

INTERNATIONAL TRENDS IN IMPLEMENTING THE STATE POLICY OF SOCIAL ENTREPRENEURSHIP DEVELOPMENT

Background. It is devoted to the analysis of international trends and patterns in the implementation of state policies for the development of social entrepreneurship in different countries. It is revealed that countries with integrated policy approaches that combine legal recognition, financial support and capacity building demonstrate significantly better results in the development of social entrepreneurship. It is emphasized that the lack of standardized impact measurement systems and different definitions of social entrepreneurship in different jurisdictions create problems in policy evaluation and international comparison. An attempt is made to fill these gaps by analyzing implementation trends and identifying success factors in the development of social entrepreneurship policies in different national contexts.

Methods. The research employs a comprehensive methodological approach, combining: a comparative analysis of social enterprise policy frameworks across EU member states, quantitative analysis of sector development indicators, document analysis of legislative and policy frameworks, Google Trends analysis to track public interest in social entrepreneurship concepts, and an evaluation of fiscal support mechanisms. The study examines data from 2011–2024, drawing on official EU statistics, national databases, policy documents, and academic literature to ensure a robust analysis of implementation patterns and effectiveness measures.

Results. The analysis reveals several key findings in social entrepreneurship policy implementation: (1) diverse legal recognition patterns across European countries, with significant variations in implementation approaches and effectiveness; (2) comprehensive fiscal benefits system development, ranging from full tax exemptions to limited support measures across different countries; (3) notable disparities in support mechanisms between Western and Eastern European nations, reflected in both policy sophistication and implementation effectiveness; (4) varying levels of public awareness and engagement with social entrepreneurship concepts across regions, as evidenced by Google Trends analysis; and (5) emergence of integrated policy approaches combining legal recognition, financial support, and capacity building measures. The research identified critical success factors, including strong institutional frameworks and coordinated ecosystem support, while highlighting persistent challenges in cross-border operations and skills development.

Conclusions. The research demonstrates significant evolution in social entrepreneurship policy implementation across Europe while highlighting important regional variations in approach and effectiveness. Critical findings suggest that the successful implementation of policy requires a balanced approach to legal frameworks, financial instruments, and support mechanisms, with a strong emphasis on adapting to local contexts. Future policy development should prioritize: harmonizing approaches across regions while maintaining flexibility for local conditions, strengthening financial support mechanisms, and developing standardized impact measurement systems. The findings suggest that effective social entrepreneurship development requires integrated policy approaches that can address both immediate operational needs and long-term strategic objectives, supported by improved coordination between national and supranational initiatives.

Keywords: social entrepreneurship, state policy, state regulatory mechanisms, social enterprise ecosystem, international development, social economy, public policy, social innovation, sustainable development, regulatory framework.

Background

Implementing effective state policy for social entrepreneurship development has become increasingly critical as traditional welfare systems face mounting pressures from demographic changes, economic uncertainties, and emerging social challenges. This imperative emerges within a deeply paradoxical global context: while unprecedented technological innovations and improvements have transformed human living standards, society simultaneously confronts an extensive array of ecological, economic, political, and social challenges. The stark disparities between nations – some oriented toward prosperity while others grapple with fundamental challenges – have catalyzed the emergence of a distinctive form of entrepreneurial activity: social entrepreneurship (Phillips et al., 2015).

As defined by Norwegian scholar Jan-Urban Sandal (2004), social entrepreneurship's fundamental objective is "to make the world a better place for everyone" (p. 7). This mission-driven approach represents a significant evolution from traditional entrepreneurship theory, notably Schumpeter's (1934/2008) classical conceptualization of entrepreneurs as "creative destroyers" who combine production factors in novel ways to generate profit and drive economic development. While independent decision-making and competitive drive characterize Schumpeterian

entrepreneurs, social entrepreneurs distinguish themselves through their profound commitment to environmental and social improvement, positioning positive societal impact as their paramount priority while maintaining business viability (Dacin et al., 2011).

This emerging entrepreneurial paradigm has developed as a direct response to escalating ecological challenges, political instability, inequitable economic transformations, and conflict zones (Santos, 2012). Social entrepreneurs exhibit distinctive characteristics that differentiate them from traditional capitalist actors, including heightened moral awareness, empathy, responsiveness to societal challenges, and a collaborative approach to innovative problem-solving (Zahra et al., 2009). Their effectiveness in decision-making is coupled with a unique ability to forge partnerships that generate novel business solutions to social challenges.

While the European Union has established leading frameworks through initiatives like the Social Business Initiative (Social enterprises and their ecosystems in Europe ..., 2020), many countries worldwide still struggle with creating effective support mechanisms. The variation in policy approaches and implementation success rates across different regions presents challenges and opportunities for learning and improvement. This research focuses particularly on analyzing how different institutional

contexts influence policy effectiveness and identifying transferable success factors for policy implementation.

The purpose of this article is to identify and substantiate how contemporary models of social enterprise policy implementation and support mechanisms can enhance the effectiveness of state policy in fostering social entrepreneurship development, as well as to develop and propose innovative approaches for strengthening institutional capacity in this sphere. This investigation aims to understand the driving forces behind social entrepreneurs, examine their distinctive decision-making processes and business approaches, to analyze the obstacles to social entrepreneurship expansion, and forecast development trends in this sector.

This comprehensive analysis is particularly timely given the increasing recognition of social entrepreneurs as transformative agents in addressing contemporary societal challenges (Mair, & Marti, 2006). Their unique combination of business acumen and social mission positions them as crucial actors in developing innovative solutions to persistent social problems, making the optimization of policy frameworks to support their activities an urgent priority for public policymakers.

Main tasks consist of:

- To analyze international trends and patterns in state policy implementation for social entrepreneurship development;
- To explore how different institutional contexts, regional characteristics, and policy approaches influence the success rates of social entrepreneurship development initiatives;
- To examine the relationship between policy framework sophistication (legal, financial, and support mechanisms) and social enterprise sector growth.

Literature overview. Recent scholarly work has significantly expanded our understanding of the institutional dynamics and ecosystem requirements of social entrepreneurship. Santos (2012) introduced a groundbreaking positive theory of social entrepreneurship that emphasizes the role of value creation over value capture in sustaining social enterprises. Building upon this foundation, Stephan et al. (2015) developed a comprehensive framework for analyzing how institutional conditions shape social entrepreneurship outcomes across different national contexts. Mair and Marti (2006) further enriched this theoretical landscape by examining how social entrepreneurs navigate institutional voids to create sustainable social impact. Smith and Besharov (2019) contributed valuable insights into how social enterprises manage the inherent tensions between social missions and commercial objectives. These theoretical developments have been crucial in establishing social entrepreneurship as a distinct field of scholarly inquiry with its own theoretical foundations and analytical frameworks.

The emergence of impact measurement frameworks has become a central focus in contemporary social entrepreneurship literature. Nicholls (2010) pioneered work on the standardization of impact measurement, highlighting the critical role of metrics in legitimizing social enterprise activities. Arvidson and Lyon (2013) extended this analysis by developing novel approaches to capturing social value creation in ways that acknowledge both quantitative and qualitative dimensions. Building on these foundations, Thompson et al. (2023) proposed innovative methodologies for measuring social impact across different cultural and institutional contexts. Kotiranta et al. (2024) provided significant insights into how digital technologies can enhance the precision and scalability of impact measurement.

Defourny, Nyssens, and Brolis (2021) examined how impact measurement frameworks influence access to social finance and institutional support. These developments in impact measurement theory have significantly enhanced our understanding of how social enterprises can demonstrate and maximize their social impact.

Recent research has increasingly focused on the intersection of social entrepreneurship with environmental sustainability and digital transformation. Zahra, and Wright (2016) explored how social entrepreneurs leveraged technology to address complex environmental challenges while maintaining financial viability. These studies collectively demonstrate the evolving nature of social entrepreneurship in response to contemporary global challenges.

Methods

The research employed a mixed-method approach combining both theoretical and empirical analysis to investigate international trends in implementing state policy for social entrepreneurship development. Theoretical methods included a systematic literature review and document analysis of policy frameworks, legislative acts, and academic publications to synthesize existing approaches to social enterprise policy implementation. The logical method was applied to structure the research sequence, organize the analytical framework, and systematize the findings across different policy dimensions.

The empirical component of the research was based on a comparative analysis of policy frameworks across 28 EU and 7 non-EU countries, covering the period from 2011 to 2024. The quantitative analysis utilized descriptive statistics and data visualization to examine patterns in social enterprise development, including sector growth rates, employment statistics, and financial support mechanisms. Google Trends analysis was employed to track public interest and awareness of social entrepreneurship concepts over time. Statistical methods included correlation analysis to examine relationships between policy implementation effectiveness and social enterprise sector development indicators. To account for data reliability variations across countries, a weighted analysis approach was applied, particularly in assessing implementation effectiveness metrics and cross-border activity patterns. Additionally, content analysis of policy documents and impact assessment reports was conducted to evaluate the effectiveness of different support mechanisms and identify transferable success factors in policy implementation.

Results

The evolution of social enterprise policy in the European Union has demonstrated remarkable progress since the implementation of the Social Business Initiative in 2011 (Social enterprises and their ecosystems in Europe ..., 2020). Quantitative data reveals a significant expansion in institutional frameworks, with the number of countries adopting dedicated social enterprise legislation showing steady growth through the early 2020s (Defourny et al., 2021). This institutional development marks a significant shift in how social enterprises are recognized within the EU's economic framework. The increasing integration of support mechanisms into mainstream economic policy, particularly through innovative financing instruments, demonstrates the EU's commitment to fostering sustainable social enterprise growth.

Regional implementation patterns demonstrate notable disparities between Western and Eastern European member states, with significant variations in policy effectiveness (Defourny, & Nyssens, 2017). Italy's social enterprise

sector, established through comprehensive legislation dating back to 1991, continues to lead in scale and sophistication, while Eastern European countries operate under more recent frameworks (Borzaga, 2020). The emergence of regional cooperation networks has become instrumental in bridging these implementation gaps and fostering knowledge transfer between member states.

Financial support mechanisms have evolved substantially, with significant allocations through the European Social Fund Plus (ESF+) and InvestEU programs. Research indicates persistent financing gaps reported by social enterprises across member states. The introduction of innovative blended finance instruments has shown promising results in addressing these funding gaps while attracting private capital to the sector.

Analysis of sector-specific growth reveals varying development rates across different fields, with significant regional variations (Social Economy Action Plan, 2021). Health and social care services demonstrate the highest growth rates, significantly outpacing other sectors, reflecting policy prioritization and market demand (Defourny, & Nyssens, 2008). These variations reflect policy prioritization and societal needs exposed by recent global challenges. The emergence of cross-sector collaboration initiatives has created new opportunities for innovation and impact scaling across traditional sector boundaries.

Implementation effectiveness metrics present increasingly complex patterns across different policy instruments. Legal recognition frameworks show varying effectiveness rates in establishing basic operating conditions for social enterprises (Borzaga, 2020). However, skills development programs indicate significant gaps in capacity-building support. The development of integrated policy assessment frameworks has enabled more precise identification of implementation gaps and opportunities for improvement.

Cross-border activity among social enterprises demonstrates progress toward market integration within the EU framework (Defourny et al., 2021). The expansion of digital transformation initiatives across European regions has been uneven, reflecting differences in technological readiness, financial support, and institutional capacity. The evolution of digital funding and support mechanisms represents a significant step forward; however, analysis suggests that current allocations may be insufficient to meet sector needs. Recent studies indicate that social enterprises tend to invest more in digital technologies than commercial firms, reflecting their pronounced digital orientation (Kotiranta et al., 2024). Such disparities underscore the need for localized innovation hubs that can tailor digital solutions to the resource constraints of small and medium-sized social enterprises.

The institutionalization of common measurement standards has significantly strengthened the sector's credibility, particularly in its interactions with public authorities and external investors (Social impact measurement ..., 2021). Studies indicate that standardized measurement systems significantly enhance sector credibility and investment attraction (Rawhouser et al., 2019). By systematizing evidence-based communication, these frameworks have reshaped how social enterprises articulate, monitor, and validate their societal contributions, thereby reducing information asymmetries and facilitating cross-border comparability (Arvidson, & Lyon, 2013).

Employment-related outcomes illustrate another domain of significant sectoral achievements. Studies indicate particular success in creating opportunities for disadvantaged groups (Defourny, & Nyssens, 2008). Workforce development initiatives have played a significant role in enhancing labour market participation, equipping marginalized populations with transferable skills, and supporting long-term employability trajectories (Nguyen et al., 2021). Additionally, research highlights that targeted policy coordination – particularly through employment and procurement frameworks – serves as a catalyst for scaling workforce integration outcomes (Borzaga, 2020).

Innovation indicators reveal significant progress in the development of social enterprises across multiple dimensions. The finding that 68 % of social enterprises have introduced new products or services demonstrates the sector's dynamic nature. The strong correlation between policy support mechanisms and innovation outcomes suggests that effective policy design is in place. Comparative analysis indicates higher innovation rates in countries with integrated support frameworks. The establishment of dedicated social innovation labs across member states has created new pathways for experimental approaches to social problem-solving.

Nevertheless, policy implementation remains uneven across the European Union, with regulatory inconsistencies, administrative fragmentation, and divergent national interpretations of EU-level frameworks continuing to impede coherent sector development. Successful policy harmonization requires a long-term political commitment, as well as institutional flexibility, to align national priorities with overarching European performance standards (Bandini et al., 2021). Recent studies suggest that evidence-based and participatory policy frameworks enhance governance structures and accelerate the development of robust social enterprise ecosystems, thereby strengthening institutional resilience and innovation potential across member states (Nguyen et al., 2021).

To provide a comprehensive understanding of how different European countries implement social entrepreneurship policies, we conducted a comparative analysis across eight representative EU member states (tabl. 1). The following table presents a detailed breakdown of key policy aspects, including legal frameworks, financial support mechanisms, tax benefits, public procurement policies, support infrastructure, and impact measurement requirements. This analysis reveals significant variations in policy maturity and implementation approaches across different national contexts.

Figure 1 and accompanying Table 2 illustrate the distribution and characteristics of social enterprises across various European countries. The data reveals diversity in the scale and density of social enterprises, with countries like France and Italy highlighting the highest total number of social enterprises and employees, indicating well-established support systems and frameworks. Meanwhile, countries like Turkey and Cyprus exhibit lower social enterprise density, reflecting either emerging frameworks or limited policy engagement. The size of the bubbles in the chart further highlights differences in employment capacity, with Italy and France leading in workforce integration within the social enterprise sector.

Table 1

Social Enterprise Policy Framework Comparison in Selected EU Member States

Policy Aspect	Italy	France	UK	Germany	Romania	Poland	Spain	Sweden
Legal Framework	Social Enterprise Law (2006); Social Cooperative Law (1991); Third Sector Reform (2017); Benefit Corporation Law	SSE Law (2014); SCIC Framework; ESUS Status; Cooperative Law Reform	CIC Regulations (2005); Social Value Act (2012); Charities Act; Community Benefit Society	Social Cooperative Law; Welfare Organizations Act; Public Benefit Status; Non-Profit Law	Social Economy Law (2015); NGO Law; Cooperative Law; Limited SE Recognition	Social Coop Law (2006); Social Enterprise Status; Public Benefit Law; ESF+ Framework	Social Economy Law (2011); Social Initiative Cooperatives; Social Integration Law	Cooperative Law; Economic Associations Act; Non-Profit Law
Financial Support	ESF+ (€20B); National Social Fund; Regional Development Funds; Impact Investment Fund	BPI France (€2B); ESF+ Support; Social Impact Bonds; Regional Solidarity Funds	Big Society Capital (£625M); Social Investment Tax Relief; Access Foundation	KfW Social Enterprise Fund; SEND Network Funding; Regional Support	ESF+ Basic Support; Limited National Funding; EU Program Access	ESF+ Programs; OWES System Support; National Employment Fund	ESF+ Regional Programs; Social Economy Fund; Regional Innovation Support	Innovation Agency Grants; Regional Development
Tax Benefits	Full Income Tax Exemption; VAT Reductions; Employment Incentives	Partial Tax Exemption; Social Security Benefits; Investment Incentives	CIC Tax Relief; Social Investment Relief; Gift Aid	Limited Tax Benefits; Public Benefit Status Relief	Basic Tax Exemptions; Limited VAT Benefits	Comprehensive Tax Relief; Social Security Benefits	Regional Tax Variations; Social Economy Benefits	Standard Business Tax; Limited Relief Programs
Public Procurement	Reserved Contracts; Social Clauses; Regional Preferences	Social Clause Policy; Reserved Markets; Impact Requirements	Social Value Act Requirements; Community Benefits	Social Criteria; Innovation Support	Limited Access Programs; Basic Social Criteria	Social Clause System; Regional Programs	Reserved Markets; Regional Programs	Social Criteria; Innovation Focus
Support Infrastructure	Regional Networks; Impact Hubs; National Association	DLA Network; Regional Centers; National Support	SE UK Network; Local Enterprise Partnerships	SEND Network; Regional Centers	Limited Support; EU Programs	OWES System; Regional Centers	CEPES; Regional Networks	Regional Support; Innovation Hubs
Impact Measurement	Required Annual Reports; Social Impact Assessment	Required Impact Reports; ESS Standards	Required CIC Reports; Social Value	Voluntary Reporting; Basic Standards	Basic Annual Reports	Required OWES Reports	Required Regional Reports	Voluntary Impact Reports

Source: prepared by the author based on the European Commission: *Social enterprises and their ecosystems in Europe. Comparative synthesis report. Executive summary.* (2020). Publications Office of the European Union. <https://data.europa.eu/doi/10.2767/05369>

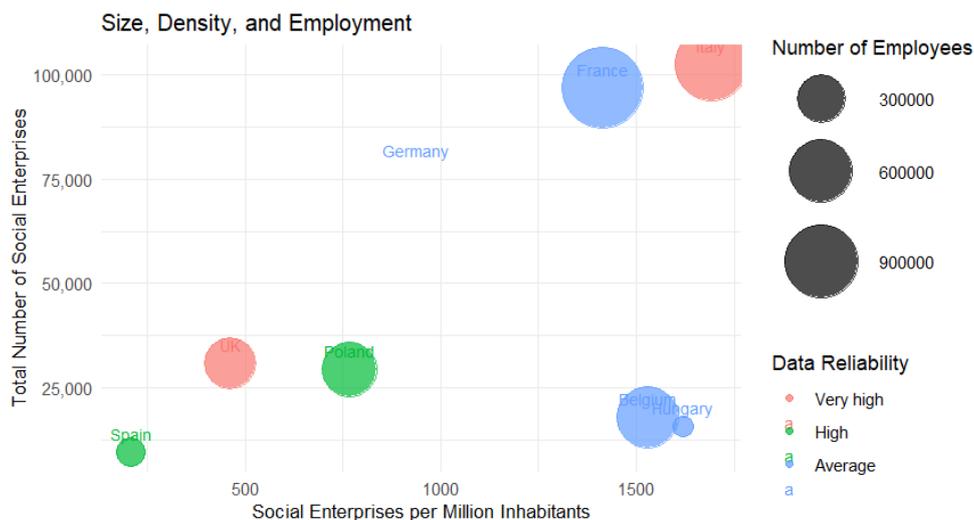


Fig. 1. Distribution of Social Enterprises Across European Countries: Size, Density, and Employment Characteristics

Source: prepared by the author based on the European Commission: *Social enterprises and their ecosystems in Europe. Comparative synthesis report. Executive summary* (2020). Office of the European Union. <https://data.europa.eu/doi/10.2767/05369>

The degree of data reliability and the extent of social enterprise concept acceptance also vary widely, indicating uneven levels of policy maturity across regions. Countries with "Very high" data reliability, such as the United Kingdom, correlate with robust social enterprise ecosystems and well-documented employment contributions. Conversely, countries with "Low" or "Very low" data reliability, such as Montenegro and Cyprus, likely face challenges in systematically defining, supporting, and monitoring social enterprises. These findings underscore the critical role of state policy in fostering an enabling environment for social

enterprises, promoting employment, and enhancing social inclusion through tailored and reliable frameworks.

Building upon our comparative analysis of policy frameworks, it is crucial to examine the specific fiscal instruments that European countries employ to support social enterprises. The following table provides a detailed breakdown of various tax benefits and financial incentives across EU member states as of 2024, revealing both the diversity of approaches and varying levels of government commitment to sector development.

Table 2

Comprehensive Fiscal Benefits for Social Enterprises in European Countries

Type of fiscal benefits	Yes, without limitations	Yes, with limitations	None available
Corporate tax exemption on retained profits	AT, DE, EL, FR, HU, IE, IT, LU, LV, MT, PL (Full exemption for social purpose activities)	BE, BG, CZ, ES, HR, LT, NL, PL, RO, SE, SI, SK, UK (Partial exemption based on activity type)	CY, DK, EE, FI (Standard corporate tax applies)
VAT exemption or reduced rate	AT, BE, DE, FR, HU, IT, PL, PT (0-5% rate for social services)	LU, SK (Reduced rates for specific activities)	BG, CY, CZ, DK, EE, EL, ES, FI, HR, IE, LT, LV, MT, NL, RO, SE, SI, UK (Standard VAT applies)
Social insurance costs reduced or covered by subsidies	AT, BE, HR, SE (100% coverage for disadvantaged employees)	BG, EL, ES, FI, FR, IE, IT, LV, PL, PT, SI, SK (30-70% coverage based on employee category)	CY, CZ, DK, EE, DE, HU, LT, LU, MT, NL, RO, UK (No specific provisions)
Tax reductions granted to private and/or institutional donors	IT, FR, BE (Up to 75% deduction)	AT, BE, BG, CZ, DE, EE, ES, FR, HR, HU, IE, IT, LT, LU, LV, NL, PL, PT, SI, UK (20-60% deduction)	CY, DK, FI, EL, MT, RO, SE, SK (No donor incentives)
Investment tax credits	FR, IT, UK (30-50% credit)	DE, ES, NL, PL (10-25% credit)	All other countries
Property tax benefits	IT, FR, ES, PT (Full exemption)	BE, DE, PL, UK (Partial relief)	All other countries

Source: *Social enterprises and their ecosystems in Europe. Comparative synthesis report. Executive summary.* (2020). Office of the European Union. <https://data.europa.eu/doi/10.2767/05369>

The analysis of fiscal benefits across European countries reveals significant variations in support mechanisms for social enterprises, reflecting different approaches to sector development. The most comprehensive support is found in Western European countries, particularly France and Italy, which offer multiple layers of tax benefits without significant limitations. Notably, 11 countries provide full corporate tax exemption on retained profits, while 13 countries offer limited exemptions, indicating a growing recognition of the need to support social enterprise financial sustainability. However, there's a clear East-West divide in the comprehensiveness of fiscal support, with Eastern European countries generally providing fewer benefits. The trend toward reducing social insurance costs through subsidies is particularly strong in countries with developed work integration social enterprise sectors, while donor incentives show the widest variation, suggesting different approaches to encouraging private sector support for social enterprises. So, while significant progress has been made in developing fiscal support mechanisms, considerable opportunity exists for policy harmonization and enhancement, particularly in Eastern European member states. The variation in approaches also indicates different philosophical approaches to social enterprise support, ranging from comprehensive state backing to more market-oriented frameworks.

Moving from our analysis of fiscal policies, it is essential to examine how different countries structure their legal recognition of social enterprises (Fig. 2).

The predominance of de facto social enterprises, present in 27 countries, indicates a significant preference for flexible operational definitions that align with EU guidelines while avoiding rigid legal constraints. This approach allows for greater adaptability and innovation within the sector, enabling organizations to respond more effectively to evolving social needs. Organizations with public benefit status represent the second most common

category, with 16 countries adopting this framework. This approach reflects a strategic balance between formal recognition and operational flexibility, providing social enterprises with certain advantages while maintaining their ability to adapt to market conditions and social needs. The significant adoption of this model suggests its effectiveness in bridging the gap between traditional nonprofit and commercial business structures. The presence of institutionalized social enterprises (WISE status) in 13 countries demonstrates a more structured approach to sector development, particularly in addressing workforce integration challenges. This model has proven especially effective in countries with strong labor market intervention traditions, such as France, Italy, and Belgium. The success of these programs has influenced policy development in other regions, though implementation varies significantly based on local labor market conditions and social policy priorities.

The graduated decrease in adoption rates for more specialized forms of social enterprise status (from 11 countries for institutionalized SE status to 5 for sector-limited SE) reflects the challenges of implementing highly specific legal frameworks. This pattern suggests that while specialized frameworks can provide targeted support for specific social enterprise models, they may also limit sector growth and innovation by imposing overly restrictive operational requirements.

The distinction between exclusive and non-exclusive legal forms (indicated by the blue and orange bars) provides crucial insight into different policy approaches. Countries adopting non-exclusive forms typically aim to promote sector diversity and innovation, while those implementing exclusive forms often seek to ensure stronger alignment with specific social impact objectives. This variation reflects different philosophical approaches to balancing sector growth with impact measurement and accountability.

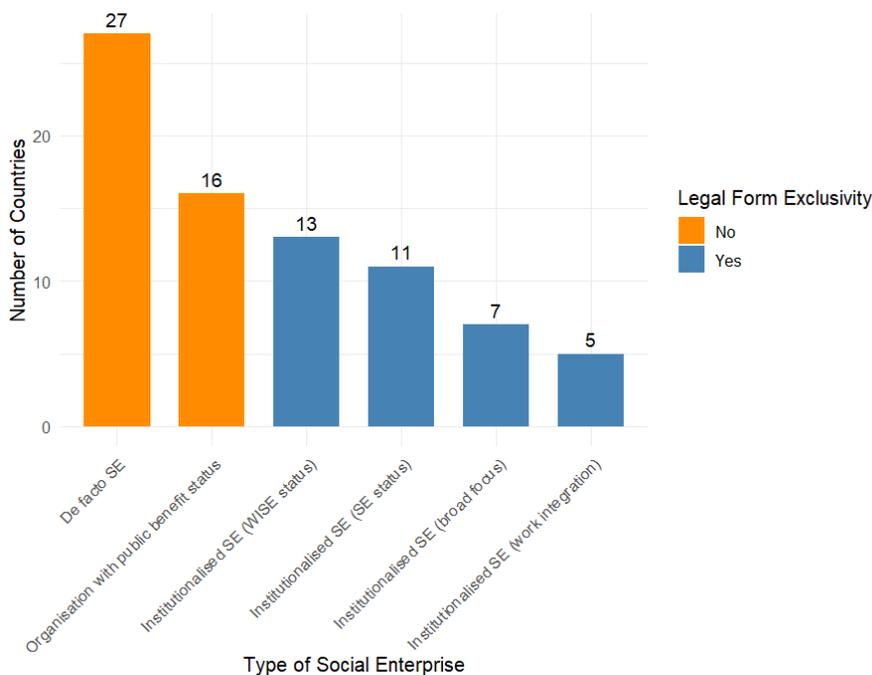


Fig. 2. Distribution of Legal Forms for Social Enterprises Across European Countries (2024)

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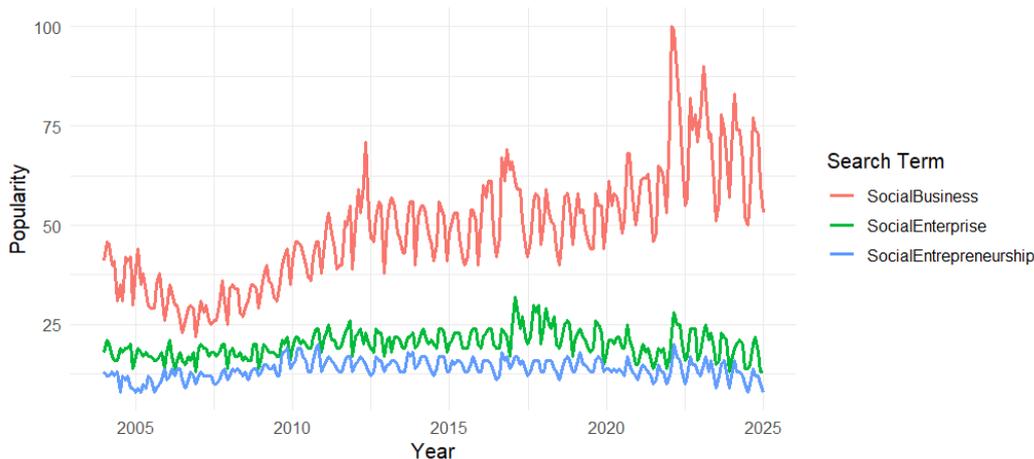


Fig. 3. Global Google Search Trends for Social Enterprise-Related Terms (2005–2025)

Source: created by the author based on <https://trends.google.com/trends/>

The Google Trends analysis provides valuable insights into the global interest in social entrepreneurship, revealing distinct regional and temporal patterns in the popularity of terms like "Social Enterprise," "Соціальне підприємництво," and "Social Business." The country-level analysis highlights significant disparities in interest, with countries such as South Korea, Hong Kong, and Guatemala displaying the highest relative search volumes for "Social Enterprise", reflecting strong public and institutional engagement with the concept. Meanwhile, terms like "Social Business" have gained traction in diverse contexts, such as Singapore, suggesting varying frameworks and terminologies being used across regions. The temporal analysis further underscores fluctuations in global attention

to these terms, with notable spikes in specific years likely driven by policy shifts, international events, or media coverage. This data underscores the growing yet uneven global awareness of social entrepreneurship, emphasizing the importance of tailored communication strategies and localized approaches in promoting social enterprise development. This pattern suggests that policy framework maturity correlates with sustained public engagement, while developing markets may experience more event-driven interest spikes.

Discussion and conclusions

The stark contrast between Western and Eastern European approaches to policy implementation, particularly in fiscal benefits and legal frameworks, highlights the need

Вікторія ГУРА, канд. екон. наук, доц.

ORCID ID: 0000-0002-4870-4037

e-mail: viktoriya.gura@knu.ua

Київський національний університет імені Тараса Шевченка, Київ, Україна

МІЖНАРОДНІ ТЕНДЕНЦІЇ РЕАЛІЗАЦІЇ ДЕРЖАВНОЇ ПОЛІТИКИ РОЗВИТКУ СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА

Вступ. Присвячено аналізу міжнародних тенденцій та закономірностей у впровадженні державної політики щодо розвитку соціального підприємництва в різних країнах. Розкрито, що країни з інтегрованими політичними підходами, що поєднують юридичне визнання, фінансову підтримку та розвиток потенціалу, демонструють значно кращі результати в розвитку соціального підприємництва. Наголошено, що відсутність стандартизованих систем вимірювання впливу та різні визначення соціального підприємництва в різних юрисдикціях створюють проблеми в оцінюванні політики та міжнародному порівнянні. Зроблено спробу заповнити ці прогалини шляхом аналізу тенденцій впровадження та виявлення факторів успіху в розвитку політики соціального підприємництва в різних національних контекстах.

Методи. Використано комплексний методологічний підхід, що поєднує: порівняльний аналіз політичних рамок соціального підприємництва у країнах-членах ЄС, кількісний аналіз показників розвитку сектору, аналіз документів законодавчих та політичних рамок, аналіз Google Trends для відстеження суспільного інтересу до концепцій соціального підприємництва та оцінку механізмів фінансової підтримки. Охоплено дані за 2011–2024 роки, спираючись на офіційну статистику ЄС, національні бази даних, політичні документи та академічну літературу для забезпечення надійного аналізу моделей впровадження та показників ефективності.

Результати. Виявлено кілька ключових факторів щодо впровадження політики соціального підприємництва: (1) різноманітні моделі юридичного визнання у європейських країнах зі значними відмінностями у підходах до впровадження та ефективності; (2) розвиток комплексної системи фінансових підтримок від повного звільнення від податків до обмежених заходів підтримки в різних країнах; (3) помітні відмінності в механізмах підтримки між західноєвропейськими та східноєвропейськими країнами, що відображається як у складності політики, так і в ефективності впровадження; (4) різні рівні обізнаності громадськості та залучення до концепцій соціального підприємництва в різних регіонах, що підтверджується аналізом Google Trends; (5) поява інтегрованих політичних підходів, що поєднують юридичне визнання, фінансову підтримку та заходи розвитку потенціалу. Визначено критичні фактори успіху, включаючи сильні інституційні рамки та скоординовану підтримку екосистеми, одночасно підкреслюючи постійні виклики у транскордонних операціях та розвитку навичок.

Висновки. Продемонстровано значну еволюцію у впровадженні політики соціального підприємництва в Європі, одночасно підкреслюючи важливі регіональні відмінності в підходах та ефективності. Критичні висновки вказують на те, що успішне впровадження політики вимагає збалансованої уваги до правових рамок, фінансових інструментів та механізмів підтримки з особливим акцентом на адаптації до місцевого контексту. Визначено, що майбутній розвиток політики повинен пріоритетувати: гармонізацію підходів між регіонами зі збереженням гнучкості для місцевих умов, посилення механізмів фінансової підтримки та розробку стандартизованих систем вимірювання впливу. Результати свідчать про те, що ефективний розвиток соціального підприємництва вимагає інтегрованих політичних підходів, які можуть вирішувати як негайні операційні потреби, так і довгострокові стратегічні цілі, підтримані покращеною координацією між національними та наднаціональними ініціативами.

Ключові слова: соціальне підприємництво, державна політика, механізми державного регулювання, екосистема соціального підприємництва, міжнародний розвиток, соціальна економіка, публічна політика, соціальні інновації, сталий розвиток, нормативна база.

Автор заявляє про відсутність конфлікту інтересів. Спонсори не брали участі в розробленні дослідження; у зборі, аналізі чи інтерпретації даних; у написанні рукопису; в рішенні про публікацію результатів.

The author declares no conflict of interest. The funders had no role in the design of the study; in the collection, analyses or interpretation of data; in the writing of the manuscript; or in the decision to publish the results.