SOCIAL ENTREPRENEURSHIP IN RUSSIA:
ECOSYSTEM DEVELOPMENT
Оглавление

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SEE More! (Social Entrepreneurship Ecosystem Mapping)
2018, Novosibirsk, Russia
**INTRODUCTION**

Analyzing the definitions of “social entrepreneurship”, we can identify several key features:

- «Social aim»
- «Business approach / strategy»
- «Innovation»
- «Creating workplace»

**POPULAR NICHES OF SOCIAL BUSINESS**

Considering the enterprises, which identify themselves as social and are registered on the website soindex.ru, we could find out most popular spheres of their activity. They are listed below.

The vast majority of the registered enterprises work in the sphere of socially oriented NGOs (they are social enterprises classifying themselves as NGO). Education, services sector, social services for citizens and health care are popular among entrepreneurs.

The brightest projects of social entrepreneurship are successful projects notwithstanding their sphere. In other words, we can infer that it is difficult to speak about existence of certain "niche" where social entrepreneurship would be successful or demanded for sure. So it is impossible to say that social entrepreneurship needs for some "niche" orientation. In general, common principles of effective business models and niches, could be applied for social entrepreneurship.

The following feature and characteristics of social entrepreneurship have got the most significant marks:

- «Innovation»
- «Competitiveness»
- «The ability to change the social environment»
- «New decision»
- «Ability to work in team»
- «An important and promising segment of the economy in the future»
✓ «Ability to address the problem»
✓ «Happy people»
✓ «Engaged on his own initiative»

Based on the analysis, we can speak about formed positive image of social entrepreneurship and also about high level of identification of social entrepreneurs as "happy people".

The current image is combined of signs which we marked out from the most significant definitions of a term "social entrepreneurship".

**IMAGE OF SOCIAL ENTREPRENEURSHIP**

Besides the definition "social business" term, given to us by leading experts, it is important how stakeholders understand this concept/term.

The image of a social entrepreneur is rather wide. The following analysis was held in Russia. We registered on the soindex.ru portal and took the data from project managers and from the materials of the annual catalog “Social Entrepreneurship in Russia”. This gives us opportunity to study the characteristics of social entrepreneur.

Let’s consider motivational features of integration into social entrepreneurship and demographic features of the social entrepreneurial society.

**MOTIVATION OF SOCIAL ENTREPRENEURS**

Considering how and why social businessmen came to work in this sphere, we find three most popular situations:

✓ Private problem.

Solving a problem with a personal meaning. The head of such business tries to find the solution of a social problem which concerns he/she or his/her relatives. Examples:
- the Dream Skis project (the head – Natalya Belogolovtseva is a mother, whose child has cerebral palsy/ She found the effective program of rehabilitation and decided to make it available for other children),
- most part of inclusive kindergartens,
- most of the producers of goods and services for people with disabilities.

✓ An enterprise (not social yet) comes to the model of a social enterprise. Such enterprises focus theirs business on the solution of a social problem after they understand that they can help a group of socially unprotected people or to solve a problem. For example, Ekopad project. Such projects often doesn't suspect that they are social enterprises and their heads are social businessmen.

✓ The social enterprise is created by initiative group or by the head, who wishing to solve a social problem, wants to help to unprotected group of citizens. For the head of organization the problem is not personally meaningful. For example, charitable Charity Shops.

Thus, not all social enterprises are initially created as social enterprises.

It is important to reveal and to support the organizations which are already work on the base of social business models. It is important to offer training systems to develop theirs projects.

So, according to joint research of CIS SAP and Gladway Foundation, there are only 70% of respondents who are social entrepreneurs identify themselves as social entrepreneurs and use this term.

**Social demographic characteristics**

Let's consider the main social demographic characteristics of social entrepreneurs.

Socially demographic indicators were analyzed using the data which are available in the internet sources and the data taken from soindex.ru upon our registration in social entrepreneurs catalog.
• **Age**

Not all respondents (social entrepreneurs) prefer to indicate their age while registering their project on social entrepreneurs’ portal. The analysis was carried out according the data available in open sources (social networks FB, VK).

4 age categories were marked out.

As we can see, the majority of social entrepreneurs are people aged up to 40 years old. However such distribution is normal, and we cannot say that social entrepreneurship is calling only for younger generation (up to 40 years).

Due to this, we cannot recommend you to be guided by any concrete age category. Among social entrepreneurs there are enough representatives of all ages.

• **Gender**

Let’s consider the histogram.

As we can see, there are more women, than men among the social entrepreneurs. However, we we should note that in general in the social sphere (charity, social work and others) is not such attractive for men as for women.
• Education

We considered the data of social entrepreneurs which provided us with the information about their education (about 50% of entrepreneurs).

So, among them there are 89% of respondents with the higher education and 11% ones with the secondary specialized educational. Also we will note that 3% of social entrepreneurs have the academic degree. We also find out the areas of education. The most popular specialties are presented on the scheme.

MODELS OF SOCIAL ENTERPRISES

1. Charity

The ancestor of the model in company named "Toms" http://www.toms-russia.ru/one-for-one.html. For each pair of shoes sold, in this case, the company gives a second pair to needy children.

The Russian example is the shoe factory "Tibozh" http://xn--90akezr.xn--p1ai/. Gusto charity shop https://vk.com/shopgusto is a type of such model.
Business model:
Production and sale of competitive goods and services at market price, followed by the distribution of goods and services produced for socially vulnerable groups of citizens. The alternative version of the model is a charity shop.

2. Employment of vulnerable groups of citizens or employment

Business model:
Goods and services are produced by socially vulnerable groups. For such groups it is the opportunity to get a job. Goods and services are sold at a market price. The second option is a company established by a representative of a socially vulnerable group. The third option is aimed to develop a territory. In this case citizens do not belong to socially unprotected group, but they find it difficult to get a job living on the territory.
3. Unique, innovative and unavailable products and services


*Business model:*

A company produces unique affordable goods and services for socially unprotected groups of citizens, or goods and services available in a certain area where they were previously not available.
4. **Site or Platform – Mediation between the Manufacturer and the Buyer**

Examples: “Nizhny Novgorod gallery of crafts” http://nngr.ru/, which unites artists who sell their products; “Mom works” https://mamaw.ru/, where moms get the opportunity to replenish their family budget while on maternity leave. This idea often includes social co-working. Producers sell products themselves.

**Business model:**

The social entrepreneur acts as middleman between a small producer and a buyer, providing them a platform for the exchange of information. Thus, a producer who consider it difficult to find buyers himself, will benefit.
5. MARKET ACCESS

Examples: the company "Art crafts" http://russian-gift.com/

Business model:

Access to the market is provided due to the scheme when producers’ products are purchased by the social entrepreneur and he/she sells these products. Thus, the producers do not sell their products themselves.

COMMENTS FOR LEGAL ASPECTS AND ON RISKS

Difficulties with self-determination of social entrepreneurs show, that there is a problem with the legislation. The documents and laws from the Ministry of Economic Development of the Russian Federation identify the subject of “social entrepreneurship” as small and medium-sized business, not NGO.

Secondly, due to the lack of significant privileges and encouragement, it is no reason for such identification. Also there is no motivation to unite such people into the professional community. When professional community starts activity (for example, on the basis of Center for Innovations in Social Sphere) it cause to the situation when more social enterprises begin to identify themselves as social ones.

Thirdly, the reluctance to be self-defined as a social entrepreneur arises due to the fact that often “purely business” projects, which have no social component, call themselves “social entrepreneurs”.

SOCIAL ENTREPRENEURSHIP DEVELOPMENT

STAKEHOLDERS IN THE AREA OF SOCIAL ENTREPRENEURSHIP DEVELOPMENT

Infrastructure of social business support in Russia is in the process of forming. Historically Russian large business was the first business which paid attention to this sphere of business activity and began to form socio-entrepreneurial infrastructure within own charity and corporate social responsibility. For 2017 such
companies as Lukoil, RUSAL, SUEK, Severstal, Metalloinvest and some others have programs to support social entrepreneurship. The leading role in stimulation, support and updating social entrepreneurship problems in Russia belongs to the Our Future Foundation which is founded by the Lukoil company president Vagit Alekperov.

It is possible to distinguish "Center of Innovations in Social Sphere" of the Rusal company, Charity Foundation «Towards to Changes», Interregional Public Organization " Young People Achievements", the Russian Microfinance Center, Public Organizations "Support of Russia" and "Russian Union of Industrialists and Entrepreneurs" from other institutional centers.

Russian State became interested in social entrepreneurship in 2013 — 2014 because the state saw there a way «to cure» a lot of social problems. The main role here belongs to the Ministry of Economic Development of the Russian Federation (http://economy.gov.ru/minec/main).

Now the State Agency for Strategic Initiatives pays attention to development of social entrepreneurship new projects promotion (https://asi.ru/).

Legislative fixing of this type of activity has to become the following step of support of social entrepreneurs on the federal level.

Different commercial organizations, banks in particular, and also the regional authorities regularly propose the initiatives to support social entrepreneurship. Foreign players in this sphere are practically absent in Russia.

**Support from large business**

- **RUSAL**

The RUSAL company of Oleg Deripaska, the world's largest aluminum producer, pays much attention to social activity, considering it as a part of the development strategy. In 2004 the Center of Social Programs was created for RUSAL social projects management.

In 2010 the company announced the RUSAL Territory Program in which 50 projects were implemented with the investment volume of 150 million rubles.
In 2013 the company opened the first in Russia Center for Innovations in Social Sphere in Krasnoyarsk. This activity was aimed to involve people who are the leaders in entrepreneurial activity and the heads of small and medium businesses and socially oriented non-profit organizations into the solution of regional social problems through social-entrepreneurial projects.

• **Lukoil**

In 2014 one of the largest international oil and gas companies, Lukoil, together with Our Future Foundation started the project "It Is More, than Purchase!" to promote the goods of Russian social businessmen. The project was started as a competition where winners get an opportunity to realize their goods in Lukoil gas stations shops, which are located in the most part of Russian regions. By the end of 2016, according to the foundation activity, 134 gas stations in 14 regions of Russia were connected to the project "It Is More, than Purchase!". There are future plans to expand this practice and to connect more than 3000 gas stations throughout the whole country to this project.

• **SUEK**

SUEK is the largest Russian coal company. The company implements its own social programs through the Foundation for Social Economic Support of Regions, which is called "From SUEK – to the Regions". The foundation conducts activity in 48 settlements of Russia. We could distinguish the competition named «Creation» which is aimed to support the social entrepreneurial projects. It is carried out in two phases: regional and interregional ones. The winners get financial and organizational support to start theirs projects.

• **Severstal**

The Severstal metallurgical company is located in Cherepovets. Together with the city administration, the company became the cofounder of "Agency for City Development" on the basis of which "The Regional Center of Innovations in Social Sphere" was organized. The social entrepreneurs could get free consultations and support in the spheres of accounting, law and finances. There is the school of social entrepreneurship at this center.

• **Other companies**
Large companies such as Norilsk Nickel, Metalloinvest, United Metallurgical Company (UMC) and the others have their own programs of social business support.

**Banking sphere**

The classical banking sphere pays attention to social business by conducting researches and offering special programs.

In some banks, for example, in JSC MSP Bank (Outeconombank) there are no special products for social businessmen, however the opportunity to be credited at the lower rate for social entrepreneurial projects is provided.

**Institutional support**

- **Foundation “Our future”**

It is the leading non-profit organization in Russia which declares the development of social business as a purpose. The foundation was found in 2007 by Vagit Alekperov, the president of the largest oil company of Russia - Lukoil, who is also the co-owner. The foundation is included in the Global Investment Network.

Main types of support provided by the foundation are types of financial support such as loans, grants and participation in the capital. Consulting support is provided as well, and these are direct consultations, training, assistance in experience exchange, forming relationship with other organizations, forming social businessmen and enterprises communities. The foundation issues free loans to startupers and to already existing businesses in nearly 50 regions of Russia.

There are following projects among the main infrastructure projects of the foundation: the All-Russian competition "Social Businessman", Laboratory of Social Business, the program "It Is More, than Purchase!" opening for social businessmen products the opportunity to get into retail chain stores, the award "Good Impulse", the program of social businessmen certification, the competition of direct investments.
Also the foundation is the main initiator of researches in the sphere of social business in Russia and the organizer of scientific and public discussions and legislative lobbying of the relevant initiatives.

- **Agency for Strategic Initiatives**

The Agency for Strategic Initiatives (ASI) is aimed to promote new projects. It is Russian autonomous nonprofit organization created by the Russian Federation Government. Agency offer the support for projects in several directions: innovative business, searching and involving talented young leaders, advance and replication of socially important initiatives.

ASI has developed the road map of social business support in Russia whose purpose is the expansion of access to the services for non-state organizations.

- **Support (Opora) of Russia**

Public organization of small and average business "Support of Russia" work with the issues related with Russian social business development. Social business committees are open in the regional offices of the organization.

The «Opora-Sozidaniye» project appeals to the traditions of Russian business charity and patronage. It is aimed to develop socially responsible business, to promote the models of corporate, charitable and social activity.

- **Russian Union of Industrialists and Entrepreneurs**

The Russian Union of Industrialists and Entrepreneurs (RUIE) advances the ideas and principles of social business. The Department of corporate responsibility, sustainable development and social business is important part of RUIE. All-Russian RUIE competition is organized by RUIE every year. The reports and round tables at the conferences within a Week of the Russian business are devoted to the questions of social business.

- **Interregional Public Organization "Achievements of Young People"**

It implements a number of specialized training programs of businessmen, including the Social Business Program oriented to youth of 15-18 years. Master classes for social businessmen are also provided.

- **Charity Foundation "Towards to Changes"**
The foundation provides supports to the projects directed to improve the life of children and teenagers on a competitive basis. Everyone who would like to be active can become the participant of the competition if his/her project corresponds to several conditions: social impact, scalability, financial stability, long-term development. Winners get financial support, including payment of salary for the project initiator for recovery period and also get consultations and trainings from the foundation’s partners.

- **Centers for Innovations in Social Sphere or Social Innovations Centers**

Social Innovation Centers (CSIS) are represented in more than 25 regions of Russia, their number is increasing. They provide different support to social projects of small and medium-sized businesses: informational support, consulting, educational events, mentoring, services in legal, logistical and organizational spheres, and popularization of social business. The exception is financial support. Financial support can be provided by regional foundations, business incubators, associations of entrepreneurs.

- **Russian Microfinance Center**

Support for social entrepreneurship is also declared through microfinance organizations. Since 2002, the Russian Microfinance Center (RMC) organizing joint projects with the Grameen Creative Lab, the Yunus Center and the Yunus Social Business, has been operating in Russia.

- **Other institutions**

Among other public institutions supporting social entrepreneurship in Russia, we can note the Russian Chamber of Commerce and the Public Chamber in Russian Federation.

**Governmental support**

- **Ministry of Economic Development of the Russian Federation**

Ministry of Economic Development acts as a state regulator of social entrepreneurship. In particular, the Ministry together with the Agency for Strategic
Initiatives developed a road map “Supporting the access of non-governmental organizations to the services provision in the social sphere”.

The Ministry of Economic Development initiates a discussion of relevant bills and provides expert, consulting, methodical support to social entrepreneurs.

- Federal Corporation of the Small and Medium Enterprises Development

The Federal Corporation of the Small and Medium-Sized Businesses Development (SME Corporation) acts as a system integrator of state support for small and medium-sized businesses, including social entrepreneurship. The corporation was established in 2015 by President Vladimir Putin.

On the basis of the corporation, the financial and credit support centers for small and medium businesses are open, всесторонняя support to social entrepreneurs is provided at the federal, regional and municipal levels, promoting social business work activity is carried out.

- Strategic Initiatives Agency for Promoting New Projects

In particular, the agency published a roadmap for the social entrepreneurship development in Russia, developed jointly with the Ministry of Economic Development. This action plan included a list of measures designed to improve the quality of services provided by social entrepreneurs, and also involves the creation of new infrastructure elements to support social entrepreneurship. In addition, this document sets out the mechanisms of public-private partnership in the social sphere and provides a number of regulatory legislative initiatives.

ASI also comprehensively covers events related with the topic of social entrepreneurship in Russia.

**FINANCIAL SUPPORT**

In the overwhelming majority of regions, there are no social entrepreneurship support programs, so social entrepreneurs have nothing to talk about with the authorities.
In almost all Russia regions, social entrepreneurs (especially those who work as SO NGOs) face difficulties in obtaining financing both at the starting stages of a business and for existing enterprises. So, only consumer loans that do not have specialized benefits are available to social enterprises. The exception is free loans of various funds created by commercial corporations.

In addition to the lack of financing on preferential terms, there is a whole cluster of problems for social entrepreneurs. These are difficulties in obtaining property support (offices, equipment, etc.).

One of the major problems for social enterprises is the implementation of manufactured goods and services. Practically all social enterprises face this difficulty. In this regard, the problems of open areas, points of sale, own points are quite acute.

In Russia, many people continue to perceive social business as charity on the one hand, and perceive business as something bad and negative on the other hand.

The main pain for social entrepreneur is the lack of financial stability and guarantees of stable reproduction of the service.

In this regard, social entrepreneurs are interested in the following areas of educational programs:

- Business skills
- Doing commercial activities
- Organizing sales of goods and services (marketing)
- Support on inclusion in state programs, providing access to the social services provision.

**Non-financial support**

In Russia, there are not so many forms of non-financial support for social entrepreneurs, for example: education, university programs of various lengths (for example, at the HSE or St. Petersburg State University).
The first all-Russian accelerator program specialized on a separate topic is “Start differently” initiated by Rosbank. It supports social entrepreneurs who improve the living conditions for people with disabilities.

The most famous awards for social entrepreneurs awarded in Russia are the Social Impact Award (an international competition for aspiring social entrepreneurs up to 30 years old) and “The Impulse of Goodness” (a prize for contribution to the development and promotion of social entrepreneurship in Russia).

In addition, the existing community initiatives support resource centers provide consultations to social entrepreneurs in different regions.
# REVIEW OF THE OPPORTUNITIES FOR SOCIAL ENTREPRENEURSHIP DEVELOPMENT

## OVERVIEW OF EDUCATIONAL OPPORTUNITIES FOR SOCIAL ENTREPRENEURS

<table>
<thead>
<tr>
<th>Course</th>
<th>Education conditions</th>
<th>Target group</th>
<th>Study form</th>
<th>Duration</th>
<th>Learning outcome</th>
<th>Ведущие</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Management in field of social entrepreneurship”, the program of the Graduate School of Innovations at Lomonosov Moscow State University and the Foundation of Regional Social Programs &quot;Our Future&quot;.</td>
<td>21 600 rubles A grant is possible</td>
<td>For everyone, students, aspiring social entrepreneurs</td>
<td>Part-time</td>
<td>78 academic hours, 2 months</td>
<td>Certificate of advanced training of Lomonosov Moscow State University</td>
<td>Academic staff faculties of MSU and invited experts</td>
</tr>
<tr>
<td>“Accelerator of social projects”, HSE</td>
<td>30,000 rubles</td>
<td>For students, novice social entrepreneurs</td>
<td>Full-time, evening</td>
<td>2 months, takes place 2 times a year.</td>
<td>Certificate of attendance, the business plan of the project.</td>
<td>Design thinking experts, practicing coaches, acting executives and business experts</td>
</tr>
<tr>
<td>«Impact Hub Moscow: Social Impact Awards»</td>
<td>Free</td>
<td>For those who want to try themselves in the social business, but do not know where to start</td>
<td>Face-to-face meeting s and online seminar</td>
<td>6 months</td>
<td>Winners receive a cash prize and expert support for the implementation of a social project.</td>
<td>Practitioners, managers and active participants in existing businesses</td>
</tr>
<tr>
<td>Program</td>
<td>Cost</td>
<td>Target Group</td>
<td>Duration</td>
<td>Description</td>
<td></td>
<td></td>
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<tr>
<td>«Impact Hub Moscow: 90 Days Challenge»</td>
<td>12 000 rubles for Moscow and 10 000 rubles for other cities. There are discounts for finalists Social Impact Award 2015.</td>
<td>For those who already have a business plan and who want to &quot;break in&quot;</td>
<td>Full time</td>
<td>Implement your business idea</td>
<td></td>
<td></td>
</tr>
<tr>
<td>«Impact Hub Moscow: Grow»</td>
<td>54 000 rubles</td>
<td>For those who already have a working business</td>
<td>Full time</td>
<td>Move business to a new level</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal program &quot;Social Innovations&quot;</td>
<td>50 000 rubles</td>
<td>For novice social entrepreneurs</td>
<td>Online</td>
<td>Certificate of Professional Development</td>
<td></td>
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</tr>
</tbody>
</table>

Professional coach or mentor from the profile sphere

Community experts and mentors, current entrepreneurs and their team members.
The program consists of practical trainings from various aspects of doing business, supporting a mentor and a subscription to the Impact Hub workspace.

Businessmen, coaches, mentors and trackers, as well as a supervisory board, which consists of...
<table>
<thead>
<tr>
<th>Program</th>
<th>Duration</th>
<th>Fees</th>
<th>Certification</th>
<th>Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Social Entrepreneurship&quot;, G. V. Plekhanov Russian University of Economics</td>
<td>Full time</td>
<td>For students, novice social entrepreneurs</td>
<td>Certificate of attendance</td>
<td>Experts Foundation &quot;Our Future&quot;</td>
</tr>
<tr>
<td>Depends on evidenced your bachelor's degree and your hit on the quota of places</td>
<td>1st semester within the 2-year Master's program “Management of Entrepreneurship”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Online-School of Social Entrepreneurship&quot;, Social Entrepreneurship Laboratory</td>
<td>Online</td>
<td>For novice social entrepreneurs</td>
<td>Business - social entrepreneurship project plan, certificate of attendance</td>
<td>Experts of the Foundation “Our Future”, acting social entrepreneurs and other</td>
</tr>
<tr>
<td>From 5 000 to 25 000 rubles</td>
<td>3 months</td>
<td></td>
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</tr>
<tr>
<td>“Social Enterprise Management: Increasing Efficiency” Laboratory of Social Entrepreneurship</td>
<td>Online</td>
<td>From 6 000 to 12 000 rubles</td>
<td>Certificate of attendance; recommendations and groundwork for business development</td>
<td>Experts of the “Our Future” Foundation, acting social entrepreneurs and other</td>
</tr>
<tr>
<td>От 6 000 до 12 000 рублей</td>
<td>10 lessons</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Training of teachers&quot;, the Foundation of regional social programs &quot;Our Future&quot;</td>
<td>In absentia, online</td>
<td>For business coaches, coaches, social entrepreneurs</td>
<td>Certificate of attendance</td>
<td>Experts of social entrepreneurship</td>
</tr>
<tr>
<td>No data</td>
<td>3 months</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program</td>
<td>Budget places by competition</td>
<td>Subjects of small business, SO NPO, individuals wishing to open a social business</td>
<td>Modularity, with partial separation from work</td>
<td>Duration</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>&quot;Project Management of Social Entrepreneurship&quot;, St. Petersburg State University</td>
<td>Budget places by competition</td>
<td>Existing and potential social entrepreneurs, as well as company managers, developing projects of social entrepreneurship</td>
<td>Modularity, with partial separation from work</td>
<td>5 months (72 contact academic hours)</td>
</tr>
<tr>
<td>&quot;School of Social Entrepreneurship&quot;, CISS, Omsk</td>
<td>No data</td>
<td>Full time</td>
<td>192 hours (6 months)</td>
<td>Certificate of government-issued Completion</td>
</tr>
<tr>
<td>&quot;Fundamentals of business planning projects of social business and entrepreneurship&quot;, Center for the development of social innovation &quot;Technology opportunities&quot;</td>
<td>8 000 rubles</td>
<td>Students 2-5 courses mixed format (online, in-person sessions)</td>
<td>24 hours main course; modular training system up to 72 hours; program duration - 1 month</td>
<td>Financial University under the Government of the Russian Federation Certificate / certificate of advanced training (during implementing the program under the APE)</td>
</tr>
<tr>
<td>&quot;How to organize a business in the preschool education field &quot;, Khabarovsk</td>
<td>5000 rubles</td>
<td>Novice entrepreneurs; entrepreneurs with experience</td>
<td>Online 24 lessons</td>
<td>Certificate of completion course</td>
</tr>
<tr>
<td>ShSP &quot;Novoterra&quot;, Intensive for social projects, Novosibirsk</td>
<td>From 5000 rubles</td>
<td>Novice social entrepreneurs</td>
<td>Offline</td>
<td>5 days for 8 hours</td>
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</tr>
<tr>
<td>&quot;Social Entrepreneurship. Soul Movement&quot;</td>
<td>Is free</td>
<td>Students; Novice entrepreneurs; Entrepreneurs with experience</td>
<td>Online</td>
<td>10 webinars: 45 minutes lecture + 45 minutes questions and discussions</td>
</tr>
</tbody>
</table>
Overview of the Most Popular Competitions for Social Entrepreneurs in Russia

- “Towards the Changes” - Competition for Social Entrepreneurs founded by the Foundation “Towards the Changes”

http://www.fond-navstrechu.ru/konkurs

*Competition purpose:* To support non-profit organizations and individuals who offer innovative ways to solve the problems of children and adolescents in the areas outlined in the Federal Law "About Charitable Activities and Charitable Organizations."

*Participants:* Citizens of Russia over 18 years old, permanently living in the territory of the Russian Federation. The application can be submitted from a non-profit organization headed by a social entrepreneur, or personally from a social entrepreneur as an individual. The applicant must have entrepreneurial potential; a clearly formulated idea that meets the selection criteria; opportunity to demonstrate the initial steps of the implementation of his/her idea.

An application can be submitted by the author of idea or by the implementer or by two partners.

*Winners:* 4 winners will became a participants of the «Incubator» which is the social entrepreneurs’ support program. The «Incubator» program includes assistance from the mentors who help to develop business ideas, to find funding, and to include young social entrepreneurs into the professional community.

- **SAP UP - Social Startups Competition from company SAP**

http://sap-up.org/

*Competition purpose:* Creating an environment for expert and financial support of social startups by the business community. As part of the Competition, SAP supports the best social entrepreneurial practices in Russia and Kazakhstan. Involving representatives of commercial sector, government, education and public structures to conduct the competition, SAP helps to form a community in Russia.
that promotes and develops social entrepreneurship as a separate segment of the country's economy.

**Participants:** Social enterprises from Russia and Kazakhstan, conducting activities in the following areas:

- Ecology
- Multicultural
- Territory development
- Equal opportunity
- Culture
- Education
- Medicine and Health
- Healthy lifestyle / Sport
- New technologies

**Winners:** Three prizes are the certificates to trips to the Social Impact Lab in Berlin. The project, which won the Grand Prix, will receive a grant of 450 thousand rubles in Russia and 1,500,000 tenge in Kazakhstan.

- **The Best Social Project of the Year - Social Projects’ Competition of the Russian State Social University and the Russian Federation Ministry of Economic Development supported by the Agency for Strategic Initiatives (ASI)**

  [http://konkurs.rgsu.net/](http://konkurs.rgsu.net/)

**Competition purpose:**

- Attracting the attention of Russian Federation state authorities, municipalities, non-profit organizations representing the interests of small, medium and large businesses, and the media to the social entrepreneurial activity.

- Identification and demonstrating the best regional practices of social entrepreneurship support; promoting the best projects and their results which contribute to social problems solution and increase the scale of positive social impact.
Facilitating the exchange of experience between subjects of the Russian Federation and municipalities in the area of social entrepreneurship support and development.

**Participants:** There are regional and federal stages of the competition. Commercial organizations, individual entrepreneurs, socially oriented non-profit organizations registered and operating in the territories of the Russian Federation and submitted their projects in the field of social entrepreneurship to the Competition Committee could became the winners of the regional stage. Regional winners have the opportunity to participate in the federal stage of the Competition.

**Winners:** Winners are determined in 6 nominations and receive prizes from the organizers and partners of the competition.

- **Social Entrepreneur - All-Russian Competition of Social Projects from the Foundation “Our Future”**

http://konkurs.nb-fund.ru/

**Competition purpose:** To select the projects in the field of social entrepreneurship for further financing, as well as for providing consultations.

**Participants:** Non-profit organizations, commercial (related to small and medium-sized businesses), individual entrepreneurs registered and operating in Russia and submitted their projects to the Competition Committee in the field of social entrepreneurship. The competition is held in 85 regions of the Russian Federation.

**Winners:** The winners of the competition receive return financing for their projects in the field of social entrepreneurship. The maximum amount of financing per project cannot exceed 10,000,000 (10 million) rubles.

- **All-Russian competition of the Best Practices and Initiatives for the Socio-Economical Development founded by the Agency for Strategic Initiatives (ASI)**

https://www.asi.org.ru/tag/konkurs-sotsialnyh-predprinimatelej/

**Competition purpose:**

- To solve socio-economic problems in the territory;
✓ To identify and to support the best practices of socio-economic development throughout the Russian Federation;

✓ To increase citizens' quality of life by involving public into the best practices realization.

**Participants:** Participants of the Competition are subjects of the Russian Federations whose authorities have sent an Application for participation in the Competition in accordance with the Competition Regulations.

**Winner:** Winners of the competition get prizes from the competition organizers and partners and informational support. Winners are determined in 11 nominations:

✓ Socio-economic policy

✓ Community practices and initiatives in the areas of high-quality medical care, social services, work with the socially unprotected persons and persons with disabilities, physical culture, mass sports, etc.

✓ Human capital development

✓ Practices and initiatives oriented to work with children and young people in the areas of cultural and educational activities, etc.

✓ Creating comfortable living conditions

✓ Practices and initiatives in the field of providing the population affordable housing, modernization of housing and communal infrastructure

✓ Involving public into making the key decisions

✓ Discussion practices helpful for society engagement into initiatives on the regional and municipal level.

✓ Effective budgeting

✓ Co-financing practices for the projects initiated by citizens and authorities.

✓ Quality of the state and municipal services
• MY PROJECT - MY COUNTRY! Competition of socially significant projects of the Public Chamber of the Russian Federation.

https://проектстране.рф/

Competition purpose: the identification and dissemination of the best practices and involvement the authors in the development of constructive civic activism in Russia.

Participants: Everyone who works to create a strong civil society in Russia:

• leaders of non-profit organizations
• social project managers
• public activists
• socially active citizens
• socially responsible companies

Winners: Winner in each category get a winner diploma and a prize certificate for 200,000 (two hundred thousand) rubles.

• Impulse to Good - Annual Prize for Contribution to the Development and Promotion of Social Entrepreneurship in Russia founded by the Foundation “Our Future”

http://www.impulsdobra.ru/

Purpose: The award is the expression of public recognition to the Russian Federation citizens, individual entrepreneurs, commercial, non-profit and public organizations, government authorities and local governments and the media for outstanding services and a significant contribution to the development and promotion of social entrepreneurship in Russia.

Participants: Applications for the award are submitted from managers or teams of operating social enterprises registered and operating in the territory of the Russian Federation.

Winners: Winners are determined in 7 nominations. Each winner receives a winner’s diploma and prizes from the organizers and partners of the competition.
• «More than Buying» - Competition of Social Entrepreneurship Goods from the Foundation “Our Future”.

http://www.nepokupka.ru/zayavka/

*Purpose:* Assistance in society social problems solving by means of social entrepreneurs support. Competition helps to organize the process of selling of their products and to increase the financial sustainability of social enterprises. Also it contributes to the dissemination of the idea of social entrepreneurship in Russia.

*Participants:* Non-profit organizations, commercial organizations (small and medium-sized businesses), individual entrepreneurs operating as social entrepreneurs in Russia. The competition is held throughout the territory of the Russian Federation.

*Winners:* The winner of the Competition gets the opportunity to place the products produced at special maximum advantageous conditions in retail chains, including LUKOIL gas stations.

• **Impact Hub Moscow: Social Impact Awards - Competition for Social Entrepreneurs held by Impact Hub Moscow**

https://russia.socialimpactaward.net/

*Purpose:* The competition is aimed to identify and implement the most significant social initiatives and projects.

*Participants:* Young social entrepreneurs up to 35 years old. The competition is not limited to the territory of the Russian Federation, citizens of all European countries could take part in the competition.

*Winners:* Winners in each nomination receive a winner’s diploma and a cash prize for the development of the social enterprise presented to the Competition Committee.
INTERNET RESOURCES FOR SOCIAL ENTREPRENEURS

- Agency for Strategic Initiatives (ASI) - https://asi.ru/

The Agency for Strategic Initiatives is aimed to promote new projects. It is Russian autonomous non-profit organization created by the Russian government to fulfill a set of measures in the social and economic spheres.

The ASI’s assistance consists of coordinating interaction with financial organizations, development institutions, foundations and authorities to provide assistance in solving systemic problems such as regulatory and administrative barriers, changing standards, etc.

ASI enables people who care about the future of the country, to implement strategic projects in business, social sphere, human resources system and vocational education and training.

Together with leading business associations, ASI launched National rating of investment climate in Russian regions in pilot mode.

Regional Investment standard has already been implemented in two-thirds of the regions, and the rest is in the final stages of implementation. By now, ASI has made half of the work planned for the implementation of the National Business Initiative. The efforts to reduce administrative barriers have been noticed by the World Bank: Russia took the 62-th place in the ranking of Doing Business.

The participation of Russian regions in WorldSkills professional competitions has gained quite a different scale. Together with colleagues from the Skolkovo School of Management, ASI has created Atlas of the new professions which is constantly being updated.

The key event in the framework of our social area was the creation of the Fund for support of deafblind persons.

- Social Information Agency (ASI) - https://www.asi.org.ru

It is news resource in the social sphere. A daily collection of informational messages focuses on a variety civil initiatives, activities of non-profit organizations and events in the social
The main task of ASI as a media is to popularize the activities of non-profit organizations and unorganized civil initiatives.

Along with other social areas, the scope of ASI includes social entrepreneurship: the development of social entrepreneurship in Russia, examples and analysis of practices, training and support opportunities for social entrepreneurs, a positive economy.


On the website of the Ministry, in the section "Department of small and medium enterprises and competition development", there are news about small and medium businesses, including social entrepreneurship.

The Ministry of Economic Development of the Russian Federation (Economy Ministry of Russia) is the federal executive body responsible for developing state policy and providing regulation in the sphere of analysis and forecasting of socioeconomic and business development, including medium-sized and small businesses, foreign economic activity (except for foreign trade), property relations, insolvency (bankruptcy) and financial recovery, evaluation activities, land-related transactions (except for agricultural lands), the State Register of Real Estate, state cadastral record-keeping and cadastral activity, state cadastral valuation of land, state monitoring of land (except for agricultural lands), state registration of rights to real estate, geodesy and cartography, state statistical activities, investment activities and state investment, development of interstate and federal target programs (long-term target programs), departmental target programs, development and implementation of programs for Russia’s socioeconomic development, creation and maintenance of special economic areas in the Russian Federation, management of state material reserves, placement of orders for the delivery of goods, and the performance of work and services for state and municipal purposes.


The portal is an information resource telling about social entrepreneurship. The portal was created in 2011 due to the initiative of Foundation «Our Future». The main objective of this portal is to promote social entrepreneurship in Russia.
"New Business" is the first Russian Internet resource entirely devoted to the topic of social business.

- **Bank of social ideas** - [http://www.social-idea.ru/](http://www.social-idea.ru/)

«Social Ideas Bank» was created to bring together useful ideas for the future business and to solve social problems. Also it is aimed to promote the meaning of social entrepreneurship in the world and in Russia and to help people who are ready to start their own business and looking for a project or a franchise, or maybe want to invest resources in a social business.

The portal has three main objectives:

- Replication. This will make the social effect larger.
- Generation of new ideas. It was noted that the idea of one person can serve as a starting point for the creating a completely new idea by another person.
- Investments. If your idea is interesting for a person with free capital, you can get a chance to fulfill your project.

Also in the site blog regularly posted research reports in social entrepreneurship filed, which enable social entrepreneurs and professionals to study international experience and develop competencies in their field.

- **Catalog “Social Entrepreneurship in Russia”** - [http://soindex.ru/](http://soindex.ru/)

It is a joint project of the Foundations “Our Future” and “Gladvey”.

Since 2014, the project has been launched in the interactive web-catalog format.

Also there is an annual printed multipage publication “Social Entrepreneurship Catalog in Russia”.

Registered projects are moderated by the editors of the site. After the moderation the projects could be selected for the annual catalog.

*The picture on the first pare is taken from the publication at nb-fund.ru*