

прибыльности малых и средних предприятий. Ученые считают, что самой большой проблемой МСП становятся источники финансирования, руководящие принципы, политика и рамки, информационно-коммуникационные технологии, подготовка кадров и повышение осведомленности, образование и человеческий потенциал. В рамках деятельности МСП были рассмотрены образовательные меры, касающиеся возможности трудоустройства. Обучение необходимо проводить на индивидуальном уровне малых и средних предприятий, поскольку оно позволяет выявить потенциальные возможности и преодолеть имеющиеся проблемы. Успех малого среднего предприятия возрастает благодаря независимости собственников и выполнению многих шагов неформально.

Ключевые слова: малое и среднее предпринимательство, человеческий капитал, инновации, предпринимательство, экономический рост.

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COMPARATIVE ANALYSIS OF INTERNATIONAL EXPERIENCE WITH SOCIAL AND INNOVATIVE PROJECTS IMPLEMENTATION

Abstract

The rapid growth of social problems in society caused by the irrational use of resources, inefficiency of existing institutions, and transformation of value orientations has led to the search for new solutions in this area based on the analysis of international experience. The purpose of this study is to compare and identify the features of the formation of social innovation in international practice, particularly, in Canada, China, Spain and Italy. The article analyzes social innovation projects in the countries under review. The following criteria have been used for comparison: a customer, an innovator, his/her goal, the form of project implementation, and the source of funding. The methodological base of the research includes methods of systematization and comparative analysis. The scientific articles published in Web of Science, Scopus, E-library, international reports and statistics are base of research. Based on the analysis, the authors formulate the features of the formation of social and innovative activities in international practice and show the possibility of applying this experience in the Russian economy. The theoretical significance of the results obtained consists in the development of the theory of social innovations. Its practical significance lies in the possibility of using this experience for the development of social and innovative projects in the Russian economy.

Keywords: social innovations, institutions, international experience, comparative analysis.

1. Introduction

The growth of interest in social innovations in both research and practice is primarily due to the global social problems in society, the high speed of transformation of socio-economic processes, as well as rapid institutional transformations in certain territories. The search for ways of solving can be observed at the regional, national, global levels. In particular, the European Union, in addition to technological innovations, pays special attention to social innovations aimed at solving problems related to climate change, increasing poverty, inequality, and social injustice [3, c. 31; 7, c. 64-79]. In addition, problems such as population aging, crime, environmental changes, population increase in urban centers are the reason for the development of social innovation [13, c. 1-14; 15, c. 4-46; 19]. Thus, social innovations can be considered as a tool that contributes to the development and transformation of society [7, c. 64-79; 9 c. 819-843; 11, 436-455 c.; 20, c. 371-391], they are also an effective way to solve social problems, relying on civil initiatives to improve the efficiency of using limited resources [3, c. 31]. However, the experience of social innovation development in different countries is not identical, due to national and regional development features (including historical, economic, political, social and technological). In this regard, the analysis of the development of social and innovative activities in various countries is an urgent and relevant task.

The purpose of this study is to compare and identify the features of the formation of social innovation in international practice, in particular, in Canada, China, Spain and Italy.

2. Social innovations and approaches to their studies

There are various approaches to the interpretation of this concept in the scientific literature. In a broad sense, social innovation is defined as significant changes in social structures that improve indicators of economic and social development. These indicators characterize public goods, regulatory framework, organizational principles, etc. According to Westley et al. [22; 23, c. 762-780], social innovation is a process, program, policy, product, or design that fundamentally changes the values, powers, and resource flows of a system, which contributes to solving an existing problem in it.

At the same time, social innovations reflect the human potential to create and implement new ideas that are significant for society [4]. The social needs that new solutions in the social sphere are designed to meet are primarily related to the quality of life and well-being of people. At the same time, social innovations begin with ideas that turn into prototypes, then become initiatives, and, ultimately, can lead to systemic changes [18, p. 32].

This type of innovation also pursues various types of goals [22; 18, p. 32], which should simultaneously meet economic interests and social needs. Social innovations can also include 1) new institutional conditions (formal and informal rules) and the way of territorial and procedural organization; 2) new relationships between actors, networks and interactions (e.g., new relationships, collaboration, values, behaviors, skills, learning processes and practices); 3) new fields of activity, for example, social entrepreneurship, social enterprises [22]. Aimed at improving human well-being, social innovations lead to the development of new measures to address pressing social problems that affect the processes of social interaction [5, p. 42-51; 12; 14].

The dynamics and significance of socio-innovative transformations in society can also be tracked by considering their historical development. Mouleart and Mehmood argue that social innovation appeared [15] among anti-neo-liberal radical students in the late 1960s and early 1970s. For the authors, social innovation is the opposite of the "mainstream" of technological and organizational innovation. Geoff Mulgan, in turn, explains how social innovation contributed to the industrial revolution. Urbanization processes have become one of the reasons for the suppression of traditional and religious institutions, which has caused corresponding social innovations and institutional changes [16, p. 4-46]. He argues that social innovation is primarily a modern, urban, post-industrial phenomenon, a reaction to the destruction of past social mechanisms and informal social protection networks [16, p. 4-46; 17, p. 1-30; 10].

From all the above, we can conclude that the diversity of approaches to the study of social innovations is caused by the historical, geographical, institutional and economic features of the development of a particular territory. Different countries and regions can draw on existing experience of developing this type of activity in other territories or form their own unique model of socio-innovative development.

3. Procedure

To achieve the purpose of the study, we reviewed the social innovation experience of China, Canada, Spain and Italy. The research procedure includes three main stages. At the first stage, we selected scientific publications and monographs describing various social innovation projects in the above-mentioned countries. Three social innovation projects were considered in each country. At the second stage, we formulated criteria for comparing social innovation projects. The following criteria were used: a customer, an innovator, his/her goal, the form of project implementation, the source of funding. Based on the analysis, we determined specific characteristics of social innovation activities in the above-mentioned countries. These characteristics are presented in the form of a table.

We used scientific publications, presented in Web of Science, Scopus, and E-library as the information base of the research.

4. Results

4.1. Experience with social innovation projects in Canada

The innovator of the first reviewed projects is a large Canadian financial cooperative institution, Desjardins Group. This institution was established in 1987 by the Desjardins Environment Fund (DEF), the first investment fund in North America. The main goal of Desjardins group is to integrate environmental evaluation into the investment process. The form of implementation of this

project was social entrepreneurship. The project was initiated by the President of the local credit Union, an environmental expert and scientist, a Director at the regional Federation level, and the customer was the society (residents of Quebec). This region has paid special attention to environmental problems, since its economy depends on natural resources. Funding came from individual investors and borrowers. A resolution on environmental protection was adopted in support of this project. Desjardins decided to use education as a tool to make any changes in the course of work. Desjardins members and employees, as well as volunteers, participated in the implementation of this project.

The goal of the second project is to attract young people and teach them how to manage an organic farm. This project is also implemented in the framework of social entrepreneurship, the innovator is the Everdale farm. With this project, more and more people learn about the idea and this innovation, which increases the number of people involved in this project.

The third project, created by the charity company "Evergreen", aims to improve the environment in Toronto to create a favorable environment for residents. The project is implemented within the framework of a non-profit organization (NPO), and financial support comes from an innovation center Cisco and other interested parties. This project remains relevant at the present time, the innovator is confident that in the future, cities around the world will be actively greened.

Thus, it can be concluded that in Canada, special attention is paid to environmental problems, so the initiators of these projects are organizations for the protection of the environment. In most cases, projects are implemented with the help of social entrepreneurship, the customers are residents. Funding comes mainly from investors and various stakeholders.

4.2. Experience with social innovation projects in China

There exists a great variety of reviewed projects implemented in China. The creation of the first social innovation project was facilitated by the "Decision on Basic Education Reform and Development" (2001 – 2012). The innovator of social innovation activities in the field of education was an initiative citizen in 2016. The goal of the project was to improve conditions in rural schools, as well as to increase access to education for children. The project was aimed at building school libraries, classrooms and other educational institutions in refurbished shipping containers. The funding program is to use these containers in cities where they will be converted into coffee shops, hotels, bookstores or office space. The revenue generated can be used to support NPO organizations to build school libraries, classrooms, or dormitories in rural areas. The project is implemented within the framework of social entrepreneurship, and this innovation is regulated by representatives of local authorities. The creation of such a project is caused by poor infrastructure, the presence of difficulties for students in rural schools (financial difficulties of families, the location of schools at a distant distance).

Pilot zones are geographical areas that serve as a platform for implementing new ideas throughout the country. For example, in China in the 1970s, four pilot zones were created to test the "Open door" policies. These zones provided a number of tax incentives to attract foreign investment, as a result, economic growth increased in the country over the past three decades. The innovator was Deng Xiaoping, a politician and statesman.

The next project, green business is a commercial or social enterprise that does not rely on government funding and seeks to contribute through its products and services to solving urgent problems of sustainable development in society [6, p. 156-174]. In the last decade, there has been a rapid growth of the urban population in Shanghai. An example of a green business is the project of Mobike (2010), which aims to solve problems with road congestion, improve infrastructure and the environment in Shanghai. This company rents bicycles using a mobile app. The project is a social innovation activity, which is regulated by the state Master Plan and Five-Year Plan for environmental development and the development of sustainable transport systems.

The initiative citizens were mainly the innovators in the project reviewed. These projects were implemented within the framework of social entrepreneurship. In most cases, customers are representatives of the state.

4.3. Experience with social innovation projects in China

The considerable attention is also paid to social innovation in Spain and Italy, as it is one of the main ways to solve social problems. First, consider the projects implemented in Spain.

The energy cooperative "Som Energia" was created on the initiative of civil society in 2010 in Girona. The activities of citizens who participated in the creation of this project are regulated by the cooperative. Their goal is to transform the Spanish energy system towards greener production through joint commercialization and production of renewable energy sources. The source of funding is the residents of this city. The reason for the creation of this project is the economic crisis in 2008, which aggravated the existing problems with the power system. The subsidies for renewable energy sources were abolished here.

The next example of a social innovation project in Spain is Bilbao, the so-called Silicon Valley created by DenokInn. The company's goal was to create jobs in areas where there are economic and social problems. The Spanish Silicon Valley business park provides business assistance services, social economy training services, access to international networks, social enterprise development. The source of fund is the social business stock market, and investors are individuals and companies.

The third project is a pilot. The idea of its creation belongs to the City Council of Madrid and 8 partners from civil society. The goal of the project is to improve the living conditions of citizens of Madrid, which involves reducing unemployment, recycling garbage, improving landscaping, and increasing cooperative firms. To implement this innovative activity, it is necessary to cooperate with various companies and non-profit organizations, which are the main source of funding. The project lasted from 2016 to 2019.

An example of a failed social innovation project is an agro-food enterprise in Venice, the idea of which belonged to local farmers and fishermen. Due to the active development of tourism, serious environmental and economic problems have arisen due to increased competition between local entrepreneurs and international companies. The main goal was to create agro-food enterprises to support the local economy, with the main buyers being local markets and restaurants. But due to the low level of collectivization and lack of cooperation with representatives of local and regional authorities, the project failed.

The innovator of the next project is the local authorities, whose goal is to help refugees in Italy. The local residents accept refugees at home and help them adapt to a new place. The financial support is provided by the state immigration program SPRAR.

The Social Innovation Citizen program, created by the national Agency for youth Affairs, embodies the ideas of young innovators-students (up to 30 years old). University students use social networks to share their ideas, and graduates support and help implement their project.

Therefore, the projects presented in Spain are implemented in general with the help of social entrepreneurship, and within the framework of NPOs in Italy. In Spain, residents are interested in social and innovative development and try to actively cooperate with local authorities and each other, and projects are funded by companies and individuals. The project with the participation of ordinary citizens was a failure in Italy. Representatives of state structures show great initiative in social and innovative development, and projects are implemented at the expense of the state.

5. Discussion

The analysis of social innovation projects led to determination of the specific features of the social innovation development in the countries considered.

Table 1

Specific features of social innovation projects in different countries

Comparison criteria	Canada	China	Spain	Italy
Innovator	Mostly large organizations	In most cases initiative citizens	Engagement of civil society	The active role of representatives of state structure
Aim of social innovator	The main idea of these projects is to improve ecology, to protect environment.	To solve social problems.	To solve social, economic problems.	To help and support of society.
Forms of social innovation implementation	In most cases within social entrepreneurship	In most cases social entrepreneurship	Social entrepreneurship	NPO. The project implemented within social entrepreneurship was ineffective.
Customer	Citizens	Representatives of the State [local authorities, city government]	Urban population	Local authorities
Source of fund	Investors, stakeholders	The enterprise at the expense of profit from goods, which take part in the project.	The projects are conducted at the expense of companies, private individuals	The state finances the projects.

The analysis of the experience of social and innovation activities development in these countries confirmed the leading role of citizens in its implementation. Social entrepreneurship is a fairly effective form of project implementation. At the same time, the role of the state is to create favorable conditions that allow representatives of civil society not only to be a source of ideas for solving social problems, but also to effectively implement them. The latter, in turn, implies an effective system of formal institutions that include not only regulatory norms and rules, but above all, supporting institutions that help reduce the high risks of this type of activity.

6. Conclusion

We got the following result:

First, we considered the existing approaches to the development of social innovations and found out that the key role of their implementation is to transform existing norms, rules and behaviors of economic agents.

Second, we carried out a comparative analysis of social projects in international practice, using the example of Canada, China, Spain and Italy, and identified features of the development of social innovations in these countries.

The theoretical significance of the results is to develop the theory of social innovations. The practical significance lies in the possibility of using this experience for the development of social and innovations projects in the Russian economy.

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СРАВНИТЕЛЬНЫЙ АНАЛИЗ МЕЖДУНАРОДНОГО ОПЫТА РЕАЛИЗАЦИИ СОЦИАЛЬНО-ИННОВАЦИОННЫХ ПРОЕКТОВ

Аннотация

Стремительный рост социальных проблем в обществе, вызванный нерациональным использованием ресурсов, неэффективностью действующих институтов, трансформацией ценностных ориентиров, стал причиной поиска новых путей решения в данной сфере на основе анализа международного опыта. Целью данного исследования является сравнительный анализ и выявление особенностей формирования социально-инновационной деятельности в международной практике, в частности, в Канаде, Китае, Испании и Италии. В статье проведен анализ социально- инновационных проектов в рассматриваемых странах. В качестве критериев сравнения использованы следующие: заказчик, новатор, его цель, форма реализации проекта, источник финансирования. Методологическая база исследования включает методы систематизации и сравнительного анализа. Информационной базой исследования стали научные статьи, опубликованные в Web of Science и Scopus, а также международные отчеты и статистические данные по развитию социальной сферы в данных странах. На основе проведенного анализа сформулированы особенности формирования социально-инновационной деятельности в международной практике и показана возможность применения данного опыта в российской экономике. Теоретическая значимость полученных результатов состоит в развитии теории социальных инноваций. Практическая значимость состоит в возможности использования данного опыта для развития социально-инновационных проектов в российской экономике.

Ключевые слова: социальные инновации, институты, международный опыт, сравнительный анализ.

UDK 330

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NON-GOUVERNMENT ORGANISATIONS: DEFINITION AND ANALYTICAL TYPOLOGIES

Abstract

As development actors, non-governmental organizations (NGO) have become the main actors in public services in countries where the state is not supposed to provide the necessary services. NGOs are therefore a sub-group of the third sector responsible for helping those who need the necessities of life in general. The article provides information regarding the definition and analytical typology of NGO, this latter begins by defining the term NGO, then explains their characteristics of differentiating themselves from for-profit companies and their typology or classification which refers to their activities, their scope and their field. In this article also, we suggest international NGOs (INGOS) as an appropriate typology for evaluating NGOs around the world, this suggestion is not