

## THE CONTRIBUTION OF THE ENTREPRENEURS IN SUSTAINABLE DEVELOPMENT GOALS ACHIEVEMENT

Entrepreneurship is increasingly seen as a tool for solving economic, social and environmental problems. Due to the growing recognition of its role in achieving the goals of sustainable development, responsible entrepreneurship is the subject of research in many scientific disciplines. Concepts such as social entrepreneurship, environmental entrepreneurship and sustainable entrepreneurship have emerged in recent decades. The latter is the most comprehensive approach to the problems of sustainable development. Sustainable entrepreneurs aim to achieve many goals and, therefore, integrate economic, social and environmental goals into their organizations.

The aim of the work is to clarify the concept of sustainable entrepreneurship and determine the contribution of entrepreneurs to achieving sustainable development goals.

The UN General Assembly has identified entrepreneurship along with innovation as a key element in addressing sustainable development issues. Resolution 71/221 on entrepreneurship and sustainable development emphasizes the role of entrepreneurship in achieving all three aspects of sustainable development (see Table 1).

Table 1

The role of entrepreneurship in achieving sustainable development goals	
Sustainable development goals	Entrepreneurship contribution
Economic	Entrepreneurship promotes economic growth by creating jobs, decent work and sustainable agriculture, and fostering innovation
Social	Entrepreneurship can promote social cohesion, reduce inequality and empower all, including women, young people, people with disabilities and the most vulnerable
Ecological	Entrepreneurship can help solve environmental problems by introducing new technologies that mitigate climate change, as well as by promoting environmentally sustainable practices and consumption patterns

Experts consider sustainable entrepreneurship as 1) social entrepreneurship, which aims to achieve non-economic results, such as social effects or welfare, or 2) the creation of social value, capital or satisfaction of social needs. There is also an approach according to which sustainable entrepreneurship must meet three criteria: achieving economic, social and environmental effects. The characteristics of a business organization include innovation, proactivity and risk-taking.

The focus on sustainable development includes all these elements, plus compliance with sustainable development goals. Thus, sustainable entrepreneurship can be defined as proactive, innovative, systematic, at their own risk economic activity in order to achieve economic, social and environmental results and sustainable development goals.

Sustainable entrepreneurship is analyzed in publications on corporate social responsibility, corporate sustainable entrepreneurship, environmental entrepreneurship, environmental corporate entrepreneurship, green entrepreneurship, macro-entrepreneurship, social entrepreneurship, innovation for sustainable development, sustainable entrepreneurship, sustainable internal entrepreneurship.

Sustainable development and entrepreneurship are studied on the basis of common theoretical approaches, including: the theory of entrepreneurship, dynamic abilities, game theory, institutional and neo-institutional theory, management theory, resource-oriented theory, stakeholder theory.

In more detail, the potential contribution of entrepreneurs in achieving sustainable development goals is given in table 2.

Table 2

The contribution of entrepreneurs to achieving the goals of sustainable development	
Sustainable development goals	Entrepreneurs' contribution
1. Overcoming poverty	Ensuring employment
2. Overcoming hunger, agricultural development	Improving agricultural productivity and income of small food producers
3. Good health and well-being	Reduction of emissions of hazardous chemicals, pollution and poisoning of air, water and soil
4. Quality education	Creation and improvement of educational institutions that take into account the interests of children
5. Gender equality	Ensuring the full and real participation of women and equal opportunities for them to lead at all levels of decision-making in economic and social life
6. Clean water and proper sanitation	Ensuring universal and equal access to appropriate sanitation; Improving water quality by reducing pollution, eliminating waste disposal and minimizing emissions of hazardous chemicals and materials

7. Available and clean energy	Production of energy from renewable sources, increasing energy efficiency
8. Decent work and economic growth	Improving the global efficiency of resource use in consumption and production systems; development of sustainable tourism
9. Sustainable development of cities and communities	Ensuring the preservation of cultural and natural heritage; reducing the negative impact of pollutants on the urban environment through the use of innovative technologies;
10. Climate change mitigation	Reduction of greenhouse gas emissions
11. Peace, justice and strong institutions	Reducing corruption and bribery in all of them forms
12. Partnership for sustainable development	Increase in exports
13. Industry, innovation and infrastructure	Participation in sustainable industrialization, increasing the level of employment in industry and the share of industrial production in gross domestic product; modernization of infrastructure and re-equipment of industrial enterprises, making them sustainable by increasing the efficiency of resource use and wider use of clean and environmentally friendly technologies and industrial processes; introduction of innovations
14. Responsible consumption and production	Rational development and efficient use of natural resources; reduction of food waste at retail and consumer levels and reduction of food losses in production and distribution chains; development of sustainable tourism, which contributes to job creation, development of local culture and production of local products

S.L. Hart and M.B. Milstein argues that "in general, innovators and entrepreneurs see sustainable development as one of the greatest business opportunities in the history of commerce."

According to the authors, entrepreneurs have a chance to change their position in the business environment, expanding their competencies to finally turn their industry into one that meets the goals of sustainable development. Among the main benefits of following the principles of sustainable development for entrepreneurs are strengthening the image of a responsible company, creating new market niches or markets, which will contribute to achieving sustainable development goals for society and increase the competitiveness of business structures.

Adherence to the principles of sustainable development creates new opportunities for entrepreneurs to innovate, create new markets and attract additional consumers. Society and humanity as a whole receive positive economic, social and environmental effects due to the increase in the share of products and services offered by entrepreneurs that contribute to the achievement of sustainable development goals. Issues related to the creation of favorable conditions for the development of sustainable entrepreneurship need further study.