

# ICSB GAZETTE

THE GLOBAL LEADER SUPPORTING MICRO-, SMALL AND MEDIUM ENTERPRISES

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## SOCIAL ENTREPRENEURSHIP ON THE SDGS

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*"The Global Goals for a new world aspire to be more sustainable, inclusive and humane. They are a guide for action to transform the world in a way that no one is left behind."*

According to estimates, the total combined consumption by all the human activity around the world is greater than the resources generated by the planet. In other words, every year, the Earth Overshoot Day is being reached earlier, and this overtakes the planet's ability to generate those resources for that year. By October 1, 2000, all the resources of Mother Earth had been consumed. In 2015, it was by August 13. And last year, the Earth Overshoot Day was August 1.

Scientists and international agencies have consistently reported on the root causes and consequences of climate change, alerting thus global leaders and the world about this phenomenon.



In 2015, the Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development were adopted by the United Nations General Assembly. It is an action plan in favor of people, the planet and prosperity, universal peace and partnership. The 2030 Agenda proposes 17 SDGs and 169 targets, covering the economic, social and environmental spheres. The Global Goals for a new world aspire to be more sustainable, inclusive and humane. They are a guide for action to transform the world in a way that no one is left behind.

The 2030 Agenda and the Paris Agreement on Climate Change are two important milestones achieved in 2015, which specify the actions that everyone, from all across the world, must accomplish in order to achieve a more equal and inclusive future, while enjoying economic growth, and a strong protection of the environment.

In this context, Social Entrepreneurs have taken on impressive initiatives in their endeavor to solve social, environmental and economic challenges. This new model of enterprise focuses on the wellbeing of human beings, the ecosystem, as well as economic value. They show that it is possible to generate social and environmental value while at the same time providing a profitable business benefit.

“We’re getting to the end of a particular curve of attractiveness, which is the curve of money,” states Fred Kofman, adviser in leadership development at Google and former vice president of development at LinkedIn, during an interview for the online research and business analysis journal of the Wharton School of the University of Pennsylvania.

Why is that happening now?



"Most Social Entrepreneurs are working towards the SDGs without knowing it. They are leading by example by being more sustainable, trying to create a good business environment, and by integrating people and improving their lives."

Globalization allows people, organizations and enterprises, among others, to act Global-Local: GloCaL. This phenomenon is understood as an accelerated intensification of interactions between countries, but not only or primarily through the governments. It involves a process of transnationalization of politics, where the actions are carried out by a transnational actor (states, companies, unions, NGOs, etc.). In this scenario, social entrepreneurs have the best opportunity to magnify their impact; working within a network.

SDGs challenge!

Most Social Entrepreneurs are working towards the SDGs without knowing it. They are leading by example by being more sustainable, trying to create a good business environment, and by integrating people and improving their lives. They are in close contact with the communities in which they are involved and want to bring about positive change.

The implementation of the SDGs gives the opportunity for a new style of sustainable business development: conscious and responsible. All services and production that take place locally are now being delivered while taking into serious consideration their global impact.

What is more, this phenomenon is a response to the growing demands of ethically-driven Millennials. This generation strives to personalize “user experience” in what they do; they seek authenticity and social value. They want to know the origins of the raw materials, if the product is eco-friendly, how and who makes the products, and what happens to the garments once they are discarded. Millennials are critical and responsible consumers.

Social Entrepreneurship (responsible production) and millennials (responsible consumers) are changing the dynamics of the current marketplace. Both are aware of the challenges ahead. And both are contributing to achieve the Sustainable Development Goals (SDGs).

Social Entrepreneurship is an extraordinary example of how to begin to localize the SDGs.



### **About ICSB Gazette:**

The ICSB Gazette is a weekly edition of a key topic that ICSB will showcase. The content is varied from research, practice, policy, and education. The editor of the ICSB Gazette is Ms. Jordyn Murphy, ICSB Operational Manager. She will be soliciting ideas and articles from ICSB members world-wide.

### **ICSB Executive Director Comment:**

ICSB is dedicated to the United Nations' SDGs and we are a firm believer that MSMEs play an important role in fulfilling the goals. That's why we worked tirelessly with Argentina and Egypt to dedicate a day to MSMEs on June 27 at the United Nations'.

Dr. Ayman El Tarabishy



### **Jordyn Murphy Editor, ICSB Gazette**

Jordyn is the Operations Manager at the International Council for Small Business in Washington, D.C and the Editor of the ICSB Gazette.

### **Contribute:**

Have a topic you would like to see or an article to share? Please submit for consideration to [jordyn@icsb.org](mailto:jordyn@icsb.org)