

Social entrepreneurship in the function of local development through a form of integrative workshops

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? WHY - Social Entrepreneurship

- ✓ Social Entrepreneurship is important segment of Corporate Social Responsibility (CSR) and one of the strategic aims in Strategy of social entrepreneurship development from 2015 to 2020
- ✓ Entrepreneurship contributes to the local community development by creating new jobs
- ✓ Improve the quality of individual's life



People with disabilities



...strategic GOALS of Europe 2020 is to poverty REDUCTION & SOCIAL EXCLUSION



- Self-employment,
- Employment,
- Economic growth,
- Local development,
- National development.

Research and analysis shows the manner and structure of socially responsible entrepreneurship in Croatia.

The example of social responsible companies Hedona from Križevci was investigated.



The **AIM** of the paper is to define the way and structure of social responsible entrepreneurship, through scientific and professional theories, in the applied sense, on the example of Hedona.

- studying the available literature on sustainable development and integrative workshops, and their specifics and perspectives,
- case study method based on good entrepreneurial practice,
- two surveys:
 - the first one for analysing the internal structure,
 - the second survey was conducted to research public perceptions,
- comparative method - comparison the characteristics of socially responsible entrepreneurship between the counties in Croatia
- SWOT analysis of the company Hedona - chocolatier

**RESEARCH
METHODOLOGY**



Results of literature research

- Labaš (2010) - with the increasing number of market competitors and the increasing customer demands for better services and products, there is a noticeable increase in awareness of the necessary changes regarding access to nature and the community.
- Matešić et al. (2015) - social responsible entrepreneurship is used to increase the reputation, environmental preference of the company, stakeholder motivation, to all employees and consumers.
- Žužul (2010) - this kind of rewarding has a goal to increase the number of available jobs for persons with disabilities by providing professional support to employers and promoting the employment model for persons with disabilities according to their competences.

Results of scientific research:

The second survey concerning public opinion is conducted on a total of 110 respondents aged from 18 to 56.

IT WAS FOUND OUT that the public:

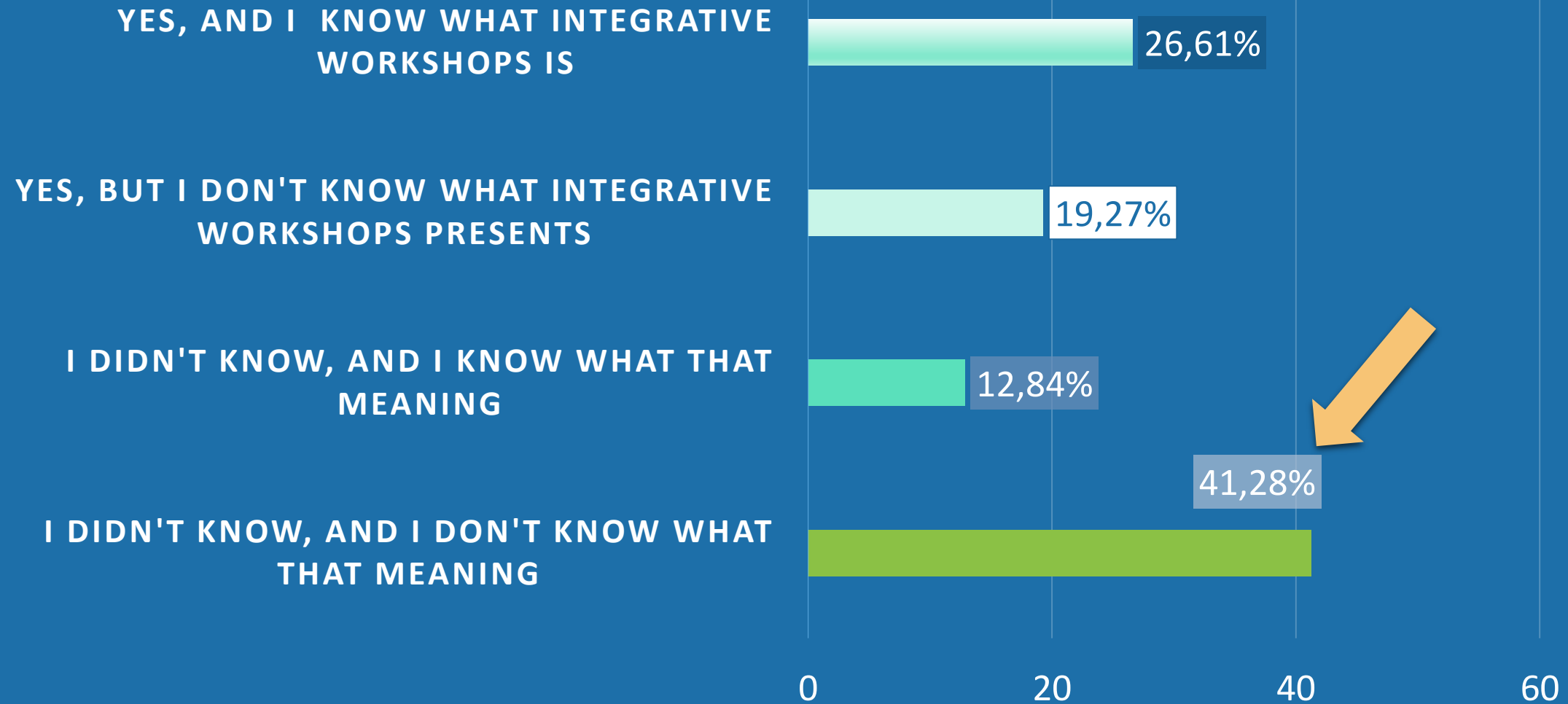
- was mostly familiar with the definition and main determinants of social entrepreneurship, which they supported by their answers defining the term.

Respondents are familiar with:

- the goals of sustainable development, and most often they care about the future, the well-being of society, care for the environment, the balance of social, environment and economic factors, which confirms social awareness.



Results of research on public perceptions



Attitudes and opinions of the integrative workshops recognitions

Results of SWOT analysis:

T

O

W

S

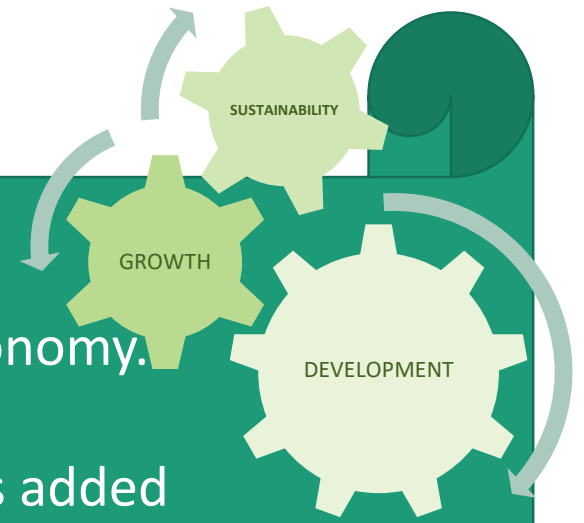
The results of the analysis determined the strengths (S) that should be actively and used to reduce the risks of potential threats (T). At the same time, the realization of the opportunities (O) creates a high probability that the weaknesses (W) will be reduced in the future period of the business of Hedona, a chocolate factory from Križevci.

	Helpful – to achieving the objective	Harmful – to achieving the objective
Internal origin – attributes of the business	Strengths	Weaknesses
	<ul style="list-style-type: none"> ➤ quality raw material, ➤ unique product - for all ages, ➤ top quality products, ➤ satisfied and motivated employees, ➤ second integration workshop in the Croatia, ➤ social enterprise, ➤ cooperation with local and state government, ➤ reinvesting profits to create new jobs, ➤ Choco bar. 	<ul style="list-style-type: none"> ➤ too small production facilities, ➤ too few places to sell, ➤ poor promotion, ➤ lack of a manager-management, ➤ new projects, ➤ research and development, ➤ allergists and diabetics person.
External origin – attributes of the environment	Opportunities	Threats
	<ul style="list-style-type: none"> ➤ number of manifestations in Croatia, ➤ number of manifestations in other countries, ➤ the entrepreneurial spirit, ➤ education, ➤ hotel sectors, ➤ expansion of production facilities, ➤ capacity building, ➤ innovations in the product range – e.g. chocolates for diabetics. 	<ul style="list-style-type: none"> ➤ competition, ➤ similar products at lower prices, ➤ lack of educated and motivated workforce for leadership positions in the company.



Conclusions

- ✓ Economic entities have the basic long-term objective of realizing the sustainability, growth and development of a business in a market economy.
- ✓ The way of thinking, planning, leadership and managing a business is changing - orientation towards economic requirements → is added by the concern for **environmental protection** and **social needs** of the local community.
- ✓ Economic, environmental and special social effectiveness - sustainable business is no longer the main goal of the entrepreneur, but rather the survival of the local and the entire community.
- ✓ Integrative workshops are an example of good social entrepreneurial practice because they contribute to the *life needs, satisfaction* and *hedonism* of individuals but also to the local community in the area in which they do business.



THINK GLOBALLY.
ACT SOCIALLY.
START NOW.



THANK YOU
FOR YOUR ATTENTION

Knowledge is power
community is strength
and positive attitude
is everything!

Lance Armstrong