

# **Social Responsible Entrepreneurship for SMEs**

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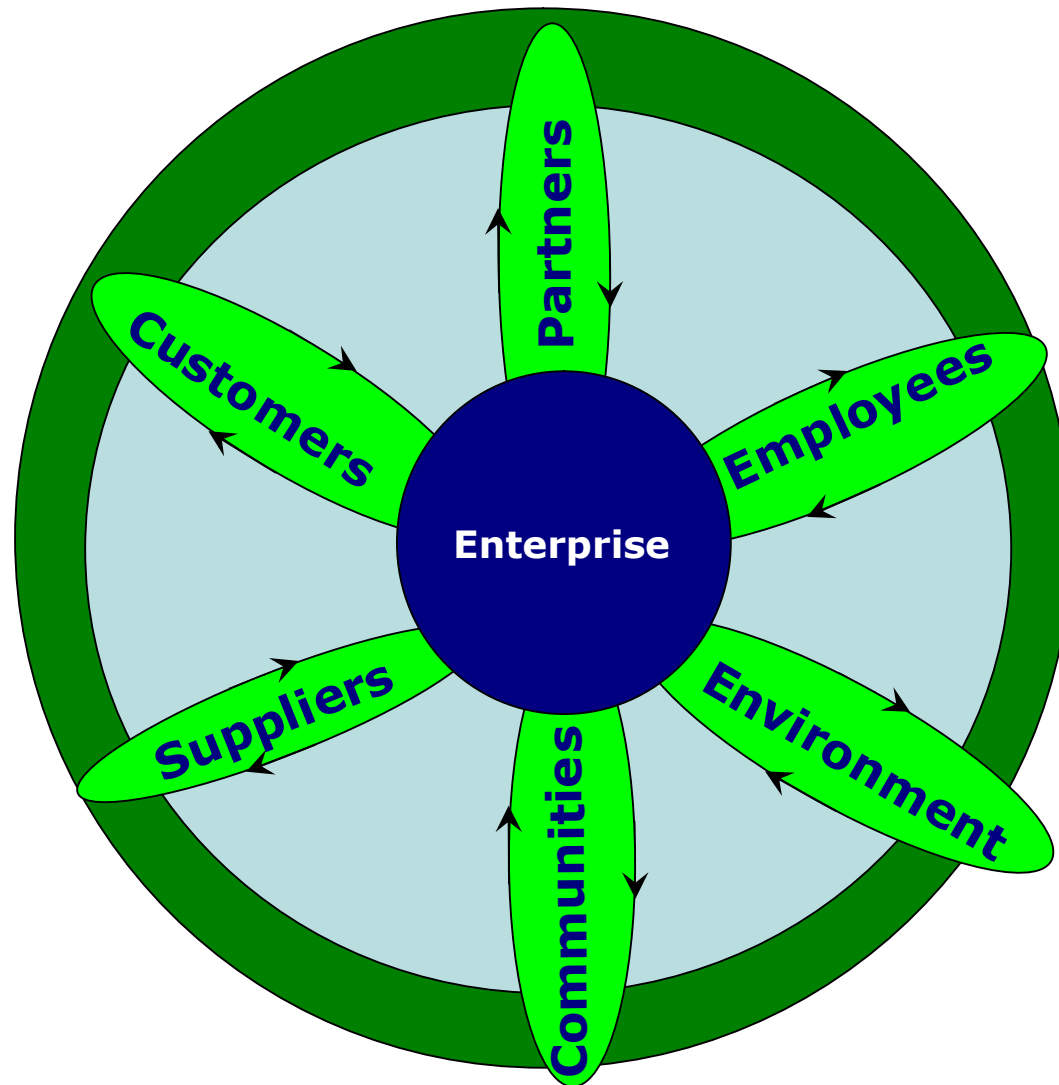
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# Social Responsible Enterprise

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# Employees / Workplace

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- Quality of life / Work-life-balance
- Human resource policies
- Responsible restructuring
- Human rights
- Diversity
- Job creation
- Training and education
- Health and wellness
- Harassment

# Customers/consumers

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- Ethical marketing, ethical advertising
- Products and Services
  - Product safety
  - Quality
- Fair pricing
- Customer service
- Responsible procurement
- Audits
- Cause related marketing

# Suppliers

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- Codes of conduct
- Responsible Supply chain management
  - Monitoring
- Human rights
- Labour standards (ILO)
- Minority Vending
- Fair Trade

# Community Involvement

(Corporate Citizenship)

- Volunteerism
- Education
- Skill development
- Poverty alleviation
- Philanthropy
- Partnership with NGOs

# Environment

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## ➤ Eco-Efficiency

- Waste reduction
- Pollution avoidance
- Recycling
- Reducing materials, energy, water
- Lower packaging costs
- Certification

## ➤ Life-cycle management

## ➤ Greening the supply chain

## ➤ Public procurement

# Segmentation of SMEs

- Women entrepreneurs: manage differently, financial growth not always primary goal
- Youth entrepreneurs: distinct social values, more environmentally conscious
- Family owned businesses: family values, employees all-important, family legacy often shapes goals, driven by founder's values
- Cooperatives: a long tradition of social responsibility
- **Social entrepreneurs: by definition, social goals and values are dominant**

# Social Entrepreneurship

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- A viable business model
- A sound social mission
- A social entrepreneur
  - identifies and solves social problems on a large scale
  - invents and disseminates new approaches
  - changes the system