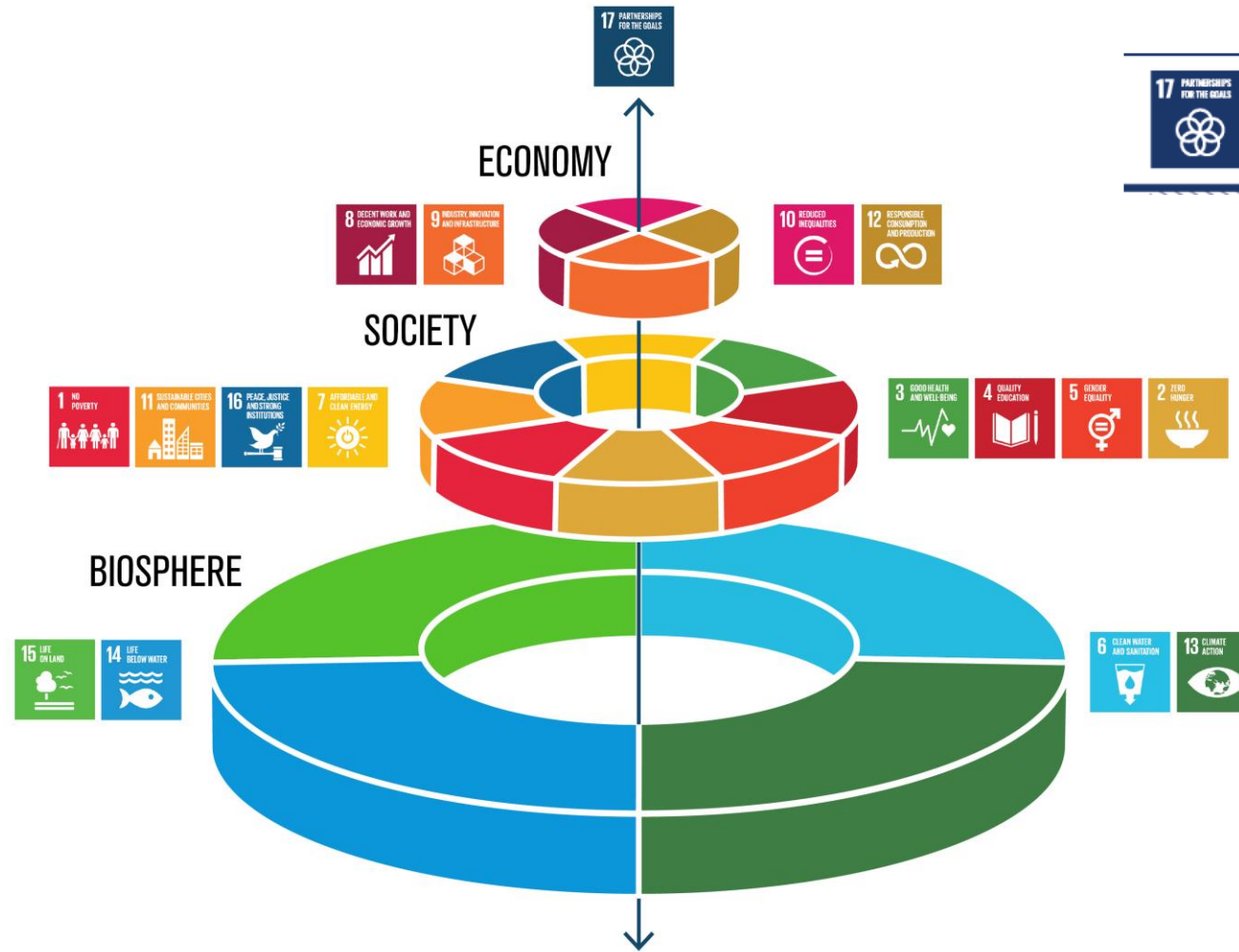
Most importantly, it adopts sustainable development as the organizing principle for global cooperation, meaning the combination of economic development, social inclusion, and environmental sustainability.

What is sustainability ?

Sustainability is about how organisations do what they do, it is a focus on **core business** and about taking responsibility for the **total impact** of their activity. A socially responsible and sustainable entity is one that is not only financially viable but takes account of all the **positive and negative environmental, social and economic** effects it has on society, both now and into the future.



SDGs: a stronger sustainability “framework”



STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

Graphics by Jerker Lokrantz/Azote

Image credit: Stockholm Resilience Centre

Sensitivity: Internal

Education for Sustainable Development – a key instrument to achieve the SDGs

- “A fundamental change is needed in the way we think about education’s role in global development, because it has a catalytic impact on the well-being of individuals and the future of our planet. ... Now, more than ever, education has a responsibility to be in gear with 21st century challenges and aspirations and foster the right types of values and skills that will lead to sustainable and inclusive growth, and peaceful living together “ (Irina Bokova, Director-General of UNESCO).
- “Education can, and must, contribute to a new vision of sustainable global development“ (UNESCO, 2015).

SDG 1/2/3/4 – Social sustainability



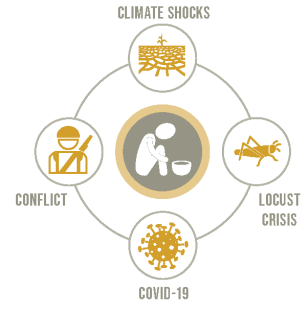
1 NO POVERTY
END POVERTY IN ALL ITS FORMS EVERYWHERE

**NATURAL DISASTERS
EXACERBATE POVERTY**

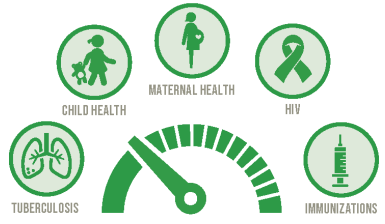


2 ZERO HUNGER
END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE

COVID-19 IMPLICATIONS
**THE PANDEMIC IS AN ADDITIONAL
THREAT TO FOOD SYSTEMS**



3 GOOD HEALTH AND WELL-BEING
ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES



COVID-19 IMPLICATIONS



**SCHOOL CLOSURES KEPT
90% OF ALL STUDENTS OUT OF SCHOOL
REVERSING YEARS OF PROGRESS ON EDUCATION**



4 QUALITY EDUCATION
ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

SDG 5/7/11/16 – Stronger institutions supporting social sustainability



ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS



ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY FOR ALL



MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE



PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS



WOMEN BEAR ADDITIONAL HOUSEHOLD BURDENS DURING THE PANDEMIC

↓ ↓ ↓
WOMEN ALREADY SPEND ABOUT THREE TIMES AS MANY HOURS IN UNPAID DOMESTIC AND CARE WORK AS MEN

EFFORTS NEED SCALING UP ON SUSTAINABLE ENERGY



789 MILLION
PEOPLE LACK ELECTRICITY
(2018)

COVID-19 IMPLICATIONS



OVER 90%
OF COVID-19
CASES ARE IN
URBAN AREAS



127 COUNTRIES
HAVE ADOPTED
RIGHT-TO-INFORMATION
OR
FREEDOM-OF-INFORMATION
LAWS

SDG 8/9/10/12 – Sustainable economic development



DURING THE PANDEMIC
1.6 BILLION WORKERS
IN THE INFORMAL ECONOMY
RISK LOSING THEIR LIVELIHOODS



PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL



BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION

FEWER THAN 1 IN 5 PEOPLE
USE THE INTERNET IN LDCs (2019)



REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

COVID-19 IMPLICATIONS

THE MOST VULNERABLE GROUPS ARE BEING HIT HARDEST BY THE PANDEMIC



ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

13.8%
OF FOOD IS LOST IN SUPPLY CHAINS (2016)

IKEA encouraging customers towards small changes

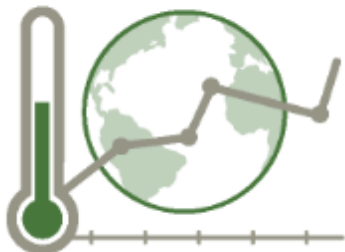
UVIC
UNIVERSITAT DE VIC
UNIVERSITAT CENTRAL
DE CATALUNYA



SDG 6/13/14/15 – Development within planet limits



ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL



2019 WAS THE SECOND WARMEST YEAR ON RECORD

GLOBAL TEMPERATURES ARE PROJECTED TO RISE BY UP TO 3.2°C BY 2100

COVID-19 IMPLICATIONS



3 BILLION PEOPLE WORLDWIDE

LACK BASIC HANDWASHING FACILITIES AT HOME

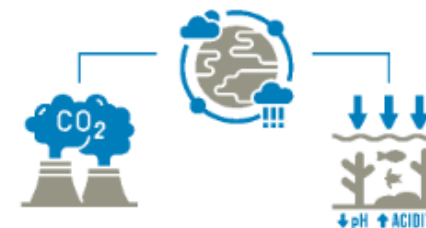
↓ ↓ ↓
THE MOST EFFECTIVE METHOD FOR COVID-19 PREVENTION



TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS



CONSERVE AND SUSTAINABLY USE THE OCEANS, SEA AND MARINE RESOURCES FOR SUSTAINABLE DEVELOPMENT



A 100-150% RISE IN OCEAN ACIDITY IS PROJECTED BY 2100, AFFECTING HALF OF ALL MARINE LIFE

THE WORLD IS FALLING SHORT ON 2020 TARGETS TO HALT BIODIVERSITY LOSS



OVER 31,000 SPECIES ARE THREATENED WITH EXTINCTION

WHICH IS

27% OF OVER 116,000 ASSESSED SPECIES IN THE IUCN RED LIST



PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS



H&M and Zara: Can fast fashion be eco-friendly?

https://www.youtube.com/watch?v=ooNIQgQE_d4



Nespresso Capsules

https://www.youtube.com/watch?v=JqYJ_rXo4J4

Reduce food waste

Around a third of all food produced globally for human consumption is lost or wasted. As part of our commitment to reduce food waste by 50% by 2030, we're working to reduce or put as much of our waste as possible to good use. This includes working with farmers and growers to reduce food waste in our supply chain, sending surplus food waste from our stores to our charity food donation partners and recovering energy from our waste.



(<https://www.about.sainsburys.co.uk/sustainability/better-for-the-planet/food-waste>)



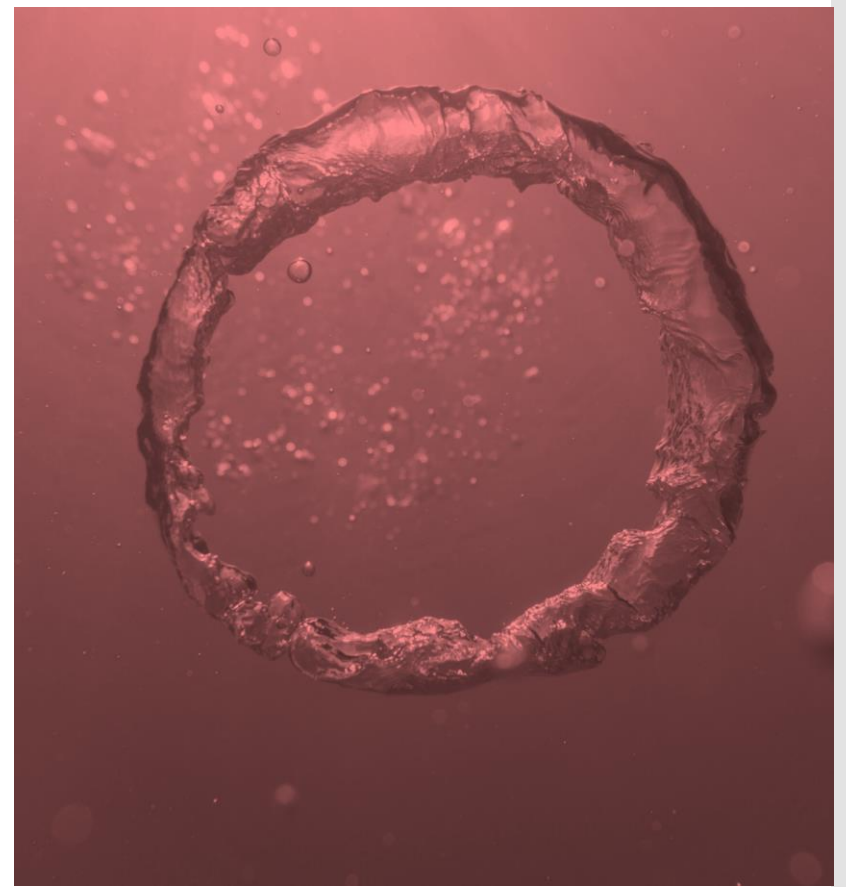
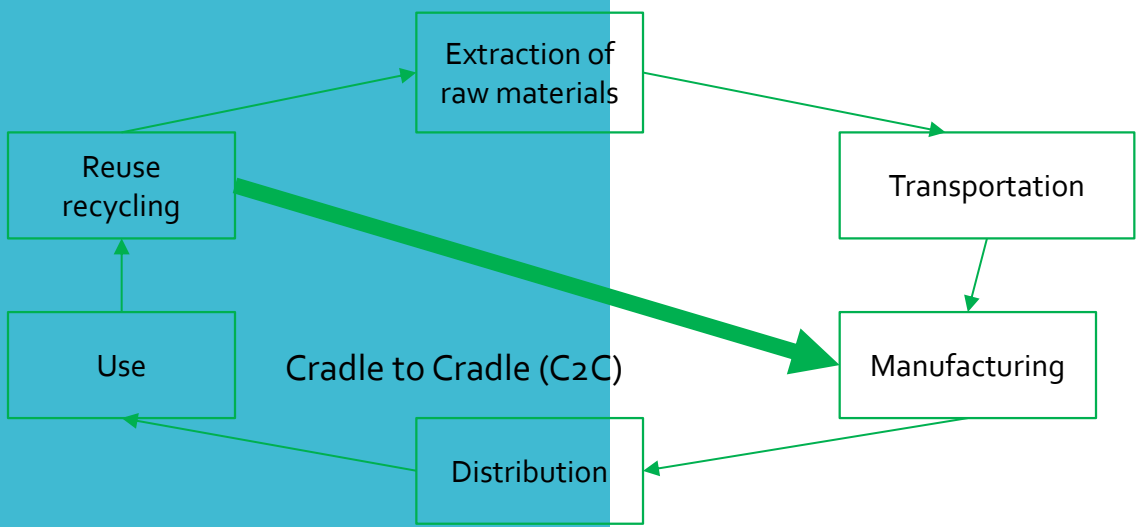
Toyota Corporation and World Food Programme

Toyota has put its brand behind the United Nations' World Food Programme by **providing fleets of trucks to assist with food deliveries.**

This is a win-win proposition as the **UN is aided by the trucks** and Toyota **gains increasing credibility**

What is the Circular Economy?

Choosing to change to a 'cradle-to-cradle' approach orientates the organization and its consumers to a circular economy instead of a linear throughput economy. This design will **probably require a new infrastructure** as the consumer needs incentives to return used products.



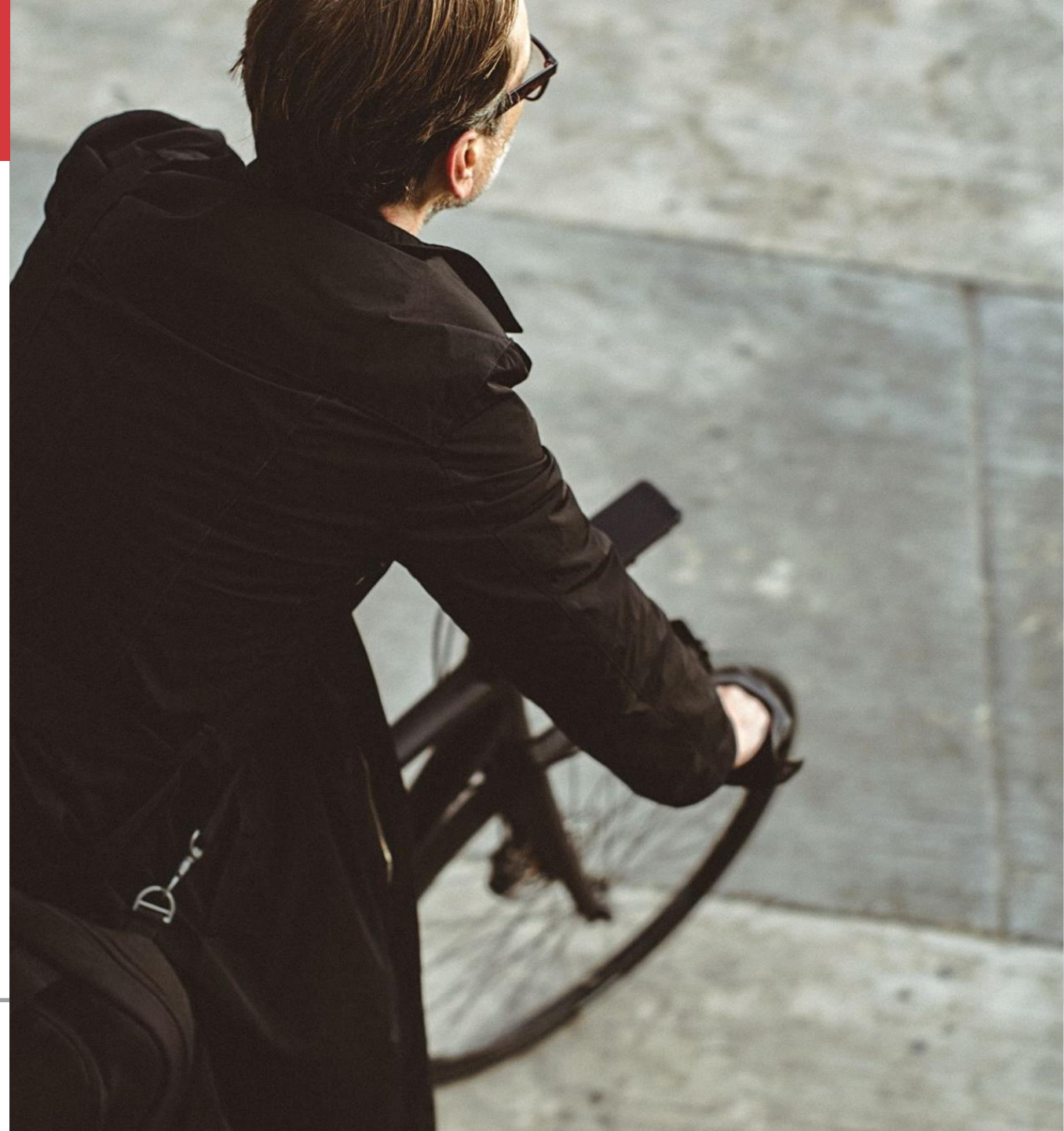
Adapted from Braungart and McDonough (2002)

Where is Consumerism trending?

The Sharing Economy

More consumers sharing information, reviews, stories, feedback, ideas and their lifestyles through social media.

Products and services are also increasing in shared usage, particularly high value items such as big city bike schemes.

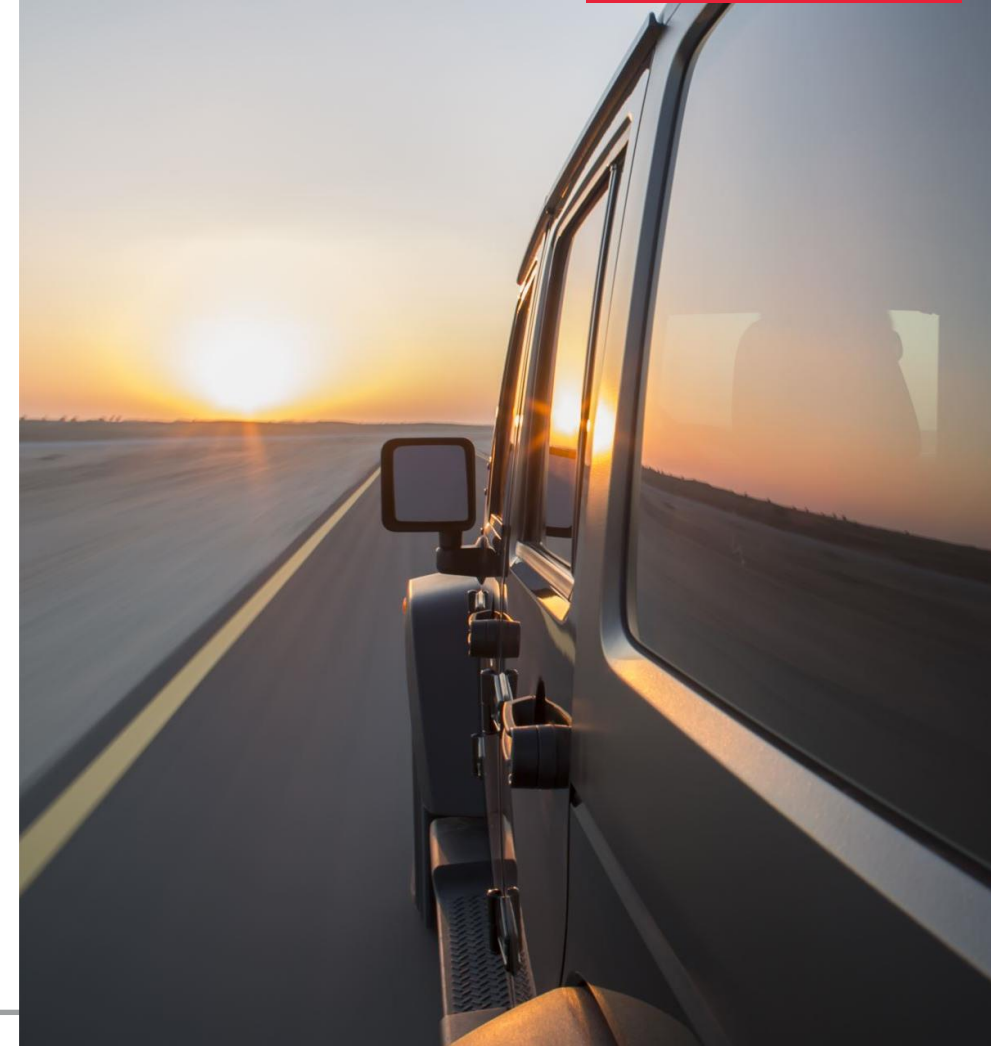


Where is Consumerism trending?

The Rental/Lease Economy

Continuing mainly with high value purchases, the wide range of rental/lease options available for products and services is becoming very popular. Car manufacturers in particular are increasingly keen to lease vehicles to customers instead of selling them one as it gives them the ability to recover the vehicle (and more importantly its valuable resources) at the end of its use cycle.

Some consumers are also seizing more opportunities to rent or lease their assets and resources to other consumers. For example, renting rooms and properties through websites which facilitate this service.



Where is Consumerism trending?

The Sustainable Economy

Consumers are more demanding with regards to companies showing improved sustainability credentials, and companies are seeing the potential gains from being a sustainable organisation using approaches such as 'cradle to cradle'.



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