

Chapter 6

Social Entrepreneurship and Social Sustainability Concepts in the Light of Case Studies

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ABSTRACT

Social Entrepreneurship; These are entrepreneurial activities aimed at eliminating social problems and transforming systems, without prioritizing material benefit and profit. In doing this, the common benefit of the society is aimed. Social entrepreneurship; It has multifaceted dimensions, especially social impact, business model, leadership and sustainability. Social sustainability; It includes criteria such as equality, diversity, social integrity, quality of life and democracy. These criteria indicate the areas covered by social sustainability. Social sustainability includes many social issues such as education, gender equality and equity. It can be said that social entrepreneurship is a tool to achieve social sustainability. Social Entrepreneurship activities can ensure social sustainability. In the light of these definitions, some social entrepreneurship studies are carried out in the Fındıklı municipality in Turkey. This chapter aims to present original studies that will benefit practitioners, academics and policy makers.

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INTRODUCTION

Individuals' attitudes and behaviours play a crucial role in overcoming the crises faced by humanity. They work together with their social groups to find solutions to problems. Cooperation among individuals is essential for maintaining society's quality of life. Additionally, social order and solidarity are crucial for the fair distribution of resources. Societies strive to protect their quality of life in the face of unpredictable crises. To achieve a balanced distribution of resources without waste, solidarity is crucial. Societies can ensure social sustainability through solidarity, which exists in varying degrees in every society. Durkheim (2006) identified two types of solidarity:

Mechanical solidarity is a type of solidarity that arises in communities where people live together in small groups, recognize each other in the living space, establish face-to-face relationships, share a common past, and change takes place very slowly.

Organic solidarity is the process of industrialisation has had a profound impact on traditional social structures. Agricultural systems began to break down, and cities emerged as new centres of habitation. People began to live together in large numbers, resulting in a diversity of cultures and lifestyles replacing the previous homogeneity. As a result, mechanical solidarity has given way to organic solidarity based on the 'division of labour' (Zencirkıran, 2015). In such societies, individuals have become more differentiated (Swingewood, 1998; Aron, 2000). According to Öztürk (2013), the pursuit of happiness through financial gain has led to the commodification of everything, including human relationships.

Sustainability, on the other hand, refers to the capacity to endure. Sustainability can be defined as the harmonious coordination of resource exploitation, investment direction, technological development, and institutional change to meet current and future human needs and aspirations while preserving the environment, economy, and society. This definition encompasses the interconnected domains of environmental, economic, and social factors (Capra, 2007; Wu, J., 2013; Baker, 2015). The three sub-domains of sustainable development are cultural, technological, and political (James & Magee, 2016). Sustainable development refers to development that can meet present needs without compromising the ability of future generations to meet their own needs (Yanık & Türker, 2012). The term 'sustainable development' was first introduced in the Brundtland Report (1987) for the World Commission on Environment and Development.

Migration from rural to urban areas has resulted in the emergence of new social and economic conditions. This has led to new dimensions of solidarity and cooperation, as people work together to overcome challenges that they cannot face alone, resulting in economic benefits. These collective efforts to ensure social sustainability are known as social entrepreneurship activities (Toker, 2021).

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