

SOCIAL BUSINESS AND SUSTAINABILITY

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ABSTRACT

Social entrepreneurship aims to seek alternatives to the social problems of the community, with the creation of social value. Organizations called Social Businesses seem to have an environment with a greater focus on social innovation, as they seek the solution to a social problem in an effective and sustainable way. Initiatives by individual entrepreneurs, community or institutional seem to be a way to search for a better condition of social well-being. In this sense, the objective of this study is to identify which aspects contribute to the economic sustainability of Social Business. The methodology used is bibliographic

and documentary research with case study, with qualitative approach. The chosen case study was the Artemísia social impact business accelerator. The selected Social Businesses were: So + Ma, Social Symbiosis, Quero Quitar!, Online Writing. In the social field, the offer of products and services at affordable prices contributes to the democratization and access of the low-income population. The creation of a Social Business benefits the entrepreneur, the investor and society, expands access to the market and can assist in the generation of jobs. Thus, it is believed that Social Business can contribute to social transformation and the solution of social problems.

PALAVRAS-CHAVE: Social Business, Social Entrepreneurship, Financial Sustainability.

NEGÓCIOS SOCIAIS E SUSTENTABILIDADE

RESUMO

O empreendedorismo social tem a finalidade de buscar alternativas aos problemas sociais da comunidade, com a criação de valor social. As organizações denominadas Negócios Sociais parecem ter um ambiente com maior foco em inovação social, ao buscar a solução para um problema social de forma efetiva e sustentável. Iniciativas de empreendedores individuais, comunidades ou institucional parecem ser um caminho para a busca de melhor condição de bem-estar social. Nesse sentido, o objetivo desse estudo é identificar quais são os aspectos que contribuem para a sustentabilidade econômica dos Negócios Sociais. A metodologia empregada é a pesquisa bibliográfica e documental com estudo de caso, com abordagem

qualitativa. O estudo de caso escolhido foi a Aceleradora de negócios de impacto sociais Artemísia. Os Negócios Sociais selecionados foram: So+Ma, Simbiose Social, Quero Quitar!, Redação Online. No campo social, a oferta de produtos e serviços a preços acessíveis contribui para a democratização e o acesso da população de baixa renda. A criação de um Negócio Social beneficia o empreendedor, o investidor e a sociedade, amplia o acesso ao mercado e pode auxiliar na geração de empregos. Assim, acredita-se que o Negócio Social pode contribuir para a transformação social e solução de problemas sociais.

KEYWORDS: Negócios Sociais, Empreendedorismo Social, Sustentabilidade Financeira.

1 INTRODUCTION

In contemporary society it is noticed that people seek to create alternatives in order to solve problems in the environment in which they live. This phenomenon is known as social entrepreneurship.

Social entrepreneurship, according to Dees (2001), combines social mission with the image of discipline, innovation and determination. As Phills, Deiglmeier and Miller (2008) point out, social entrepreneurship promotes the creation of social value. In this sense, the generation of profit and the creation of wealth are means to a social end.

Barki et al. (2015) state that social entrepreneurship aims to reduce inequalities in the world and provide sustainable business to solve the needs of society. For the authors, social entrepreneurship is financially sustainable and has a social impact, but it is important to consider that profit should be reinvested in social businesses.

From this context, it can be said that social entrepreneurship aims to seek alternatives to specific social problems found in the community. Therefore, welfare and charitable actions are not contemplated by social entrepreneurship, as they serve as momentary subsidies in situations of tragedies, social and environmental crises, but they rarely eliminate relevant social problems or create social value for people.

Social innovation seeks the solution to a social problem in an effective and sustainable way compared to other existing solutions. In addition, the value generated by social innovation aims to fully contemplate society instead of generating isolated benefits (Phills, Deiglmeier & Miller, 2008). Social innovation is oriented towards community actions and generally starts with small and local efforts, as the leverage resources are minimal (Goldsmith, 2010). In social innovation, the process also takes into account the involvement of beneficiaries and community agents throughout the project. Social Innovation is a process of social construction, of collective learning, which considers the potential of individuals and groups, who develop the necessary capacities to implement social transformations (Cloutier, 2003).

Organizations called Social Business seem to have an environment with a greater focus on social innovation. Yunus (2010) and Yunus, Moingeon and Lehmann-Ortega (2010), emphasize that a Social Business aims to be economically sustainable through the sale of products and services, without depending on donations and philanthropy.

Nidumolu, Prahalad and Rangaswami (2009) emphasize that there is no incompatibility between competitiveness, or profits, and socially responsible actions, reinforcing the importance of implementing business strategies and generating innovations oriented towards sustainability.

In this context, it is important to highlight that although it is not aimed at profit, the Social Business must have a financial performance that allows the achievement of the social objectives of the enterprise (Walchhutter, 2017). Ideas oriented towards innovation in Social Business or Social Innovation fail due to the lack of adequate mechanisms to promote, adapt and then expand them. In business, there is a reasonable flow of good innovations, partly due to the attraction of competitive markets, but also because of public subsidiarity of technology and private investment

in incubators, venture capital and startups. Potential support for social innovation - foundations and public agencies - are much weaker (Mulgan, 2006).

In addition, it is necessary to guarantee supplies for all human beings and natural resources and products to serve the population in order to have sustainable social relations (Comini & Fischer, 2012). From this scenario, it can be said that social ventures called Social Businesses need to develop conditions that allow them to be economically sustainable. Thus, this study presents the following question: How is economic sustainability treated in social enterprises called Social Business? Aiming to identify which aspects contribute to the sustainability of Social Business.

The importance of the study on sustainability in Social Business can be explained considering the social differences that exist in society. Thus, initiatives by individual entrepreneurs, community or institutional seem to be a way to search for a better condition of social well-being.

2 THEORETICAL FRAMEWORK

2.1 Social Business

Initiatives by individual entrepreneurs, community or institutional seem to be a way to search for a better condition of social well-being. Abramovay (2012, p. 34), when discoursing the challenges of a new economy focused on "the reconstruction of the relationship between society and nature, economics and ethics" highlights the need to rethink the way of production and distribution and the capacity to develop useful goods for individuals, communities and spaces with which the organizations responsible for this creation relate.

In recent decades, civil society organizations and new business models on the market have developed alternatives to curb the social and environmental problems that become evident among the population.

According to Kon (2018), the evident exhaustion of current economic and political models that seem insufficient to end social inequalities, as well as the inadequacy of market solutions to current social issues, generated the population's need to find business models more sympathetic to these neglected demands. As a consequence of this scenario, through the process of innovation in business models and the change in business vision, the so-called Social Businesses emerged, which seek new responses to social demands, in order to create new forms of relationships or partnerships that imply increasing social returns.

Although the world economy has grown, goods and services are, in fact, in the hands of a few, creating significant social inequality, whose balance becomes the social entrepreneurs focus of action, through the creation of social businesses, which seek to meet the needs not only of its customers, but the public needs (McCaffrey, 2015).

The term Social Business emerged from Muhammad Yunus, professor of economics, winner of the Nobel Peace Prize in 2006, being conceptualized as being:

"[...] An enterprise designed to solve a social problem must be self-sustainable, that is, generate enough income to cover its own expenses. After costs and investment are covered, all excess revenue is reinvested in the social business for expansion and improvements. [...] the return on the amount invested is returned without interest or corrections" (Yunus, 2010, p. 10).

According to Yunus; Moingeon; and Ortega (2009), Social Business is similar to traditional business in aspects such as products, services, customers, markets, costs and revenues. The difference is that their main purpose is to generate a positive impact on society and improve the living conditions of populations, especially those belonging to the base of the pyramid. They also differ from non-governmental organizations in that they seek to sustain their own activities, through the sale of products and services, not depending on donations or other forms of fundraising.

Social Business aims to generate local and environmental development, including the low-income or marginalized population in the business supply chain, offering accessibility to individuals, quality products and services at affordable prices that improve the quality of life of people in their localities. They seek to unite the creation of social value and the creation of economic value in the same organizational structure, fulfilling their social objectives and reinvesting their excess profits in the continuity of the business (Nascimento et al., 2012). It also distinguishes itself from non-governmental organizations for seeking self-support for its operations through the sale of products and services instead of donations or other forms of fundraising (Yunus, Moingeon & Lehmann-Ortega, 2010).

One of the elements that differentiates it from traditional businesses is the development of innovation processes oriented to social demands (Borzaga, Depedri & Galera, 2012). Another difference between for-profit businesses and Social Business are the opportunities offered by this type of social enterprise to the population. In this context, Portocarrero and Delgado (2010) point out four main aspects related to Social Business, namely: the increase in the individual's life opportunities, through stable employment or self-employment; the reduction of the barrier of access to the consumption of products and services (usually unavailable for reasons such as high prices, problems in distribution or even poor quality of public services); the reduction of information asymmetry, providing less exposure of people to underemployment; and the strengthening of social relations between people who participate in these groups.

Another specific characteristic of the nature of innovation in social services lies in the fact that, although it can occur in all sectors of society, its dynamics respond to social and not to market pressures, as well as to institutional and cultural changes. However, in the short term, a generalized resistance to these changes is observed, not only due to ideological pressures or cultural values, but also due to uncertainty or fear to the worsening on the well-being of social consumers (Crepaldi, Rosa & Pesce, 2012).

The research on Social Innovation in Brazil is incipient as evidenced in the research carried out at SciELO, having as a cut the search for articles with the keyword social innovation. In the period from 2012 to 2016, four articles were published in journals in the Administration area, which reveals that research on this topic is significantly recent. Each work proposes similar objectives with a focus on the characteristics of enterprises considered as Social Business (Chart 1).

Chart 1: Articles published at SciELO with the keyword Social Business.

Author	Title	Periodical	Objective
Comini, Barki & Aguiar (2012)	A Three-pronged Approach to Social Business:	Revista de Administração (São Paulo)	Present and characterize three different perspectives of social business definitions: the

	a Brazilian multi-case analysis		European, the North American and the perspectives of emerging countries.
Moura, Comini & Teodosio (2015)	The International Growth of a Social Business: a case study	Revista Administração de Empresas	Discuss the factors that influence the results of a social business in three countries: Botswana, Brazil and Jordan.
lizuka, Varela & Larroude (2015)	Social Business Dilemmas in Brazil: REDE ASTA case	Revista Administração de Empresas	Investigate the main tensions and dilemmas experienced in the history of Rede Asta - a pioneering social business in direct selling by catalog of handmade products in Brazil.
Petrini, Scherer & Back (2016)	Modelo de Negócios com Impacto Social	Revista Administração de Empresas	Propose a business model with social impact that helps in identifying its elements.

Source: Prepared by the authors.

Social Business and Social Innovation are themes that have a strong relationship with each other as presented by Goldsmith (2010). When searching articles published in SciELO using the keyword social innovation as a criterion, it was observed that 14 articles were published in the period between the years 2010 and 2019 (Chart 2).

The main objective of these articles is to highlight the way in which the social innovation process is developed with a view to generating positive social impacts for society.

Chart 2: Articles published in SciELO with the keyword Social Innovation.

Author	Title	Periodical	Objective
Egler (2010)	Redes Tecnossociais e Democratização das Políticas Públicas	Sociologias	Examine the expansion of the use of ICTs by social and governmental organizations in city management.
Bittencourt & Ronconi (2016)	Políticas de Inovação Social e Desenvolvimento: o caso da Bolsa de Terras	Revista de Administração Pública	Analyze how social innovation initiatives trigger the development of policies capable of dynamizing the territory.
Howaldt, Domanski & Kaletka (2016)	Social Innovation: Towards a new Innovation Paradigm	RAM-Revista de Administração Mackenzie	Understand the contours of a new innovation paradigm.
Correia, Oliveira & Gomez (2016)	Dimensions of Social Innovation and the Roles of Organizational Actor: the proposition of a framework.	RAM-Revista de Administração Mackenzie	Propose a framework that involves analysis dimensions and their respective roles of the organizational actor in social innovation initiatives.
Gregoire (2016)	Exploring various Approaches of Social Innovation: a	RAM-Revista de Administração Mackenzie	Clarify the multiple approaches to social innovation, focusing on French-speaking literature.

	francophone literature review and a proposal of innovation typology		
Agostini, Vieira & Bosle (2016)	Social Innovation as a Process to Overcome Institutional Voids: a multidimensional overview	RAM-Revista de Administração Mackenzie	Propose a theoretical framework to explore social innovation as a response to institutional voids in a multidimensional analysis.
Morais da Silva, Takahashi & Segatto (2016)	Scaling up Social Innovation: a meta-synthesis	RAM-Revista de Administração Mackenzie	Analyze as characteristics raised in case studies carried out within the scope of social innovation, indicating factors promoting scalability of social innovation.
Maguirre, Ruelas & Torre (2016)	Women Empowerment through Social Innovation in Indigenous Social Enterprises	RAM- Revista de Administração Mackenzie	Explore the mechanisms that enable women to train in a social enterprise and how they drive local development in a Zapoteca indigenous community, the third largest ethnic group in Mexico.
Agostini et al. (2017)	An Overview On Social Innovation Research: Guiding Future Studies	BBR. Brazilian Business Review	Analyze research in the field of social innovation in the area of business management, understanding its background and trends.
Andion et al. (2017)	Sociedade Civil e Inovação Social na Esfera Pública: uma perspectiva pragmática	Revista de Administração Pública	Revista de Administração Pública Propose a new theoretical-analytical reading for the study of social innovation processes promoted by civil society actors in the public sphere.
Kon (2018)	A Inovação nos Serviços como Instrumento para a Inovação Social: uma visão integrativa	Brazilian Journal of Political Economy	Examine the role of innovation in services as an instrument for meeting social demands more efficiently, through state and private intangible activities.
Dowbor, Carlos & Albuquerque (2018)	As Origens Movimentistas de Políticas Públicas: proposta analítica aplicada às áreas de criança e adolescente, direitos humanos e saúde	Lua Nova: Revista de Cultura e Política	Analyze which social agents elaborate public policies and how social movements can also be proponents of alternatives to these public policies.
Gonsalves & Andion (2019)	Ação pública e inovação social: uma análise do Sistema de Garantia de Direitos da Criança e do Adolescente de Florianópolis-SC	Organizações & Sociedade	Understand how the System for Guaranteeing the Rights of Children and Adolescents (SGDCA) in Florianópolis and its consequences in terms of social innovation in the public arenas in which it is registered are performed.

Firmino & Machado (2019)	Dar o Peixe ou Ensinar a Pescar? O empoderamento como prática de inovação social em uma organização da sociedade civil	Cadernos EBAPE. BR	Analyze empowerment as a practice of social innovation in a Northeastern civil society organization (CSO).
Gentil et al. (2019)	Territorial Governance and Social Innovation in Regional Development Processes in Mining Territories: a theoretic model under construction	Cadernos EBAPE. BR	Unveil the nature of the still little explored relationship between territorial governance and social innovation and the effects of this relationship on regional development processes in mining territories.
Monteiro (2019)	O que é a Inovação Social? Maleabilidade conceitual e implicações práticas	Dados	Address the phenomenon (concept and practice) of social innovation, proposing a new strategic model for local social innovation.

Source: Prepared by the authors.

The term social innovation presents an evolution in the form of appropriation of the concept over time, as can be seen in the studies in Table 2. Social innovation, as highlighted by Engler (2010), can be developed with the use of technology by allowing new forms of political and collective organization. For Bittencourt and Ronconi (2016), the term social innovation involves from the possibility of access to certain services up to collective practices, and defend the support for discussions around policies that strengthen the creation of a networked social innovation system.

Andion et al. (2017) when studying the relationship between civil society and social innovation, highlight that civil society could develop joint actions with the government to solve social problems. They highlight social innovation as a way to promote greater effectiveness and efficiency in public management and as a viable and more economical alternative to carry out and disseminate innovations.

Another aspect of social innovation that deserves to be highlighted is the fact that the spread of Social Innovation in services has gained greater emphasis from the development of information network technologies, creating a new economic, cultural and social environment conducive to these changes. In this context, technological development is the main instrument for adjusting production and the provision of collective services to society, in view of the growing demand for these services, as a result of population growth in most countries (Kon, 2018).

Monteiro (2019) discusses the term social innovation from the perspective of responding to social issues, based on democratic governance and social transformation, which can be guided through public policies. The value of innovation depends, above all, on its institutionalization.

2.2 Social business and sustainability

Social and corporate responsibility actions have expanded since the 1990s. In recent years, there has been evidence of the emergence of proposals to improve the human condition, awakening in the business environment the need to innovate socially in its products and services, as well

as align its values to the needs of its customers and provide sustainable bases for the survival of the current social institutions (Kon, 2018).

In this context, the term sustainability reflects a solution to the scarcity of natural resources since antiquity, consolidating itself over time in human culture, in search of the use of resources in a continuous and perpetual way. This reflection corroborates the statement by Grober (2007) about the idea of sustainability not as a modern environmental movement, but as a way of thinking and acting rooted in the culture of societies, which has been maturing for three centuries. It should be noted that sustainability has gained space and visibility due to discussions about energy sources and natural resources, that is, which concerned the problems of deterioration in the relationship between global ecology used in the context of development, for the first time, in 1974, in a series of conferences on forestry issues (Kidd, 1992). However, Barbosa, Drach and Corbella (2014) point out that the origin and the concept of sustainability in this context are unknown. They point out, however, that one of the first definitions emerged in the First World War, as described by Lester Brown in the mid-1980s.

For Shrivastava and Hart (1994) sustainable development received contributions from Carson (1962) with the publication of the book *Silent Spring*. Therefore, the idea of sustainable development was initially understood as follows: "[...] a sustainable society is one that can satisfy its needs without compromising the chances of survival of future generations" (Brown, 1981, p. 20). The understanding of society in this concept does not only cover human civilization, but a whole complex set of environmental, social and economic aspects. According to the Brundtland Report, sustainable development is "that which meets the needs of current generations without compromising the ability of future generations to meet their needs and aspirations" (BRUNDTLAND, 1987, p. 16). Sustainability, in turn, deals with the ecosystem's resilience, that is, with the ecosystem's capacity to face disturbances and impacts in order to preserve its structure and functions (VEIGA, 2010).

The predisposition for the awareness of society has contributed to the concern with the impacts that the current generations can cause to future generations, in addition to possible damages to the human species in general and to the ecosystems, should the economic development of the organizations disregard in their strategies environmental and social responsibilities (Aliei & Antinarelli, 2015).

For Silva (2009), sustainability for the social business is linked to the actions and determining factors so that the existence of this enterprise lasts over time. Therefore, sustainable practices for these businesses imply the evolution of their life cycle, as well as their capacity for self-management in terms of physical and financial resources, thus allowing their projects to continue resulting in development and social and environmental well-being.

The concept of sustainable development has two key issues, the idea of the essential needs of the poor, which should be given absolute priority, according to Barkemeyer (2014), especially in developing or underdeveloped countries; and the limitations imposed by technologies and social organizations referring to the ability of the environment to meet present and future basic needs, therefore, it is clear that there is a dynamic tension between poverty and environmental concern, considering the continuation of human life within certain environmental restrictions.

The Social Entrepreneur identifies trends and presents innovative solutions to social and environmental problems, either by seeing a problem that is not yet recognized by society or by

seeing such problems through a different perspective. Through its performance, the social entrepreneur speeds up the process of changes in a society and inspires other actors to engage around a common cause (Ashoka, 2015).

Faced with this scenario, the Indian economist Muhammad Yunus (2010) appointed as Social Businesses the enterprises that propose to mitigate one or more social problems in an innovative way, generating enough income to cover their own expenses and reinvesting their capital in the institution itself. Each social business generates employment, decent working conditions and has as its essence the search for solutions to problems related to areas such as education, health, hunger, disease, housing and pollution. Therefore, it is an economically profitable initiative capable of offering solutions to social problems, through market mechanisms.

For the enterprise to be able to offer innovations to social problems, it must be sustainable. A company is considered sustainable if it contributes to the sustainable development of its environment, generating, simultaneously, economic, social and environmental benefits, characteristics that form the three pillars of sustainability, or also known as the triple bottom line (Hart & Milstein, 2004).

Therefore, social enterprises seek to unite the creation of social value and the creation of economic value in the same organizational structure, fulfilling their social objectives and reinvesting their excess profits in the continuity of the business. According to the objective of Social Business, this type of business aims to directly benefit people at the bottom of the pyramid, who are those with lower income, classified as less favorite socioeconomic classes. Although the market at the bottom of the pyramid is not yet fully consolidated as an absolute success, a potential market for social businesses is demonstrated, either by the number of people who integrate it, or by the large amount of gaps between the services and products offered to the population in relation to their needs, which can result in great business opportunities (Barboza & Leismann, 2015).

Having positive financial results is a factor that influences the creation of value. This finding is in line with the aspect advocated by Moura, Comini and Teodosio (2015) according to which social ventures are commercially viable and socially responsible initiatives, created from the identification of market opportunities to develop products with social objectives, and whose financial surpluses, after remuneration of those working in the business, are reinvested in social intervention projects or actions.

Yunus, Moingeon and Lehmann-Ortega (2010) developed a social business model following the structures of a traditional business in the Canvas format (or *Business Model Canvas* - a tool for business model innovation). The proposed business model is composed of five dimensions:

1. Partner network - considers suppliers and other external agents for the establishment and maintenance of the business;
2. Company competencies - encompasses the organization's key activities and resources;
3. Value proposition – starts from the identification that the product / service is offered and the group of customers served;
4. Economic profit equation - refers to the revenues generated;
5. Social profit equation - represents the elements responsible for generating social impacts (social benefits generated and the impacts generated by them).

In view of the development of this business model presented by Yunus, Moingeon and Lehmann-Ortega (2010), the economic profit equation plays an important role in understanding the aspects that make a social business a sustainable business. This equation defines the monetary consequences of the means used by the company to operate the business model, being that the revenue model describes the way a company makes money through the business's revenue generating sources. It is important to stress that the economic profit equation is only aimed at the complete recovery of costs and capital (this situation applies only to social businesses, in Yunus' view, and not to social impact businesses in general).

In the same line of reasoning, Yunus, Moingeon and Lehmann-Ortega (2010) highlight the equation of social profit, which involves the impact of the social business and the benefit that the venture has brought to its public. The impacted represents the public that receives the benefit (be it the final consumer, the community, people with special needs or the environment). The social benefit, on the other hand, would be the benefit that the business provides, which can be measured both in social and environmental parameters.

For the classification of social benefits, the reference to be used is based on the indicators proposed by IRIS (2014) - an international catalog of performance metrics used by the main investors in businesses that generate social impact, to measure environmental, social and / or financial of a business (Petrini, Scherer & Back, 2016).

Despite the growing number of investors and resources earmarked for business, social entrepreneurs still find it difficult to raise funds for the growth of these businesses. Although many investors are concerned with social impact, the main objective is to search for significant returns on investments (Dichter, Katz & Karamchandani, 2013).

In the case of new businesses, many investors choose to avoid or invest at a later time, when the business is already in a more mature phase, when the risks of these businesses tend to decrease, as they are more predictable. This means that companies at the beginning of their career find it difficult to leverage their business, hindering the growth of this market, and, ultimately, hindering access to products and services that can improve the lives of the population at the base of the pyramid (Dichter, Katz & Karamchandani, 2013).

3 METODOLOGY

To meet the objective of this work, the descriptive method with a qualitative approach was adopted. Severino (2007) recommends using the terms qualitative approach and quantitative approach, as he warns that there are many researches with different methodologies, and that they can be characterized as a qualitative approach and a quantitative approach. As for the type, it is a descriptive research because it seeks to describe the factors that contribute to the sustainability of Social Business.

From the point of view of technical procedures, it is a bibliographic and documentary research with a case study. According to Severino (2007, p. 122) in the bibliographic research "the texts become sources of the themes to be researched. The researcher works based on contributions from the authors of the analytical studies contained in the texts". Documentary research according to Severino (2007, p. 122) involves "a source of documents in the broad sense, that is, not

only of printed documents, but, above all, other types of documents, such as newspapers, photos, films, recordings, legal documents". In the documentary study according to Severino (2007) the case is chosen from the perspective of the study and is representative from a set of similar cases. The case or situation must adequately represent what it is intended to investigate.

For the development of bibliographic research, the SciELO database was used. In order to carry out the bibliographic survey, it was adopted as a criterion to search the database for the following keywords: Social Business; Sustainable Entrepreneurship; Social Innovation. The search was carried out in January 2020.

The chosen case study is Artemisia, a social impact business accelerator, which is a non-profit organization, pioneer in the dissemination and promotion of social impact businesses in Brazil. For the choice of Social Businesses accelerated by Artemisia, the following criteria were adopted: having participated in the social business acceleration program in 2017.

Documentary data collection was carried out by consulting the information available on the Artemisia and Social Business website in January 2020, which met the research criteria. The Social Businesses that met these criteria were: So+Ma, Simbiose Social, Quero Quitar!, Redação online.

4 RESULTS AND DISCUSSION

4.1. Social business accelerated by Artemisia

This section presents elements that contribute to the sustainability of the studied Social Businesses as well as their main characteristics.

In a study dealing with economic sustainability in social businesses carried out by Gonçalves, Sugahara and Ferreira (2020) interviews were applied with entrepreneurs from five social businesses. Among the characteristics of the businesses, it was observed that the first aimed to offer job openings and simulated tests so that young people could identify their skills and abilities. The second business focuses on the production of hearing aids for the low-income population. The third, develops low-cost solar heaters and mini-cisterns, in addition to offering training courses on the assembly and installation of solar heaters. The fourth social business offers educational services and promotes games and collaborative learning. The fifth organization provides English language teaching from a virtual platform at a low cost to the population.

In the social businesses studied, economic sustainability is based on the knowledge acquired from contacts with the external public and contributors, which contributes to improving the services and products offered; feedback from companies that hire the services; the sale of products and services made available mainly through digital platforms; donations from organizations; educational institutions, supporters and business partners. For these social businesses, economic sustainability depends above all on the sale of goods and services, and not on donations (GONÇALVES; SUGAHARA; FERREIRA, 2020).

As evidenced in the study, it is suggested the creation of management mechanisms that can effectively contribute so that businesses last in time and manage physical and financial resources, in line with Silva (2009). In this sense, economic sustainability can be achieved with the creation of partnerships between public and private institutions in favor of a common good (GONÇALVES; SUGAHARA; FERREIRA, 2020).

The organization Artemisia (2020) highlights that social businesses contribute to the promotion of employment opportunities or improvement of the microentrepreneur's working conditions. It is believed that Social Businesses that work with a focus on employability bring alternatives to respond to the challenges of the labor market. However, one of the main challenges of Social Business is being economically sustainable. As stated by Comini and Fischer (2012), Social Business must be sustainable both in terms of the ability to have results and in relation to financial strength.

The main forms of economic sustainability of four other social businesses accelerated by Artemisia are presented below.

4.1.1 SO+MA - Social Business

It offers access to a fidelity program that seeks to combine the management of recyclable (non-organic) domestic solid waste with behavior change, to promote the quality of the environment and social development in communities through the establishment of partnerships with private, public and/or non-profit entities. Through an online scoring system, all waste delivered is computed, transformed into points and exchanged for food products and basic care items.

By participating in the project, in addition to receiving such exchange products, participants are able to have control over the savings generated in their family income, since after the delivery of their waste a report is generated with all the positive environmental impact caused. The places where these residues are received are managed by cooperatives of solid waste collectors. By using this link through the platform, the possibility is created to identify the habits of citizens and to raise existing business opportunities with the objective of contributing to local development (SO + MA vantagens, 2019).

The project initially conceived in 2016 by publicist and social scientist Claudia Pires enabled social impacts at the local and social level of the communities participating in the business. According to the Kaleydos website (2019), in the first half of 2019 alone, the program collected 20 tons of recyclable waste. And so it avoided the emission of over 68 thousand kg of CO₂ and the consumption of 121 thousand liters of water, in addition to saving 31 thousand KWh of energy, enough to supply 3,714 homes for a day.

According to the report linked to the editorial project Projeto Draft (2019), the support of partner brands to the project represents the only source of income. Currently, SO + MA has three major customers: Heineken (which supports two So + Ma units in Salvador and another in São Paulo), Cargill (associated with another São Paulo unit, in the Grajaú neighborhood), and SIG Combibloc (which is responsible for the Casa So + Ma in Curitiba). The brands receive a monthly report with information on the number of participating families, the savings generated and the volume of waste generated.

From the study carried out, it was observed that the economic sustainability of the business depends on the support of the partner brands to the project (such as Heineken, Cargill and SIG Combibloc) for investments and expansion, as well as other partner companies.

4.1.2 Simbiose Social - Social Business

Startup that operates in the segment of tax incentive laws in order to create a bridge between companies that have financial resources for projects and social organizations. The Simbiose Social platform collects and analyzes data through robots allocated in the different public bases involved with the incentive laws, at the federal, state and municipal levels. Today, the work of the startup helps to optimize and democratize the distribution of financial resources among projects and social organizations that generate high social impact, in different locations in the country. In addition to combining companies and social projects, the platform collaborates with the socio-environmental responsibility strategies of the private sector, offering investment auditing and adding reliability to the entire process (Simbiose Social, 2019).

The startup, founded in 2017, has among its clients companies such as Bayer, Kroton, Facebook, Heineken, Via Varejo, among others. Entrepreneurs generate a potential for targeting R \$ 250 million for projects. With a team of 17 employees, Simbiose currently has 33 corporate clients and more than 80 social organizations that have received resources via the platform, among them the Choir of Small Singers of Camaçari, Virada Sustentável and UNAS - Union of Nuclei, Heliópolis and Region Residents Associations. The innovation it brought to the segment led Simbiose Social to win the 2018 Social Entrepreneur of the Future Award, promoted by Folha de S. Paulo and Fundação Shwab (Abes Software, 2019).

From the study carried out, it was observed that the economic sustainability of the business depends on investments from corporate clients interested in correctly directing their investments to the social organizations registered on the platform.

4.1.3 Quero Quitar! - Social Business

Fintech for online debt negotiation and financial education that offers a web platform to promote agreements in a quick and practical way, for both debtors and creditors. The consumer has no cost with the operation. Companies focus their credits on Quero Quitar! creating negotiation parameters, and debtors negotiate their debts in a practical way, under the best conditions that creditors can offer, paying the agreements directly into the companies' bank account (Quero Quitar!, 2019).

According to a report on the Amcham website (2019), fintech, founded in 2015, is funded by companies such as Microsoft and Banco Votorantim through the BR Startups fund. BR Startups was created by Microsoft and has Banco Votorantim as an anchor in the financial sector and other strategic partners, such as: Banco do Brasil Seguridade, Grupo Algar, Monsanto, Qualcomm and AGE-Rio. The revenue is guaranteed by charging a percentage of the debt paid to financial institutions.

From the study conducted, it was observed that the economic sustainability of the business depends on private investment and the provision of services, such as, for example, financial advice to interested parties.

4.1.4 Redação Online - Social Business

Brazilian essay correction platform with an innovative ENEM essay correction method, college entrance exams and competitions for public job positions, which in a few months improves users' grades through the monitoring of trained and certified specialists. The student sends his essay, choosing from one of the 300 available themes, and the specialist corrects it within 72 hours, assigns a grade, comments and gives tips on the aspects in which the student can improve. The essays can be sent by smartphone, computer or tablet and the user can take a picture of his essay and upload or type his essay directly on the website, for prices starting at R\$ 3.12 per correction. Within the Redação online environment, the student also has access to video lessons and specific tips to improve writing, in addition to chat with specialists to answer questions about the correction. The team of specialists has several teachers that are Bachelor of Arts in Portuguese Language and Literature from federal universities in different states of the country, with varied skills and specialties (Redação online, 2019).

Created in 2015 in Santa Catarina, the Redação online developed projects in partnership with clients such as Santander, Natura and Accenture. The tool is paid, but the prices are varied and there are package options. With the assistance of specialists, the objective is to improve the grades of the student who uses the tool in a few months. The student can send the texts by smartphone, computer or tablet (Época negócios, 2020).

From the study carried out, it was observed that the sustainability of the business depends on the sale of products and services, such as, for example, Redação online packages.

5 CONCLUSION

The importance of the study on sustainability in Social Business can be explained considering the social differences that exist in society. Thus, initiatives by individual entrepreneurs, community or institutional seem to be a way to search for a better condition of social well-being. Thus, the concern to mitigate social problems of individuals is shown to be not only government responsibility, but also companies that are willing to review their way of acting in society and bring improvements in the quality of life of their employees and consumers.

In the Social Businesses studied, the services offered to the population can enable the reduction of socioeconomic exclusion. The positive social impact connects people, diluting risks by allowing them to capture private investment to support the enterprise.

With the creation of shared value, the generation of income in Social Business is diversified, the sources of income originate from the sale of products and services, investors, partnerships with companies to provide credit, alliances in network of companies, among others.

Initiatives by individual entrepreneurs seem to be a path to the pursuit of social well-being. In the social field, the offer of products and services at affordable prices contributes to the democratization and access of the low-income population. The creation of a Social Business benefits the entrepreneur, the investor and society, expands access to the market and can assist in the generation of job positions. Thus, it is believed that Social Business can contribute to social transformation and the solution of social problems.

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