

Implementation of social innovations in textile, sewing and haberdashery entrepreneurship and services

Cite as: AIP Conference Proceedings 2430, 040005 (2022); <https://doi.org/10.1063/5.0077029>
Published Online: 24 January 2022

K. I. Krayenkova



View Online



Export Citation



Author Services

Maximize your publication potential with
English language editing and
translation services



LEARN MORE

Implementation of Social Innovations in Textile, Sewing and Haberdashery Entrepreneurship and Services

K.I. Krayenkova^{a)}

Educational Establishment “Vitebsk State Technological University”, Vitebsk, Republic of Belarus

^{a)} Corresponding author: kristinakraenkova@gmail.com

Abstract. In the context of globalization and digitalization, the role of social innovations is growing, the manifestation of which is observed in the social and economic development of society. The implementation of social innovations has long gone beyond their traditional perception in economic systems, and over time has become actively used in industry and services. Within the framework of the study, a separate form of manifestation of social innovation, social entrepreneurship, was studied. The empirical basis for the statistical assessment of the activities of social entrepreneurship entities in the Republic of Belarus is the catalogue compiled by ODB “Brussels”, which includes organizations of the textile, sewing and haberdashery industries. The total number of organizations included in the sample was 207. The use of the grouping method made it possible to identify the existing patterns in the development of social entrepreneurship. Data visualization into a graphic dashboard using statistical methods for the distribution of the phenomena led to the assertion that social entrepreneurship, as a form of implementation of social innovations, contributes not only to the growth of inclusion and social justice, but is the key to the sustainability and economic viability of both individual economic systems and country as a whole.

INTRODUCTION

World-wide global processes, new forms of development of society and the level of awareness of existing problems form a new stage in the interaction of social and economic phenomena, changing the usual landscape of cultural, philosophical, legal and technical solutions. The creation of modern society and all the associated phenomena takes place under the prism of implementing innovations. Social innovation is recognized as one of the most developing forms of innovation, which determines the relevance of the chosen study topic. Social innovation allows achieving the social goals of an individual and the whole society, through social entrepreneurship. The area of activity of social entrepreneurship is multi-vector, its entities operate in different spheres and types of activity, the scale of business, ways of solving social problems are unique for different continents, countries, regions and cities. Characterizing social entrepreneurship in the Republic of Belarus, a number of features of its development, the formulation of problems to be solved, as well as the choice of types of activity, in comparison with global trends should be noted.

Within the framework of the proposed article, the national features of the implementation of social innovations will be analysed, the forms of their institutional support will be presented. The practical significance of the study lies in assessing the activities of social entrepreneurship entities in the Republic of Belarus, which are represented by various industries, including textile, sewing, haberdashery ones and services.

MATERIALS AND METHODS

Social innovations are one of the most developing types of innovations. “Social innovation” has different definitions. Thus, R. Murray, J. Collier-Grice and G. Mulgan define it as follows “Social innovation is new ideas (products, services, models) that simultaneously help to solve social problems and create new social relations” [1,

p. 125]. Social innovation is also seen as a way to solve a social problem for the benefit of society. J. Fills, K. Daiglemeier and D. Miller describe social innovation as “a new solution to a social problem that is more effective, sustainable or simpler than the existing ones, and that benefits society as a whole, rather than individuals” [2, p. 39]. Thus, social innovation serves to meet the social needs of the society and overcome social problems that are not being solved or are being solved ineffectively. One of the modern forms of implementation of social innovations is social entrepreneurship, which is defined as the activity of citizens or business entities aimed at solving social problems of socially unprotected segments of the population or the society as a whole (taking into account the geographical boundary of the problem being solved), by organizing entrepreneurial activity.

The activities of social entrepreneurship entities are distinguished by the global nature of the problems being solved and the proposed social transformations that require significant institutional support. In world practice, the institutional support is manifested through the legal regulation of the activities of social entrepreneurship entities and the implementation of various programs. A number of international associations and agencies, foreign economists conduct research in the development of social entrepreneurship [3, 4, 5, 6, 7, 8]. The international research community annually monitors the development of social entrepreneurship and its impact investment, the implementation of social initiatives and support of certain layers of society in difficult conditions.

In the Republic of Belarus, there is no legislative regulation of social entrepreneurship, institutional support is fragmented, which explains the features of the development of this type of entrepreneurship in the Republic of Belarus.

The development of social entrepreneurship in the national society is characterized by the following examples of institutional support for social innovation (Table 1).

TABLE 1. Institutional support for social innovation in the Republic of Belarus

Support directions	Support objects
information / events / portals	social economy portal, social entrepreneurship forums
incubators of social innovation, crowdfunding platforms	“Social Weekend” contest, crowdfunding platforms: “Beehive” and “Talaka”
training centres	School of Social Entrepreneurship (Gomel) workshop “Assessing the Public Benefit of Social Business: Social Impact Planning
legislative regulation	draft concept of the Law “On Social Entrepreneurship in the Republic of Belarus”
scientific research	Research Institute of the Ministry of Economy of the Republic of Belarus, Research Institute of Labor of the Ministry of Labor and Social Protection of the Population of the Republic of Belarus, etc.
public organizations / support centres	PO “Belarus Society of Disabled People”, PO “Belarus Society of Visually Impaired People”, PO “Belarus Society of Deaf People”
statistical evaluation	catalogue of entities of social entrepreneurship ODB “Brussels”

In national practice, information support for social entrepreneurship is actively developing, incubators of social innovation, crowdfunding platforms and portals are functioning. Such public organizations as “Belarus Society of Disabled People”, “Belarus Society of Visually Impaired People”, “Belarus Society of Deaf People” contribute to the spread of social innovations in public circles.

However, for the effective development of social innovations in the country, scientific research, legislative regulation and statistical assessment should be organized.

In the first two areas in the country over the past few years, there has been activity, which manifested itself in the development of the draft concept of the Law “On Social Entrepreneurship in the Republic of Belarus”, which is currently at the stage of revision and approval. A number of deep scientific studies of the problem of social entrepreneurship in the Republic of Belarus by specialists from the Research Institute of the Ministry of Economy of the Republic of Belarus, the Research Institute of Labor of the Ministry of Labor and Social Protection of the Population of the Republic of Belarus, etc. [9, p. 55].

The availability of data on the implementation of social innovations, the possibility of a statistical assessment of the activities of social entrepreneurship entities is practically absent, which hinders empirical research in the field of social innovations in the Republic of Belarus. The only example of a large-scale study of social innovation in the country is the compiled catalogue of social entrepreneurship entities (the study was conducted by ODB “Brussels” in 2015-2016). Based on the results of the work, the ODB “Brussels” included 184 organizations in the catalogue, which describes in detail the activities of each entity, presents its geographical and social position, the presence of a superior organization and field of activity. Own author's research made it possible to supplement the catalogue with up to 207 items. The compiled catalogue is the basis for assessing the level of implementation of social innovations, the scale of the problems being solved, where the entities of social entrepreneurship are grouped according to various criteria using the methods of statistical analysis (summary, statistical distribution series and their graphic representation).

RESULTS AND DISCUSSION

The emergence of a prototype of social entrepreneurship in the Republic of Belarus dates back to the 70s of the XX century and is associated with the activities of organizations that created jobs for people with disabilities. At that time, the principles and foundations of social innovation were born and objects were created through which they were implemented. The first centres to support social innovations, which are successfully functioning at present, are “Belarus Society of Disabled People”, “Belarus Society of Visually Impaired People”, “Belarus Society of Deaf People” and other infrastructure support entities are also functioning.

These facts contribute to the development of entities of social entrepreneurship. However, their more dynamic development, identifying problems and proposing areas of activity, assessing the scale of activities and geographical location require statistical analysis.

The empirical basis for the statistical assessment of the activities of the entities in the Republic of Belarus was the compiled catalogue of social entrepreneurship entities of the ODB “Brussels”. Using the methods of statistical groupings and observations, the spheres of activity of social entrepreneurship entities, their organizational and legal form were identified, the level of subordination was identified, and the geographical position of individual entities was determined (Figure 1).

The sphere of services for the implementation of social innovations is represented by 110 organizations and the following activities: organization of recreation and health improvement – 16 organizations, printing services – 8 organizations, electrophysical measurements, electrical installation – 14 organizations, construction and installation works – 44 organizations, representatives of other service sectors are represented by one organization each.

There are 97 organizations in the production sector, which are represented by various types of activities. The most numerous type of activity in production is knitwear, sewing and haberdashery production and production of electrical and household goods, their quantitative composition includes 42 organizations. 12 organizations are engaged in the production of metal products, 11 organizations are engaged in the production of polyethylene film, plastic products, 4 organizations – in the production of furniture, the remaining 28 organizations fall on the types of industries that are represented by one area. In the Republic of Belarus, when organizing the activities of a business entity, the following organizational and legal forms are used with the formation of a legal entity: unitary enterprise (UE), limited liability company (LLC), additional liability company (ALC), open joint stock company (OJSC), closed joint stock company society (CJSC), without the formation of a legal entity: individual entrepreneurship (IP) and handicrafts. When determining the subordination of entities of social entrepreneurship, it should be noted that the majority are the members of public associations. 82 organizations were founded by private individuals on their own initiative, which speaks of the awareness of citizens in solving social problems and introducing social innovations. Most of the private sector organizations are the representatives of the service sector, which is a negative fact and speaks of the need to adopt a law and regulate the activities of entities of the production sector, since for their organization and functioning, more significant costs are required, which the private business cannot cover on its own.

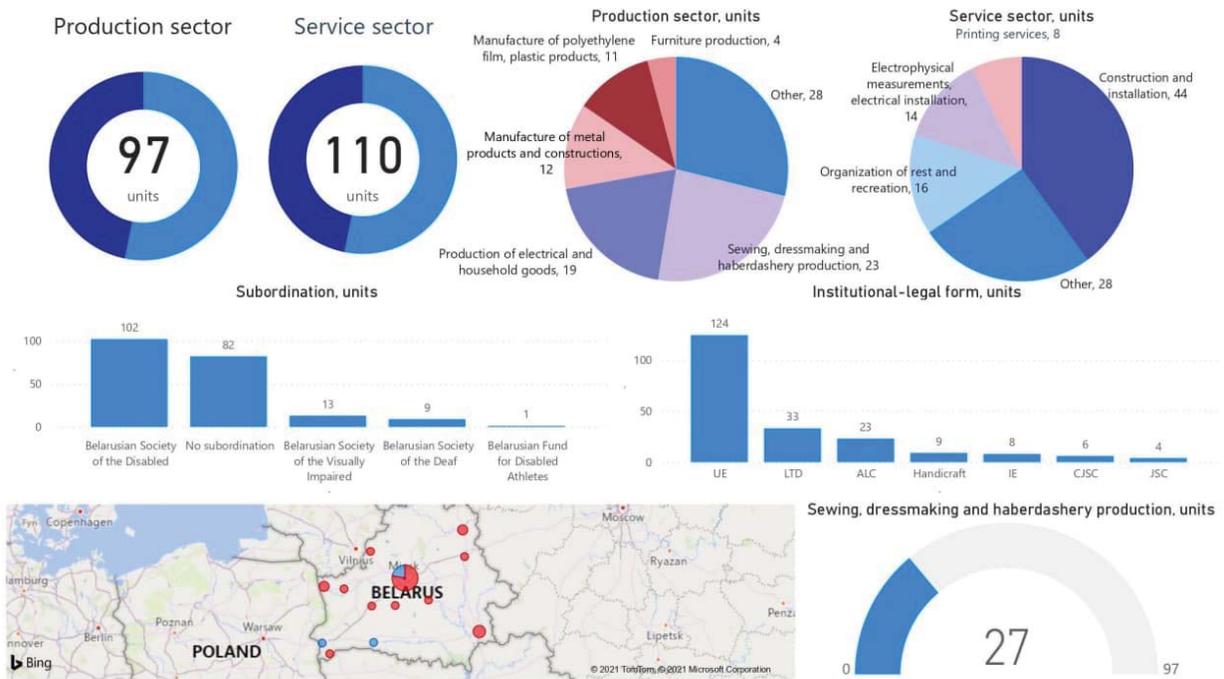


FIGURE 1. Social entrepreneurship in the Republic of Belarus

The most intent object of the study of this paper were the organizations that are engaged in sewing, knitwear and haberdashery production, among which 23 organizations are engaged in the production of garments and knitwear, 4 organizations are engaged in the production of bags and other related products (Table 2).

TABLE 2. Social entrepreneurship in textile, clothing and haberdashery production

Type of activity	Location (city)	Subordination		
		PO “Belarus Society of Disabled People”	PO “Belarus Society of Deaf People”	Private organization
sewing and knitting production	Minsk	6	-	1
	Kopyl	1	-	-
	Osipovichi	1	-	-
	Ostrovets	1	-	-
	Grodno	1	-	1
	Shchuchin	1	-	-
	Volkovysk	1	-	-
	Gomel	1	1	1
	Svetlogorsk	1	-	-
	Baranovichi	1	-	-
	Malorita	1	-	-
	Vitebsk	1	1	-
	Baran	-	-	1
haberdashery production	Minsk	-	-	2
	Pinsk	1	-	-
	Brest	-	1	-
Total	-	18	3	6

Most of the organizations operate in the regional centres: Minsk, Gomel, Vitebsk, Brest. At the same time, 18 organizations are subordinate to the PO “Belarus Society of Disabled People”, only 3 organizations are organized by

the PO “Belarus Society of Deaf People”. It should be noted the low number of private organizations that are engaged in sewing, knitwear and haberdashery production, representatives of private firms operate mainly in large cities.

CONCLUSION

Social entrepreneurship, as a form of manifestation of social innovation, has become widespread in the XXI. In the last decade, there has been an active growth in the number of social entrepreneurship entities, which indicates the importance of addressing issues of development of this sector of the economy. Institutional support for social innovation is well developed in the Republic of Belarus, which allows this sector of the economy to scale. However, due to the lack of specialized organizations in the field of research and statistical evaluation of their activities, a number of difficulties arise in finding optimal scenarios for the development of this sector. The only source of information on the activities of social entrepreneurship entities is the catalogue compiled by ODB “Brussels”. According to this catalogue, within the framework of the proposed article, the activities of social entrepreneurship entities were analysed, using summary methods and statistical distribution series, a dashboard was plotted and the following conclusions were made: 207 social entrepreneurship entities function in the Republic of Belarus; most of them are organized by the NGO “Belarus Society of Disabled People” (102 organizations) and the private sector (82 organizations); sewing, knitwear and haberdashery production is one of the largest representatives in the field of production (27 organizations) that operate advantageously in large cities under the management of the NGO “Belarus Society of Disabled People”.

These conclusions confirm the fact of active development of social entrepreneurship entities. The production sector is predominantly represented by the public sector, which is associated with large capital investments in organizing activities and high added value, and the lack of a legislative and regulatory framework for the activities of social entrepreneurship entities and targeted assistance to these entities explains the low percentage of representatives of private organizations in the production sector.

REFERENCES

1. R. Murray, J. Caulier-Grice, G. Mulgan, *The Open Book of Social Innovation* (USA: The Young Foundation, 2010) p. 362.
2. J. Fills, K. Daiglmeier, D. Miller, *Stanford Review of Social Innovation* **4**, pp. 35-41 (2008).
3. J. Battilana, M. Lee, *The Academy of Management Annals* **8**, pp. 397-441 (2014).
4. N. Bosma, T. Schott, S. Terjesen, P. Kew, *Global Entrepreneurship Monitor 2015 to 2016: Special Topic Report on Social Entrepreneurship*. Papers.ssrn.com. (2017) <https://papers.ssrn.com/>
5. A. Fernández-Laviada, C. López-Gutiérrez, A. Pérez, *Sustainability* **12** (2020).
6. J. Lepoutre, R. Justo, S. Terjesen, N. Bosma, *Small Business Economics* **3**, pp. 693-714 (2013).
7. A. Omorede, *Soc. Enterp.* **10**, pp. 239-267 (2014).
8. T. Saebi, N.J. Foss, S. Linder, J. Manag. **45**, pp. 70-95 (2019).
9. E.V. Vankevich, K.I. Kraenkova, *Economic Journal of Belarus* **4(93)**, pp. 52-65 (2020).