

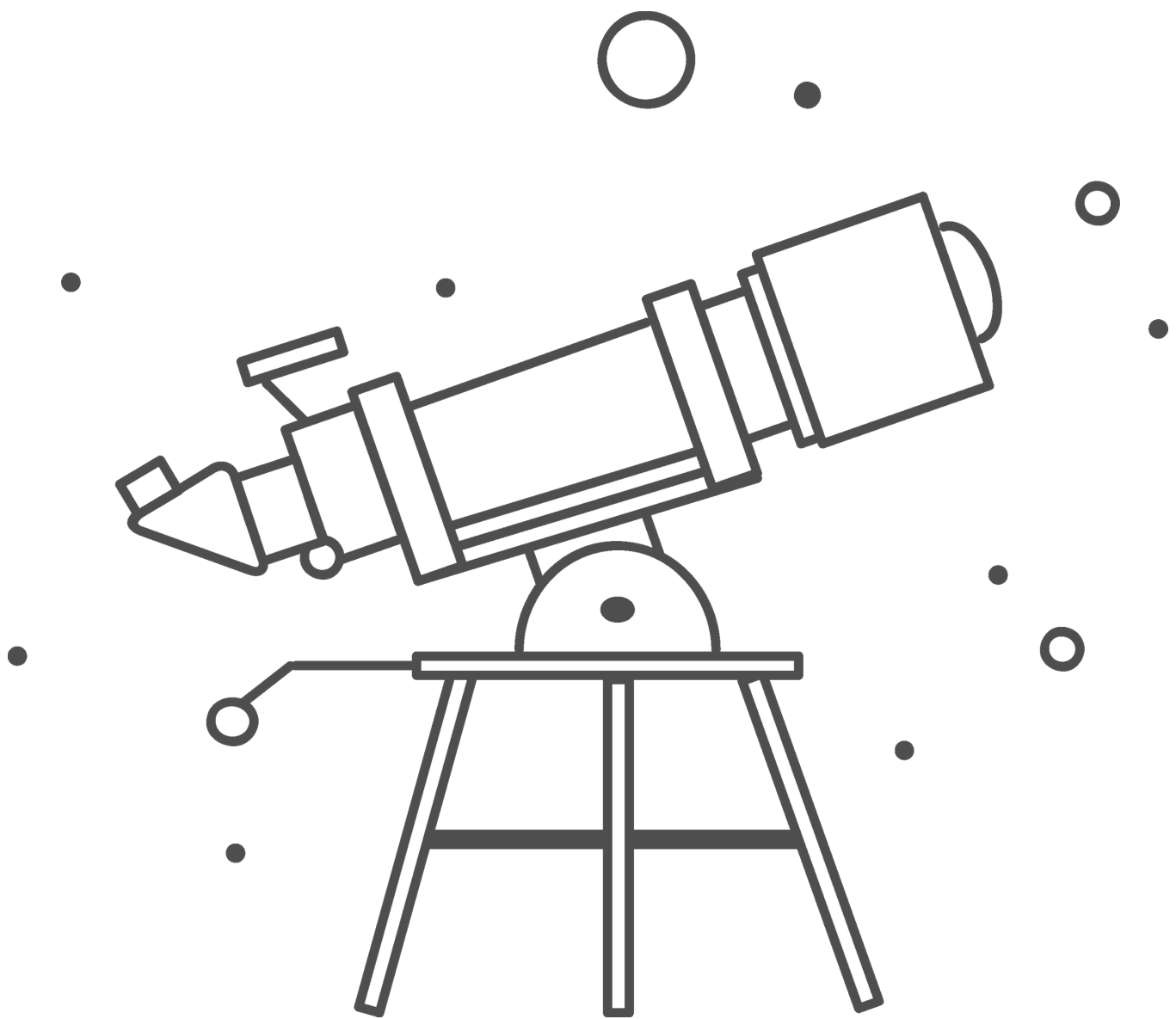
The background is a complex, abstract composition of various colors and textures. It features broad, vertical strokes of green and blue on the left side, and a mix of orange, yellow, and pink on the right. The overall effect is that of a layered, textured surface, possibly a collage or a painting with thick brushstrokes. The colors are vibrant and somewhat saturated, creating a dynamic and energetic visual field.

CITIZENS' PERCEPTION OF SOCIAL ENTREPRENEURSHIP

- INTRODUCTORY RESEARCH -

SOCIAL ENTREPRENEURSHIP OBSERVATORY

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ADVOCATES FOR CHANGE

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Introduction

Social entrepreneurship, as a concept is an economic model that includes undertaking economic activities to attain social goals (Mair and Marti, 2006). In the past 30 years, social entrepreneurship evolved to a global movement, as one of the ways to utilize business to attain social goals and to solve social issues (Munshi, 2010). Social entrepreneurship is directly related to attaining sustainable development, a field that connects three principles in operation – environmental integrity, social equality and economic prosperity, because social entrepreneurship is guided by those very principles (Habard, 2009).

Globally, social enterprises are receiving increasing attention. International organizations (such as the World Bank), universities, governments, agencies, corporations and other actors are closely monitoring the social entrepreneurship development process (Chel et al. 2010). At European level, one in four start-ups is a social enterprise. According to the European Commission, there are two million social enterprises in Europe, which accounts for 10% of all businesses in the European Union. Over 11 million people, i.e. approximately 6% of EU employees are employed in social enterprises (European Commission, 2020). Approximately 82.8 million people are volunteers in these enterprises, 160 million people are members of social enterprises and 232 million people are members of cooperatives, citizen associations and similar entities (Previtali, 2019; European Commission, 2020).

In 2011, the fast development of social entrepreneurship in Europe contributed to adoption of Social Business Initiative, with an aim to promote and accelerate development of social entrepreneurship by providing support in three key areas – financing, visibility and legal environment (European Commission, 2020). In 2016, the European Commission also adopted an initiative for start-ups and development and growth thereof as one of the main contributors to European growth and development, entrepreneurship and innovation.

In the past 10 years, proactive activities have been undertaken to develop social entrepreneurship. Development of the concept began to be discussed more effectively and more efficiently during events, conferences, political consultations and other public discourses, which contributed to creating multiple versions of legislative solutions that have thus far not been deemed legal solutions for regulating social entrepreneurship. The years lost in discussions about regulation contributed to neglecting other key factors from the social entrepreneurship ecosystem.

Throughout the years, multiple research studies have been conducted that analyze the ecosystem in the country in full or in part, but none of them address citizens' perception. To

contribute to development and to raise awareness about this relatively new concept and economic model that aims to find solutions for social issues, we conducted the research “Citizens’ Perception of Social Entrepreneurship” as the first research of this kind.

Methodology

For the purposes of this research, quantitative method has been used, whereby data has been collected by using structured questionnaire, i.e. survey. The survey research covers data collected by means of questionnaire (survey) within a certain time period, with a view to collect quantitative data related to multiple variables, which are examined to identify associative pathways (Bryman, 2016).

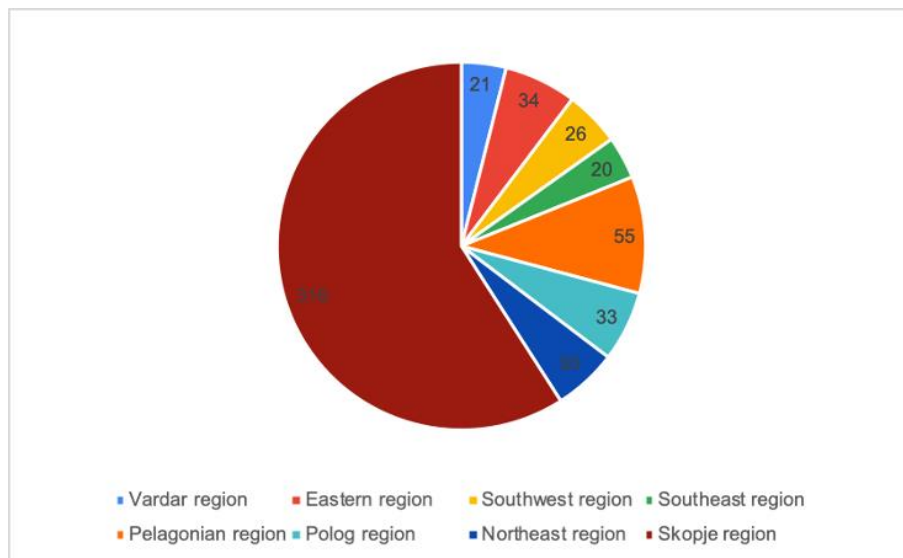
The initial concept anticipated conducting the research face-to-face by using semi-structured questionnaire, including all sectors and citizens of all ages. Taking into account the situation in the country and changes in our daily living due to COVID-19, that was not possible, and the activity was thus postponed. Therefore, we decided to conduct an initial, introductory research that would be a pilot on citizens' interest and perception of social entrepreneurship. The research would guide our actions in conducting field research at national level, on the one hand, and would help us gather results that would provide a clear image about citizens' perception of social entrepreneurship, on the other. Hence, we conducted the survey online, making it available for anybody who is interested, willing and think they should answer it.

The survey was developed in Google Forms, a free survey design tool that provides all the necessary options and possibilities for creating the survey and analyzing its data. The survey was conducted in the period from April 28 to June 5.

Sample

The sample covers 100 respondents of different ages, nationalities, sectors and places of residence. The responsiveness can be measured only through the number of messages sent to civil society organizations to respond to the survey and through the received answers. According to that formula, the responsiveness is 20.1%. The electronic message was sent to 535 organizations from all regions in the country.

Figure 1. Organizations contacted to fill the survey



Of the total number of organizations, 38 did not receive the message due to various reasons. The reality is that the responsiveness is lower, if we take into account that the survey was shared on [Social Entrepreneurship Observatory](#) social media and in the [Civica Mobilitas](#) Facebook group.

Analysis

Data were analyzed in the computer program SPSS (Statistical Package for the Social Sciences), by using descriptive statistics (frequencies and correlations). Frequencies were used to originate the initial analysis results, whereas correlations were used to see the connection between the variables.

The data were directly downloaded from Google forms, then were coded accordingly and analyzed according to the research needs.

Limitations

In this research, limitations can be seen in the fact that the survey was conducted online, the low responsiveness and the focus of the research on urban areas.

These limitations were overcome by sharing the survey with organizations from all regions in the country (see Sample), by sharing the survey on social media and in groups with organizations from both urban and rural areas and from all regions (eg. [Civica Mobilitas](#)).

Socio-demographic data on respondents

Of the total number of respondents, 60% were female, whereas 40% were male (Figure 2). The largest percentage of respondents are aged 30 - 39, followed by those aged 40 - 49 and 19-29 (Figure 3).

Figure 2. Gender

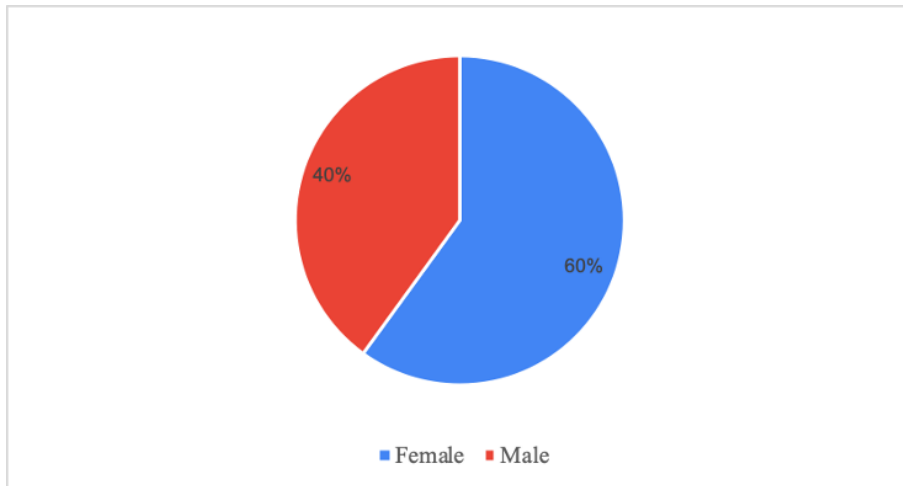
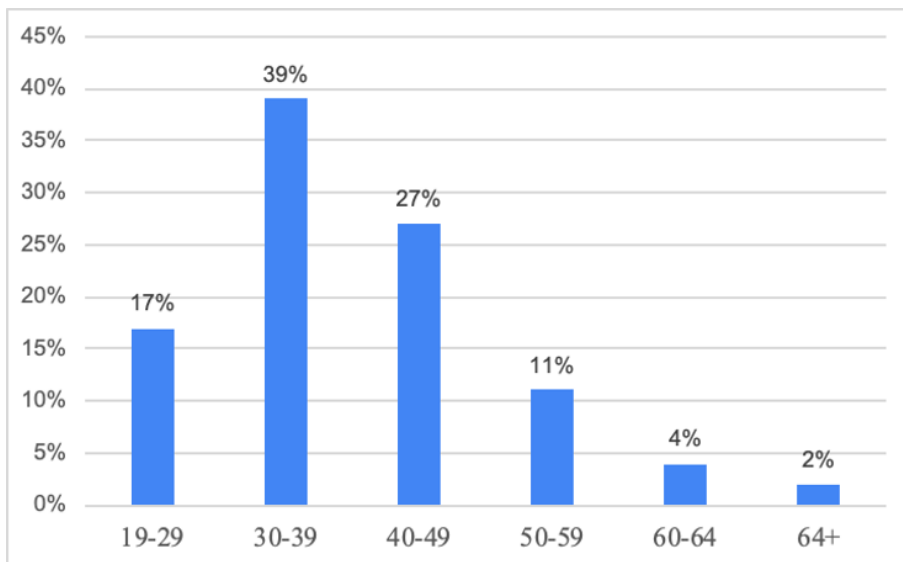


Figure 3. Age



Among the respondents, the largest percentage were of Macedonian nationality (84%), followed by those of Albanian and Roma nationality (Figure 4). According to place of residence, the largest percentage of respondents reside in urban areas, whereby over half reside in Skopje (Figure 5).

Figure 4. Nationality

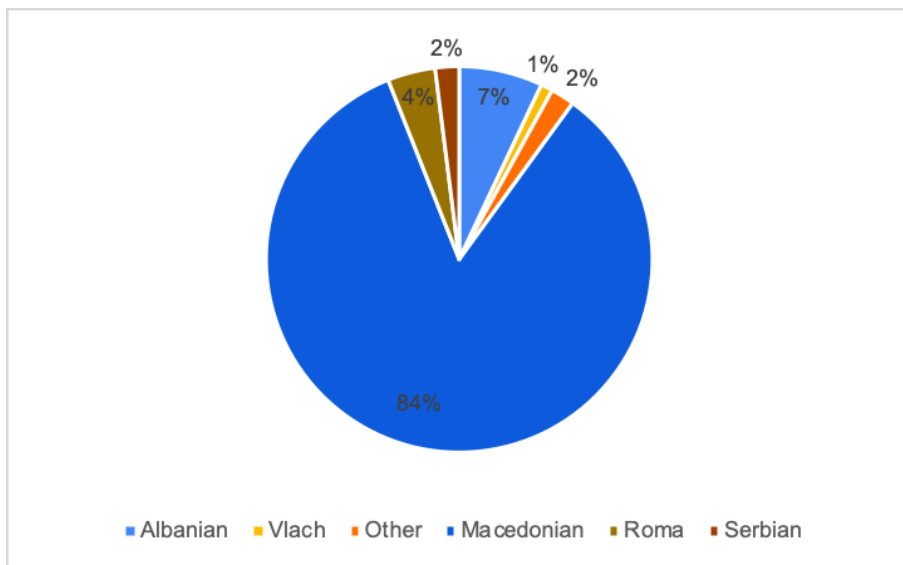
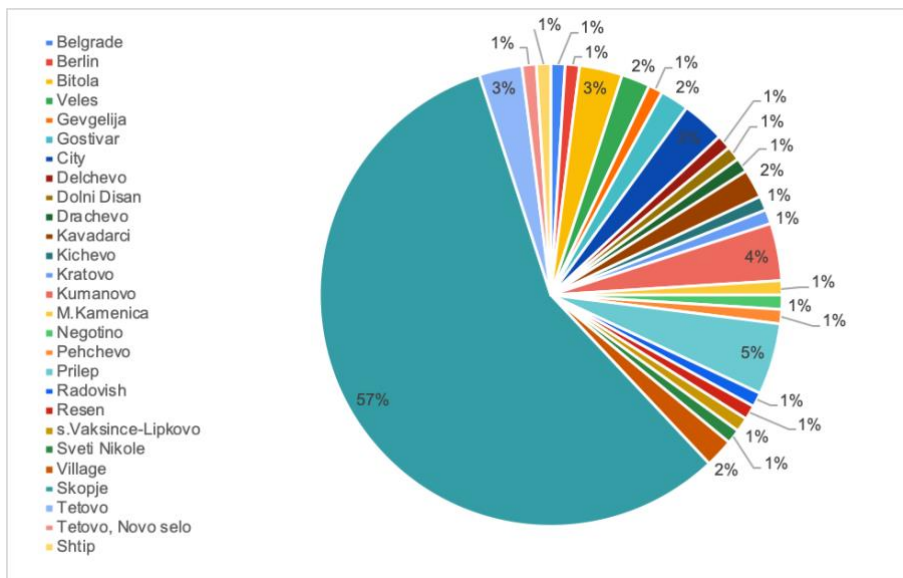
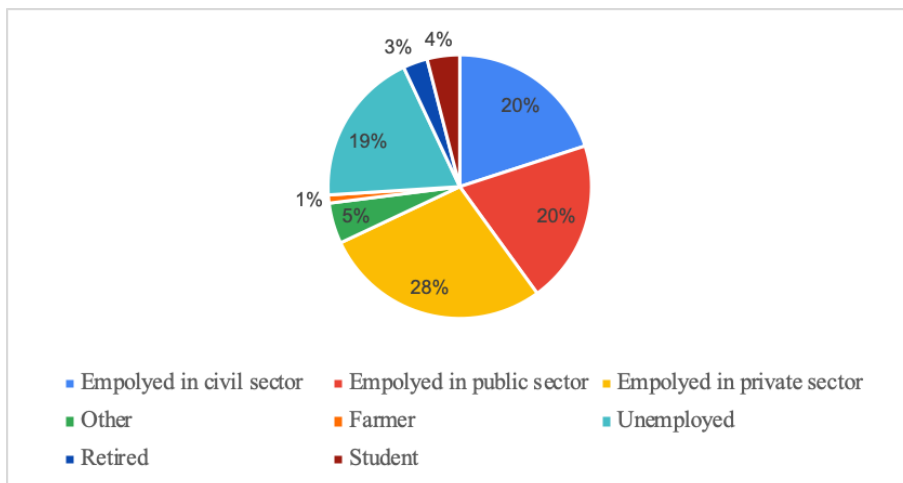


Figure 5. Place of residence



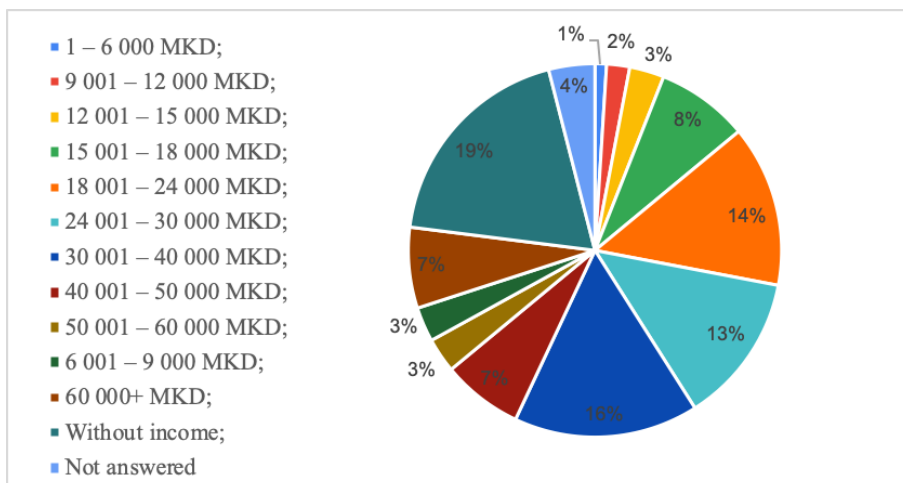
Of the total number of respondents, the majority were employed in the private sector (28%), followed by employees in the civil and the public sector (Figure 6).

Figure 6. Employment status



According to income, the survey included persons of different socio-economic status and there is representation in each of the listed groups (Figure 7).

Figure 7. Income



Data analysis

Respondents declared they are acquainted with the terms *social entrepreneurship* (Figure 8) and *social enterprise* (Figure 9). The majority of respondents have heard about these terms from friends, via Internet, from colleagues, word of mouth, on events etc (Figure 10).

Figure 8. Knowledge about the term “social entrepreneurship”

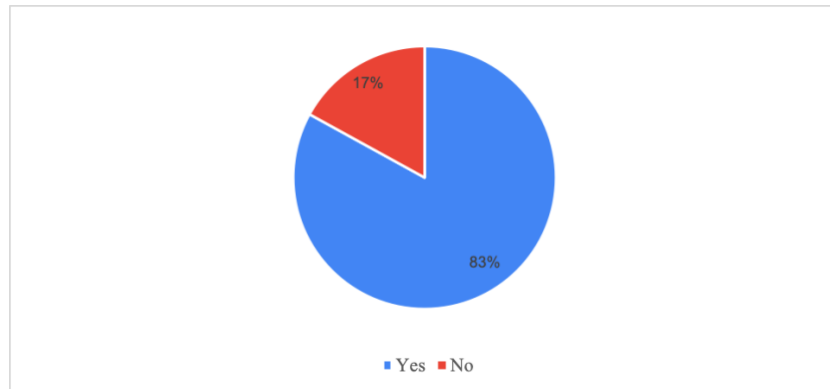


Figure 9. Knowledge about the term “social enterprise”

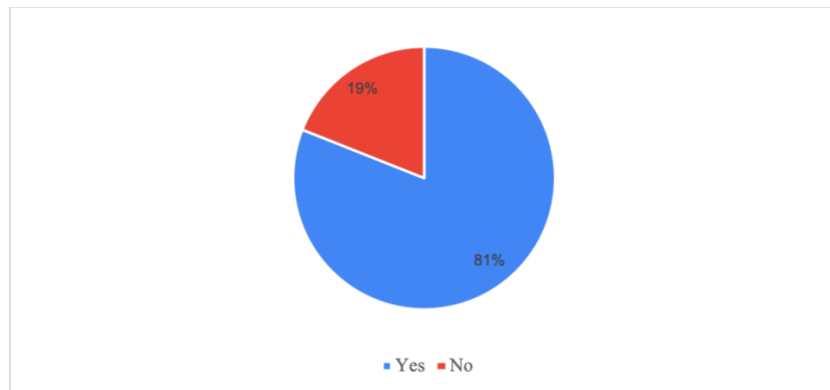
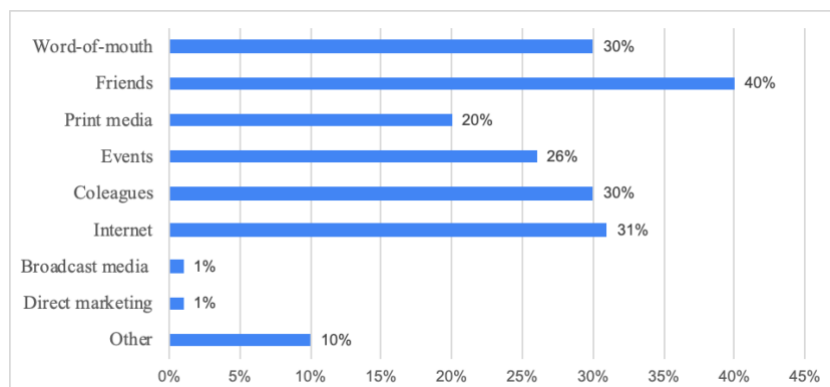


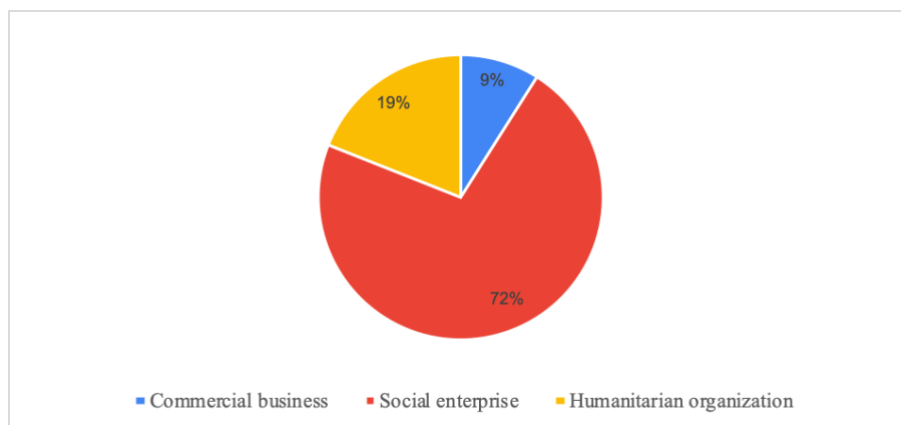
Figure 10. Where have respondents heard about social enterprises



Understanding social enterprises

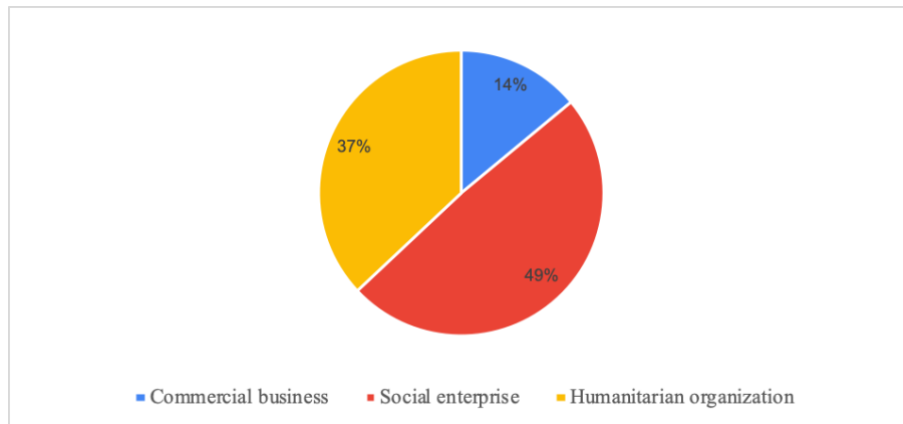
To establish the level of respondents' knowledge and perception of the term *social enterprise*, we set three examples that respondents had a task to categorize in three groups – classic business, social enterprise and humanitarian, i.e. charitable organization. In the first example, 72% of respondents recognized a social enterprise according to the activity the company/enterprise performs. Almost one fifth of the respondents (19%) only recognized the social element, whereas almost one tenth of the respondents did not recognize the social element in the enterprise's mission, activity and goal (Figure 11).

Figure 11. Categorization of Example 1 –Company that offers delivery services and hires marginalized youth and long-term unemployed adults. The aim is to provide them employment by means of specialized trainings and rebuilding their character



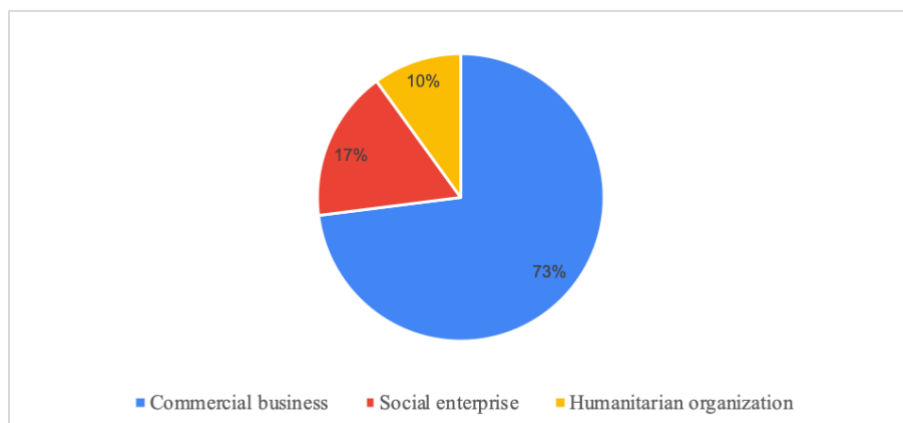
According to respondents' answers, the second example was a level more complicated for classic categorization in the three listed categories. Almost half (49%) believe that such company would be qualified as social enterprise due to its social mission, 37% believe that the company is a humanitarian/charitable organization, whereas the remaining believe it is a classic business (Figure 12).

Figure 12. Categorization of Example 2 – Company that hires and trains disadvantaged women to acquire skills to make coffee in specialized coffee bars. The aim is for these women to acquire specialized coffee making skills to increase their employment opportunity and their income



The third example was easier for most respondents to recognize. Notably, the majority of respondents categorized the company as classic/commercial business, whereas the remaining recognized the social component in the company’s description.

Figure 13. Categorization of Example 3 – Company that sells special jackets that offer more pressure over the body, which leads to comforting and a sense of calm in children or adults with sensory impairments. The aim is to increase the quality of their lives



In addition to the aforementioned categorization, we offered 10 organizations/companies operating in different areas, of which five are social enterprises operating in various sectors. It is noteworthy that the most respondents were not familiar with how to characterize these companies, whereas the majority of respondents have not heard of them. For example, in the case of enterprise Mama Organa, 35% believe it is a social enterprise, whereas 43% are not familiar with or have not heard about this enterprise (Figure 14). In the case of enterprise Tree

Banks, one fifth consider this enterprise a humanitarian organization, whereas 15% declared that this is a social enterprise (Figure 15).

Figure 14. Respondents' perception of enterprise Mama Organa

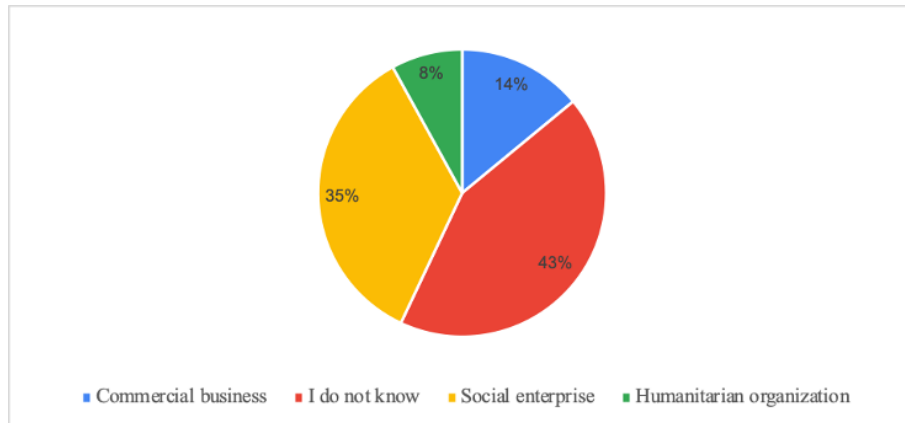
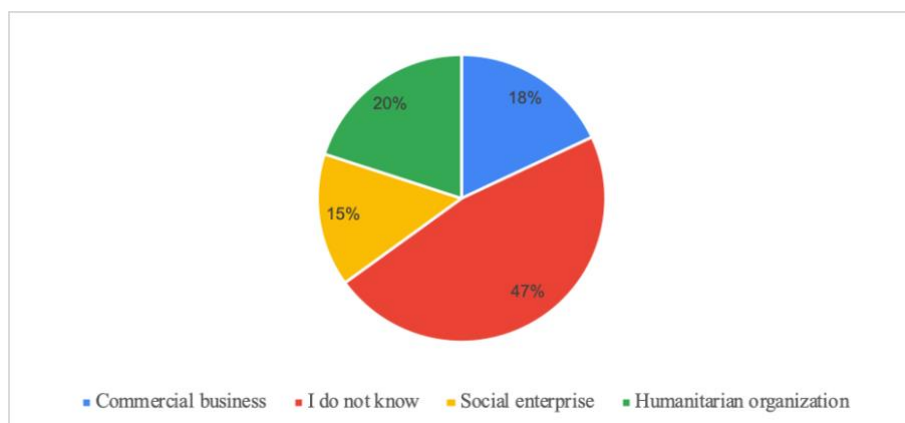


Figure 15. Respondents' perception of enterprise Treebanks



The results were similar for the enterprises HumanaS and Nega Centar, social enterprises that offer social services. One third of the respondents believe that HumanaS is a humanitarian organization and a little over one fifth of the respondents believe it is a social enterprise. In the case of enterprise Nega Centar, 27% declared that it is a social enterprise, whereas 21% believe that it is a humanitarian organization.

Figure 16. Respondents' perception of enterprise HumanaS

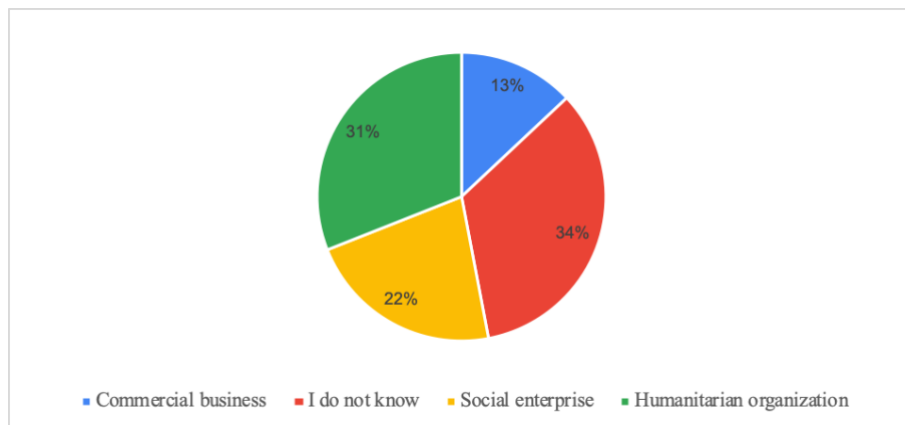
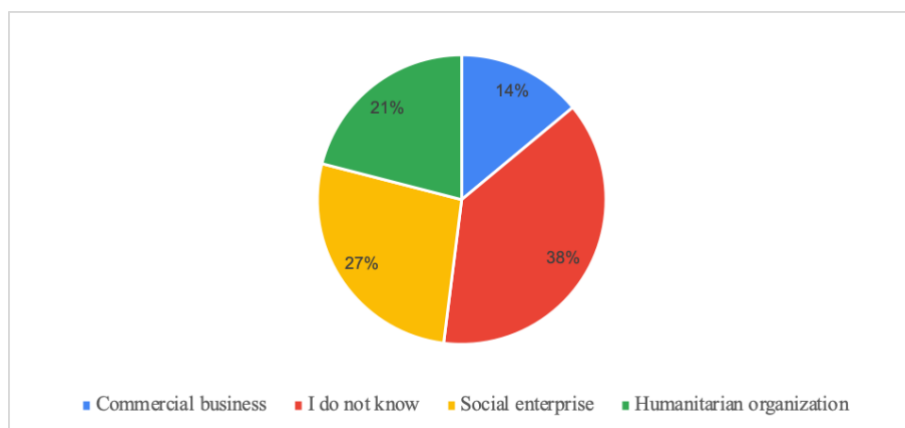
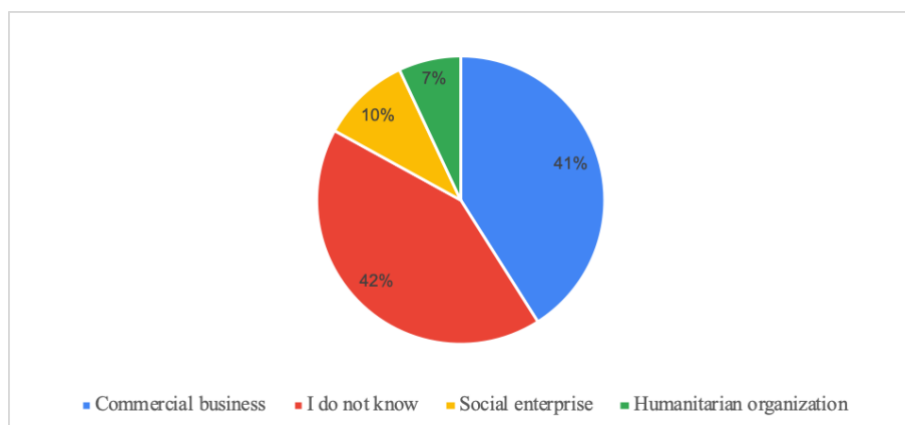


Figure 17. Respondents' perception of enterprise Nega Centar



When discussing the enterprise Macedonian Honey, an enterprise working in the field of environmental protection, almost one half of the respondents have never heard of Macedonian Honey (42%), and almost the same number believe that this is a classic business (41%).

Figure 18. Respondents' perception of enterprise Macedonian Honey



The results are similar in all cases. Still, the biggest challenge remains to be the visibility of the social enterprises, as well as the public awareness about social enterprises. A worrisome fact is that, of the total number of respondents, only 1% said that these five organizations are social enterprises, 5% said that four of them are social enterprises, 10% said that only three are social enterprises, and the remaining cannot recognize these organizations as social enterprises.

It is worth noting that three of these enterprises (Mama Organa and Macedonian Honey) are awarded companies. Notably, Mama Organa has won Startup Europe Awards 2019 in the category “Creating New Job Positions and Work Integration “, whereas Macedonian Honey has won Startup Europe Awards 2018 in the category “Climate Change “. Moreover, Tree Banks was a finalist in Social Impact Awards 2019, whereas for many years HumanaS and Nega Centar have been offering numerous services for the elderly (palliative care, social and psychological support, among many other services) that are provided by trained and certified care givers.

Purchasing from social enterprises

With the survey, we also researched purchasing habits of the respondents as current and/or potential buyers, i.e. buyers of services and products offered by social enterprises. Over half of the respondents (52%) have characterized themselves as persons who have previously purchased from social enterprises, whereas 43% have characterized themselves as persons that have not had such experience thus far, but do intend to purchase a product or to use a service from a social enterprise in the near future (Figure 19). This methodological characterization provides grounds for categorization of respondents as buyers, potential buyers and non-buyers (Figure 20).

Figure 19. Personal characterization of purchasing habits in terms of purchasing services and products from social enterprises

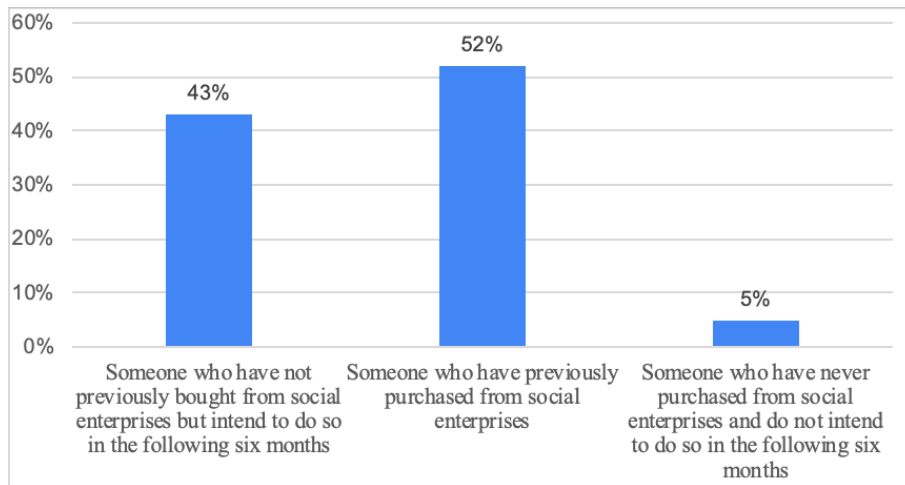
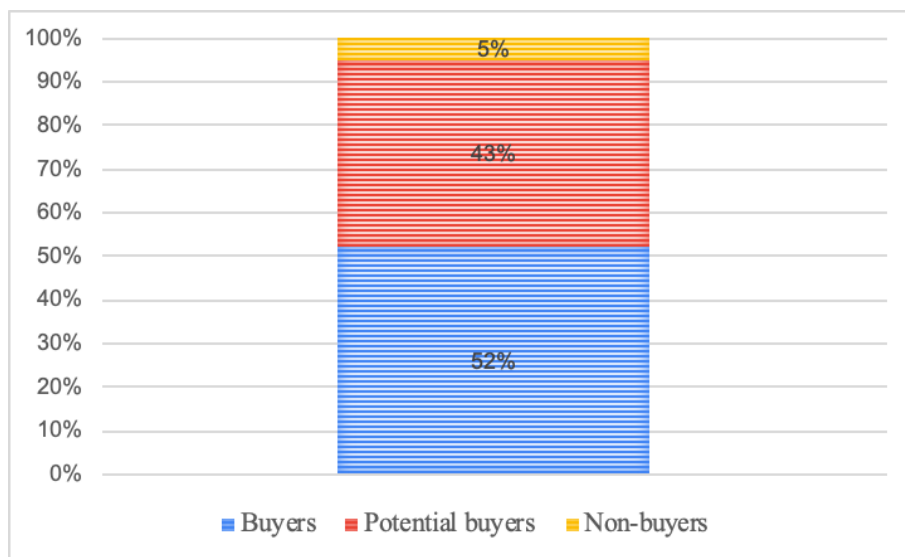


Figure 20. Characterization of buyers, potential buyers and non-buyers



These responses are encouraging for social enterprises due to the high market potential, i.e. indicate that, in the future, social enterprises' sales would increase. Almost half of the citizens would purchase products or services from these social enterprises in the future, which is an excellent result.

The data analysis showed that gender and age play no role in terms of purchasing habits. In accordance with the sample, the ratio is evenly distributed without significant impact (Figure 21 and Figure 22).

Figure 21. Characterization of buyers, potential buyers and non-buyers according to gender

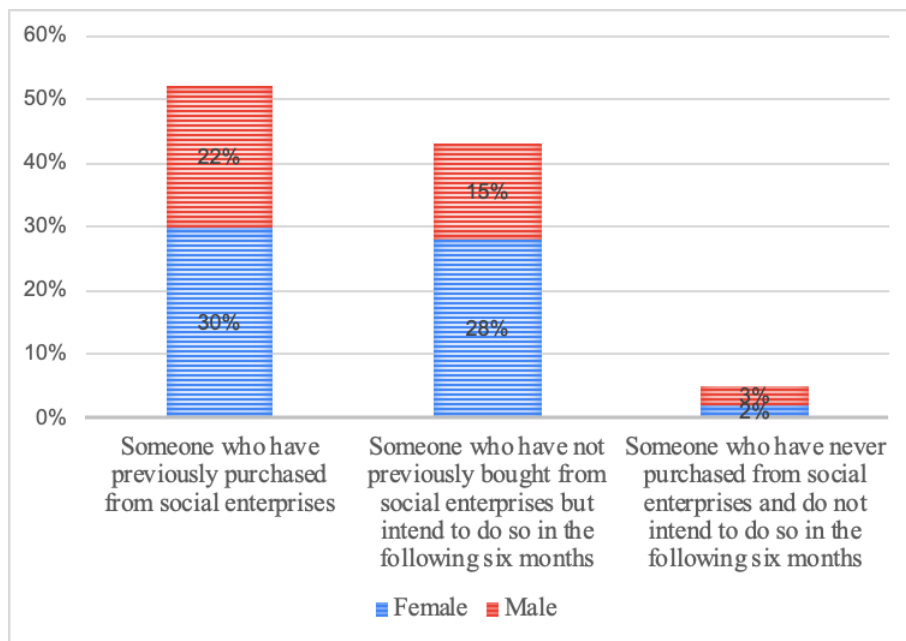
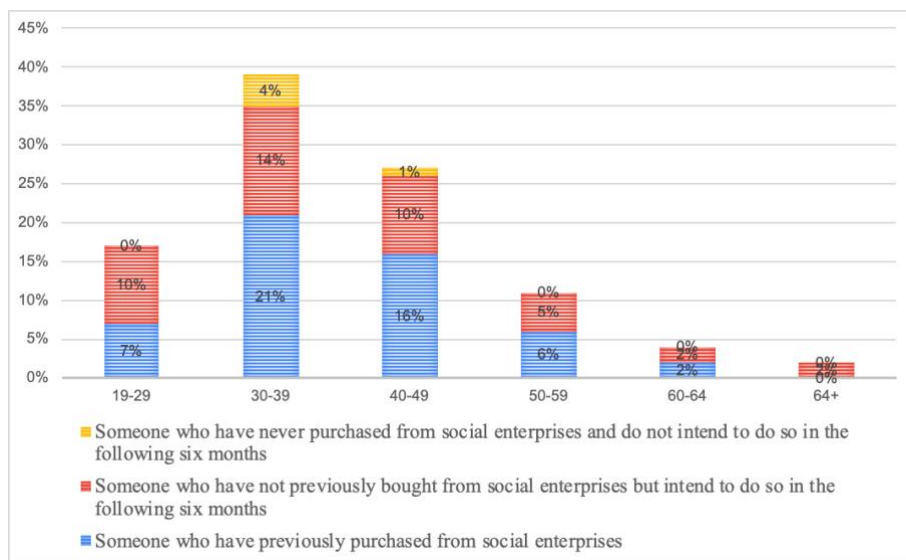


Figure 22. Characterization of buyers, potential buyers and non-buyers according to age



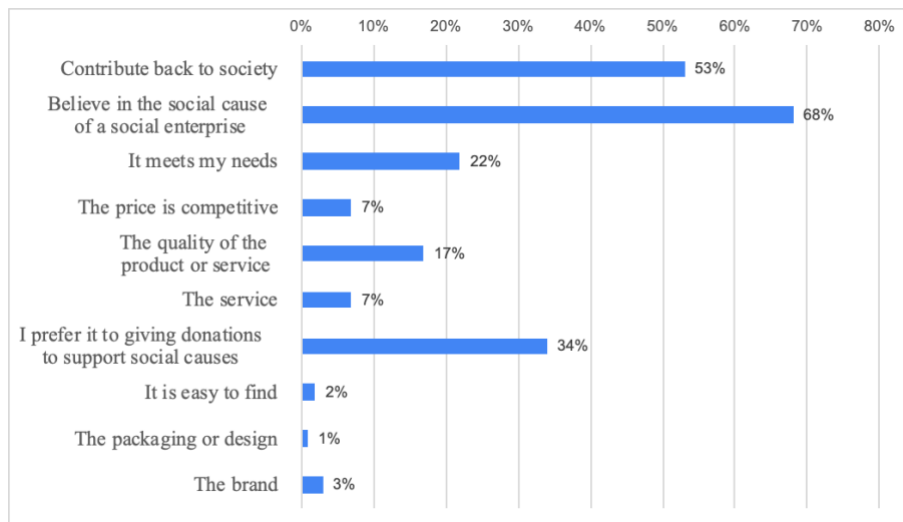
Buyers of products and users of services offered by social enterprises, as well as potential buyers and users, can make a clear distinction between social enterprises and classic businesses; however, they face difficulties when having to make a distinction between social enterprises and humanitarian/charitable organizations. This is a challenge for social enterprises, because a portion of citizens consider social enterprises to be humanitarian organizations that should offer their services and products free-of-charge or at very low prices. They do not associate social enterprises to enterprises that need to make money to survive. Thus, when citizens receive the information that the price is similar to (sometimes higher than) that of commercial products and services, their interest for products and services offered by social

enterprises decreases. This perception of social enterprises is a threat to their sustainability and to their impact in society.

Reasons and motivators for purchasing from social enterprises

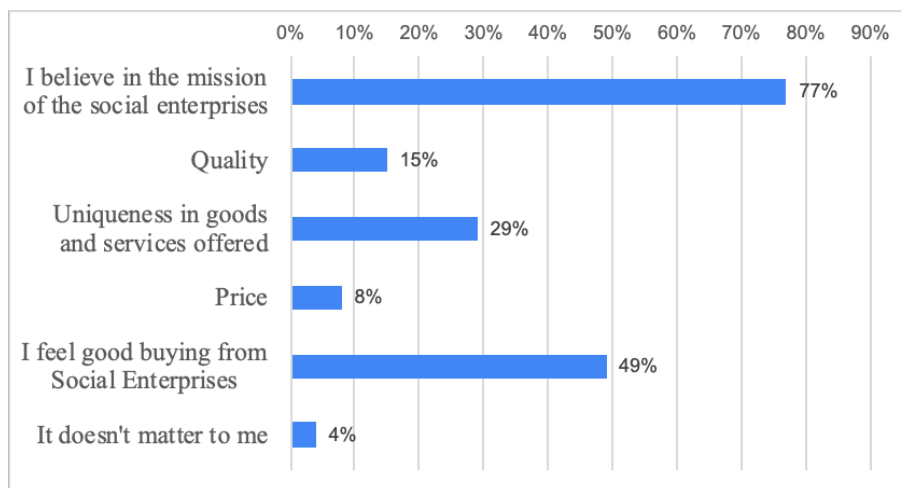
The main reasons for purchasing from social enterprises are belief in the social enterprise's mission (68%), contribution to society (53%) and support for the social mission by donations (34%). At present, respondents purchase from social enterprises to support their social cause/mission, not due to the products and services these enterprises offer (Figure 23).

Figure 23. Reasons for purchasing from social enterprises



The motivation to purchase from social enterprises, much like the reasons for purchasing therefrom, lies behind the social mission of these enterprises and the consumers' sense of helping others when they purchase from social enterprises. The third most common key motivator is the uniqueness of products and services, which implies that certain social enterprises offer services that are otherwise not available on the market and, thus, they do not have much competition (Figure 24).

Figure 24. Motivation for purchasing from social enterprises

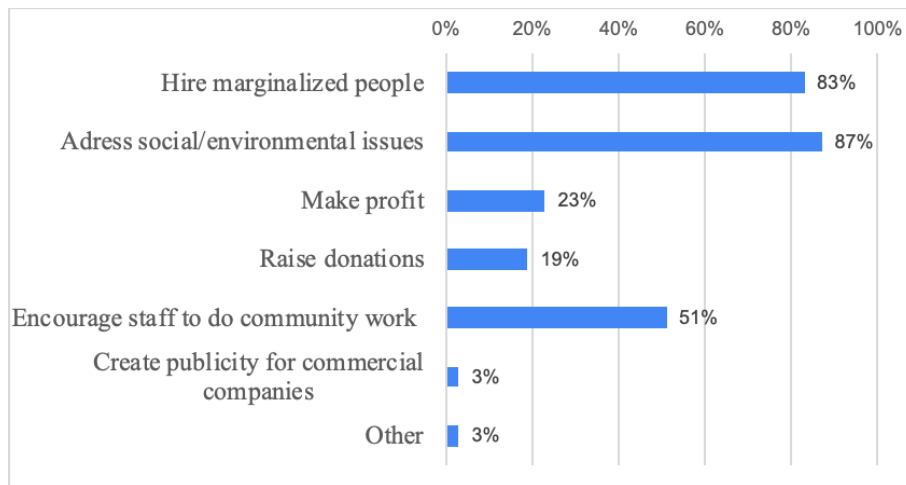


Hence, it could be concluded that market entry, reaching competitive prices and quality of services and products are a major challenge for social enterprises. If citizens accepted that social enterprises are on the market like commercial i.e. traditional businesses and that they do not divide profit among themselves, but rather use it to attain their social mission focused on resolution of certain social issues, it is highly likely that sales of products and services offered by social enterprises would increase.

Key characteristics and priorities of social enterprises

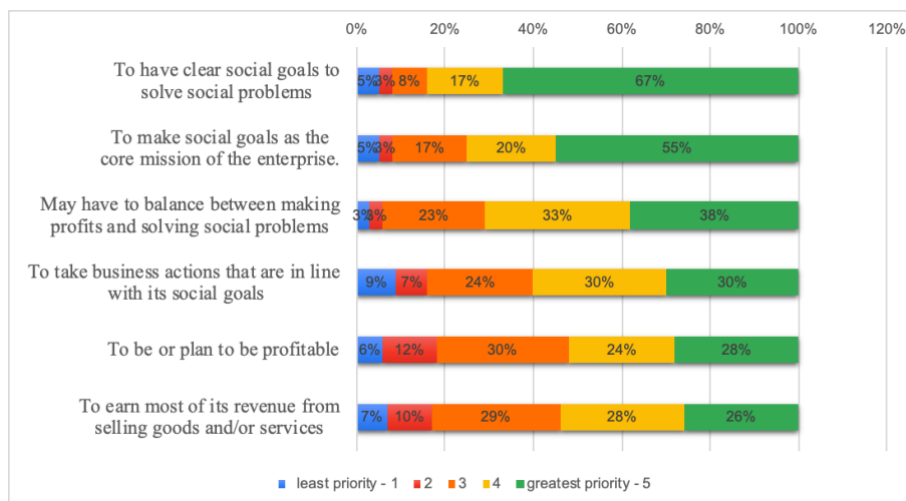
According to the respondents, the key characteristics of social enterprises are related to work integration of marginalized groups of people, resolution of social and/or environmental issues and empowering the staff to work in and for the community. Only 23% of the respondents believe that a key characteristic of social enterprises is to make profit, despite the fact that social enterprises are part of the business-environment and cannot attain their social mission without profit (Figure 25).

Figure 25. Characteristics of social enterprises



The respondents believe that the key priorities of social enterprises should include setting clear social goals for resolution of social issues, whereas social issues should be set according to the core mission of the enterprise (Figure 26). Again, revenue and profit are low on the priority agenda, and this is one of the most pressing challenges of social enterprises. Revenue, and especially profit, are how social enterprises attain their sustainability in the long term.

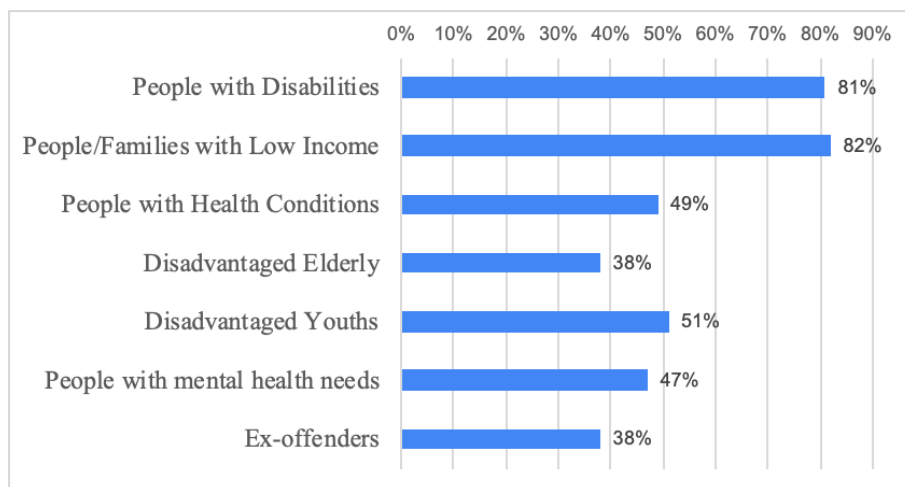
Figure 26. Which should be social enterprises' priorities



Social aspects and challenges

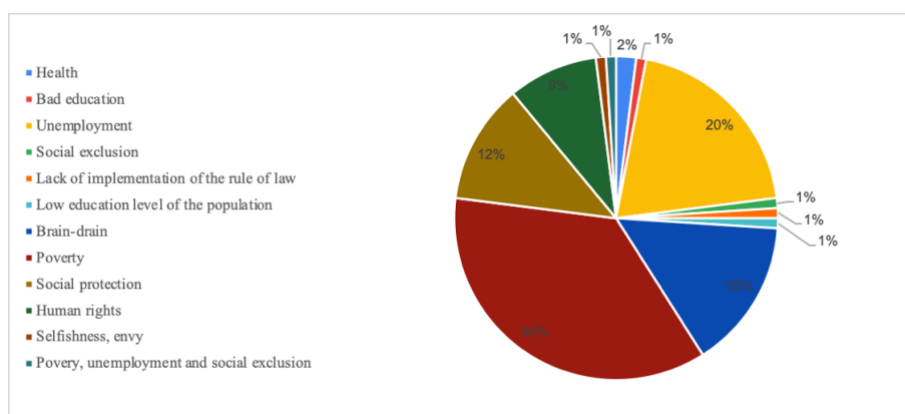
The research indicated that most important social goals for social enterprises are to promote quality of life of persons with special needs and socially disadvantaged families, i.e. low-income persons and families, and that these are the areas wherein they should direct their resources. The third most important social goal is to help and improve the situation and the condition of disadvantaged youth (Figure 27).

Figure 27. Most important social goals and directing resources



Most important social issue in the country is poverty (36%), followed by unemployment (20%), outflow of educated individuals - brain-drain (15%) and social protection (12%).

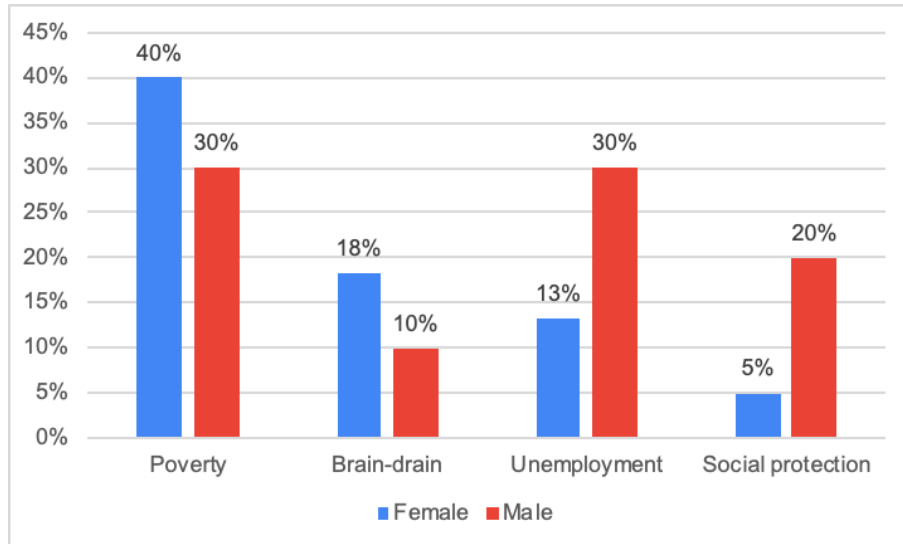
Figure 28. Most important social issue in the country



A minor difference was noted when determining the importance of social issues in the country according to gender. Men equally chose unemployment (30%) and poverty (30%) as most important social issues in the country, and they chose social protection (20%) as the second,

i.e. third social issue. According to women, the most important social issue is poverty (40%), followed by outflow of educated individuals (18%) and unemployment (13%).

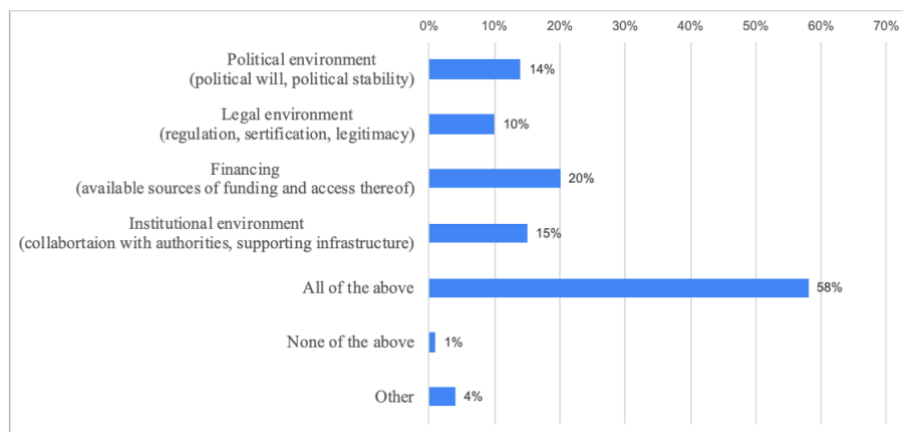
Figure 29. Most important social issue in the country according to gender



Social entrepreneurship ecosystem

Development of social entrepreneurship ecosystem is of key importance for promoting an environment in which social enterprises operate, as well for their sustainability. Over half of the respondents (58%) believe that the ecosystem should be improved in all key factors for development of social entrepreneurship (political, legal, financial and institutional). Yet, the first priority is to promote financial instruments, followed by institutional and political environment. The legal environment is undoubtedly important, but is not one of the first three priorities for promotion of the social entrepreneurship ecosystem (Figure 30).

Figure 30. What could assist the development of social entrepreneurship in the country



Overview of results and discussion

Social entrepreneurship is still a nascent field in the country. In the past 10 years, social entrepreneurship is slowly developing, without a specific political, financial, institutional and legal support (Zajc, 2011; Stojilovska and Selami, 2013; Stojcheska et al., 2016; Iloska et al., 2018; Chichevaliev, 2019). Political instability in the country contributes to the fact that social entrepreneurship is low on the political agenda. Political will, despite being publicly expressed via political and government programmes, is still lacking in practice, both at national and at local level (Chichevaliev, 2019). The almost non-existent financial instruments, which are key for supporting development of existing and newly established social enterprises and initiatives, only contribute to the dependence of these enterprises and initiatives on donors and various grant schemes. These financial actors' run specific activities of their interest and put social enterprises in a situation wherein they should specifically tailor their activities, which do not always correspond to their social mission. The dependence on donors further contributes to the lack of sustainability of social enterprises and, with that, to implementation of activities that are not in the interest of their target groups and constituents (Zajc, 2011). Weak institutional support is a serious challenge for social enterprises, particularly due to institutions' lack of recognition of social enterprises and public officials who are not informed about the concepts *social entrepreneurship* and *social enterprise* (Stojilovska and Selami, 2013; SO-VET, 2017). The lack of knowledge about the concept of work of the social enterprises and recognition thereof leaves social enterprises in the gray zone, double burdened, seeking various income, conducting various economic activities to be able to ensure their sustainability and to attain their mission, and to simultaneously be accountable before their target group and constituents. The lack of existing legal environment for social entrepreneurship and for enterprises that operate in this area only further expands the ambiguity and lack of information of the general population, public authorities and institutions about the work and method of operation of social enterprises (Stojcheska et al., 2016). This state of affairs contributes to increase in the number of hybrid organizations by registering as both trade company and association of citizens or foundation to create a hybrid organization, which is an additional financial, administrative and legal burden and requires additional costs.

In addition to this state of affairs, the weak visibility of social enterprises and the low level of awareness and information of the general population about the concept of social entrepreneurship, about social enterprises, but also the lack of interest for this field only further complicate the growth and development of social entrepreneurship in the country. Another additional burden is the fact that social enterprises are associated to humanitarian, i.e. charitable

organizations. Citizens believe that philanthropy is a key element of social enterprises, placing the profit among the last characteristics and priorities of the enterprises. Most of the main reasons and motivation for purchasing from social enterprises are, again, related to the philanthropy concept and the personal feeling. A small percentage of people purchase from social enterprises due to the quality or price of the services and products they offer.

In terms of key issues that social enterprises should address and dedicate their limited resources to, persons with special needs, persons and families in a position of social risk and promotion of the quality of life of youth are the three groups that are priority for citizens. These priorities are in line with the current state of affairs in the country that is facing a high percentage of poverty, unemployment – particularly youth unemployment – and low levels of dedication and investment for promotion of social inclusion of persons with disabilities. These very issues have been highlighted as key social issues in the country, including the outflow, i.e. emigration of educated individuals from the country.

Conclusion

The ecosystem for growth and development of social entrepreneurship is very much nascent and offer only few opportunities due to the low level of recognition of the concept in key stakeholders. Repetition of the same discourse in the past ten years puts social enterprises in an unfavorable position, jeopardizing their chances for sustainability and making them dependent on donors/grants. Low support at every level contributes to difficulties for social enterprises to enter the market, which, in turn, leads to difficulties for having an opportunity to reach sustainability of the enterprise and sustainable impact on the issues these enterprises strive to resolve. The decreased impact on issues and sustainability of the enterprises lead to low recognition and visibility of social enterprises. The low number of available sources of funds and the hindered access to financial instruments are one of the key challenges for social enterprises. Institutional support for social enterprises, which is very low at present, is crucial for them to be able to have an impact in society. Institutional support is directly related to the government's activity and the focus on resolution of social issues. Authorities need to undertake specific activities for growth and development of social enterprises and express their political will in that manner. In the past ten years, the level of implementation of strategies, programmes and action plans has been very low, and that needs to be changed.

At present, social enterprises are left to fight competition from the private sector and to make an impact on social issues in the country will almost no political, financial, institutional and legal support. The need to promote the entire ecosystem for development and promotion of social entrepreneurship is major, and given their goal, it should assume a higher level on the political agenda.

Recommendations

- 1. Raising public awareness for social entrepreneurship.** One of the key activities for support and development of the field is raising awareness of the general population about the concepts social entrepreneurship, social enterprise, the manner in which social enterprises operate, the purpose of their existence, manners in which they attain their social mission and other information that should be more available for citizens, so that they would be informed and encouraged to take part in the work of social enterprises and to support them by purchasing their products and services. This activity will also contribute to increase of membership and volunteering, not only in social enterprises, but also in all other forms of association.

- 2. Introduction of educational programmes for social entrepreneurship.** Education in the country still teaches pupils and students that the only goal of entrepreneurship and for becoming an entrepreneur is making a profit and promoting personal wellbeing and quality of life. Introducing educational programmes for social entrepreneurship will bring about new spirit in entrepreneurship and will educate pupils and students that there are various subtypes of entrepreneurship that, in addition to making profit, also deal with resolution of social, environmental and other issues. In addition to educational programmes, there is a need for educational activities (seminars, conferences, trainings, among others) that would affect people to consider that this also exists.
- 3. Trainings for social entrepreneurs.** Continuous education and training of social entrepreneurs is one of the methods that may lead social entrepreneurship forward. Continuous promotion of knowledge, skills and work of social entrepreneurs leads to larger impact in society and decrease of social risks in communities.
- 4. Social entrepreneurship trainings for state and public officials.** With a view to increase recognition of social enterprises and to decrease misinterpretations about their work and the question of which sector they fall under, there is a need of trainings for state and public officials. They would help to better inform the state and public administration and to understand the concept of social entrepreneurship.
- 5. Implementation of existing strategies and programmes.** Weak implementation of existing policy has been a key issue in the country for decades. With weak implementation comes low level of responsibility and accountability of politicians that have adopted those policy documents. The implementation level is a key aspect for the overall development of the country, as well as for other areas, as social entrepreneurship. There is a need of political will to show progress by implementing activities, rather than by adopting policy documents.
- 6. Increased financial support for social enterprises.** Sustainability of social enterprises is constantly threatened in a system such as this. There is a need to create additional sources of funds and promoted access to those funds. The state needs to attract investors and programmes, EU projects and various other funds that would allow social enterprises to utilize that financial capital and to reach their financial sustainability. Until funds are invested in the sector, social enterprises will depend on donors and their grants and will tailor their activities based on the donors' requests. This situation does not benefit either party: it does not benefit the country – that cannot manage to address every social issue; it does not benefit social enterprises that do not always implement activities that would lead

them closer to having an impact in society and to attaining their social mission, nor does it benefit donors that finance organizations that have tailored their plans based on the donors' calls.

- 7. Increased institutional support for social enterprises.** Offering institutional support to social enterprises implies saving resources and time that can be intended and used for the enterprise's purposes. Establishing an information center for social entrepreneurship would contribute to receiving timely information about policies, measures, rules and regulations related to the work of social enterprises, which would allow people interested about their work to obtain timely information. This information center would also increase citizen's awareness about the terms social entrepreneurship and social enterprises.
- 8. Opening incubators, accelerators and co-working spaces.** Social enterprises, much like the startup community, need such spaces to be able to cooperate with each other, to provide support for one another, but to also receive support from persons trained in business development, business plans, strategies and marketing, as well as access to mentorship, investors and other forms of support, that would help them become stable independent businesses.
- 9. Promoted legal regulation for social enterprises.** Promoting legal regulation does not necessarily imply new law on social entrepreneurship or legal regulation of social enterprises. On the contrary, it implies tax cuts, rent subsidies, utilization of state and business channels and suppliers, deferred payment, subsidized loans, low interest rates and many other measures that would promote and accelerate development of social entrepreneurship.
- 10. Creating and establishing instrument to measure the development of social entrepreneurship ecosystem.** Establishing such instrument would enable continuous monitoring of the ecosystem's development at local and national level. It would be an excellent tool for advocacy and policy creation, and would also enable following trends related to development of this area. The instrument would also allow continuous communication between all stakeholders in the field, increased cooperation and exchange of knowledge and experiences.

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Appendix 1. Questionnaire

General information

1. Name and surname
2. Gender
 - 2.1. Male
 - 2.2. Female
3. Age
 - 3.1. 19-29
 - 3.2. 30-39
 - 3.3. 40-49
 - 3.4. 50-59
 - 3.5. 60-64
 - 3.6. 64+
4. Nationality
 - 4.1. Albanian
 - 4.2. Macedonian
 - 4.3. Roma
 - 4.4. Serbian
 - 4.5. Vlach
 - 4.6. Other
5. Employment status
 - 5.1. Employed in civil sector
 - 5.2. Employed in public sector
 - 5.3. Employed in private sector
 - 5.4. Other
 - 5.5. Farmer
 - 5.6. Unemployed
 - 5.7. Retired
 - 5.8. Student
6. Income
 - 6.1. 1 – 6 000 MKD;
 - 6.2. 6 001 – 9 000 MKD;
 - 6.3. 9 001 – 12 000 MKD;
 - 6.4. 12 001 – 15 000 MKD;
 - 6.5. 15 001 – 18 000 MKD;
 - 6.6. 18 001 – 24 000 MKD;
 - 6.7. 24 001 – 30 000 MKD;
 - 6.8. 30 001 – 40 000 MKD;
 - 6.9. 40 001 – 50 000 MKD;
 - 6.10. 50 001 – 60 000 MKD;
 - 6.11. 60 000+ MKD;
 - 6.12. Without income;
 - 6.13. Not answered

Questions about social entrepreneurship

7. Have you heard of the term "social entrepreneurship"?
 - 7.1. Yes
 - 7.2. No

8. Have you heard of the term "social enterprise"?
 - 8.1. Yes
 - 8.2. No

If you have not heard about social entrepreneurship or enterprise:
Social enterprise (SE) is a business with a social goal.

SE uses business practices and models to achieve its social mission on a financially sustainable way.

SE is a business with a social goal which aims to improve the quality of life of the vulnerable groups, such as people who live below the poverty line, long-term unemployed, persons who receive social assistance, persons without education and other.

9. If yes, how have you heard about social enterprises?
 - 9.1. Through Internet
 - 9.2. Through Word-of-mouth
 - 9.3. Through Friends
 - 9.4. Through Colleagues
 - 9.5. Through printed media
 - 9.6. Through broadcast media
 - 9.7. Through direct marketing
 - 9.8. Through events
 - 9.9. Other, please specify_____

Understanding of social entrepreneurship

10. Can you tell us for which social enterprises have you heard of?

11. Can you categorize the following organization into the three groups mentioned below?

Example 1: Company that offers delivery services and employs marginalized youth and long-term unemployed adults. The goal is to provide employment through specialized training and rebuilding of their character.

[Commercial business Humanitarian/charity organization Social enterprise]

Example 2: Company that hires and trains disadvantaged women to acquire skills to make coffee in specialized coffee bars. The aim is for these women to acquire specialized coffee making skills to increase their employment opportunity and their income.

[Commercial business Humanitarian/charity organization Social enterprise]

Example 3: Company that sells special jackets that offer more pressure over the body, which leads to comforting and a sense of calm in children or adults with sensory impairments. The aim is to increase the quality of their lives.

[Commercial business Humanitarian/charity organization Social enterprise]

12. Can you categorize the following organizations:

- 12.1. Alkaloid
- 12.2. Ohis
- 12.3. Mama Organa
- 12.4. Macedonian Honey
- 12.5. Treebanks
- 12.6. Tinex
- 12.7. MediaPlus
- 12.8. HumanaS
- 12.9. Nega Centar
- 12.10. Ohridska Banka

Commercial business

Humanitarian/charity organization

Social enterprise

13. Can you tell us how do you differentiate social enterprises from traditional businesses?

- 13.1. Based on the fact that social enterprise is doing good while making a profit
- 13.2. Based on what the Social Enterprise says (self-identification)
- 13.3. Based on what I read from the media
- 13.4. Based on Social Enterprise's Name
- 13.5. Based on what I read from their website

Purchasing behavior of respondents and their willingness to buy products and services produced and offered by social enterprises

14. Would you characterize as:
 - 14.1. Someone who have previously purchased from social enterprises
 - 14.2. Someone who have not previously bought from social enterprises but intend to do so in the following six months
 - 14.3. Someone who have never purchased from social enterprises and do not intend to do so in the following six months

15. When was the last time you bought from a social enterprise?
 - 15.1. Never
 - 15.2. In the last week
 - 15.3. In the last month
 - 15.4. In the last three months
 - 15.5. In the last six months
 - 15.6. I do not know

Reasons for purchasing from social enterprises

16. What would be the reasons for you to purchase goods and/or services from a social enterprise as compared to a traditional business?
 - 16.1. Contribute back to society
 - 16.2. Believe in the social cause of a social enterprise
 - 16.3. It meets my needs
 - 16.4. The price is competitive
 - 16.5. The quality of the product or service
 - 16.6. The service
 - 16.7. I prefer it to giving donations to support social causes
 - 16.8. It is easy to find
 - 16.9. The packaging or design
 - 16.10. The brand
 - 16.11. Other, please specify _____

17. Motivation for purchasing from social enterprises as compared to a traditional business?
 - 17.1. I believe in the mission of the social enterprises
 - 17.2. Quality
 - 17.3. Uniqueness in goods and services offered
 - 17.4. Price
 - 17.5. I feel good buying from Social Enterprises
 - 17.6. It doesn't matter to me
 - 17.7. Other, please specify _____

Public perception of the characteristics of social enterprises

18. In your opinion, with which characteristics/social goals are social enterprises defined?

- 18.1. Hire marginalized people
- 18.2. Address social/environmental issues
- 18.3. Make profit

Correct

-
- 18.4. Raise donations
 - 18.5. Encourage staff to do community work
 - 18.6. Create publicity for commercial companies

Incorrect

19. In your opinion, which are the most important social goals and where would you direct scarce resources?

- 19.1. People with Disabilities
- 19.2. People/Families with Low Income
- 19.3. People with Health Conditions
- 19.4. Disadvantaged Elderly
- 19.5. Disadvantaged Youths
- 19.6. People with mental health needs
- 19.7. Ex-offenders
- 19.8. Other, please specify _____

20. Could you rank the following characteristics of social enterprises by priority [1 least priority – 5 key priority]

- 20.1. To have clear social goals to solve social problems
- 20.2. To make social goals as the core mission of the enterprise
- 20.3. May have to balance between making profits and solving social problems
- 20.4. To take business actions that are in line with its social goals
- 20.5. To be or plan to be profitable
- 20.6. To earn most of its revenue from selling goods and/or services

Public perception for social issues

21. In your opinion, what is the most important social issue in the country?
 - 21.1. Health
 - 21.2. Bad education
 - 21.3. Unemployment
 - 21.4. Social exclusion
 - 21.5. Lack of implementation of the rule of law
 - 21.6. Low education level of the population
 - 21.7. Brain-drain
 - 21.8. Poverty
 - 21.9. Social protection
 - 21.10. Human rights

22. In your opinion, what could help the development of social entrepreneurship in the country?
 - 22.1. Political environment- political will, political stability
 - 22.2. Legal environment - regulation, certification, legal legitimacy
 - 22.3. Finance - Available funding sources, access to funding sources
 - 22.4. Institutional environment - collaborating with local and national authorities, supporting structures and mechanisms
 - 22.5. All of the above
 - 22.6. None of the above

Perception of Social Entrepreneurship Observatory (www.seobservatory.org)

23. Have you heard about Social Entrepreneurship Observatory?

23.1. Yes

23.2. No

If not,

The Social Entrepreneurship Observatory is a regional network and a resource center for development of social entrepreneurship and capacity of established and new social entrepreneurs and enterprises in South-East Europe.

The Social Entrepreneurship Observatory offers a wide specter of services clustered in six main pillars: research, training, consulting, editing and publishing, networking and coordination and event organizing.

More information at www.seobservatory.org or you can write us at info@seobservatory.org.

24. If yes, how have you heard about the Social Entrepreneurship Observatory?

24.1. Through Internet

24.2. Through Word-of-mouth

24.3. Through Friends

24.4. Through Colleagues

24.5. Through printed media

24.6. Through broadcast media

24.7. Through direct marketing

24.8. Through events

24.9. Other, please specify _____

25. In your opinion, what roles the Social Entrepreneurship Observatory can play in social entrepreneurship development?

25.1. Raise public awareness of social entrepreneurship

25.2. Provide sources of funding for social enterprises

25.3. Provide support and shared services such as consulting and training for social enterprises

25.4. Provide networking opportunities for social enterprises

25.5. Promote best practices of social enterprises

25.6. Certify social enterprises

25.7. Other, please specify _____

Appendix 2. Social Enterprises Known to Citizens

1.	AvAv Happy Dog
2.	Akt konto
3.	Umbrella
4.	Anastasija Center
5.	Bagel
6.	Dobra zemja
7.	One Can
8.	Esnaf
9.	IRZ Tetovo
10.	Public Room
11.	Kiwa
12.	Kiro Dandaro – Bitola
13.	Kopche (Button)
14.	Creative Kochani
15.	Coolinari
16.	Lice v Lice (Face to Face)
17.	Lumus
18.	Mama Organa
19.	Magic Production
20.	Nega Plus
21.	Nega Centar
22.	Pokrov
23.	PHS-Prilep
24.	Roma Bots
25.	Romski Izgrev Kichevo
26.	SEN – Social Enterprise Network
27.	Solem
28.	Solferino
29.	SOS Detsko Selo
30.	Srekja
31.	Treebanks
32.	Fil Krushevo
33.	Freshis
34.	HumanaS
35.	Centar Bar
36.	Centar Lounge Bar Bitola
37.	CSE Veles
38.	Cherenja Shtip