

«Business Ecosystems» and Social Entrepreneurship as ways to Solve Environmental Problems

*Maria Mukhlynina**

Institute of State and Law of the Russian Academy of Sciences, 119019 Moscow, Russia

Abstract. Based on the analysis of the norms of strategic documents and other normative legal acts, the author considers environmental entrepreneurship in the light of sustainable socio-economic development of the Russian state, determines the significance of the concept of sustainable development for ensuring environmental safety, as well as environmental development of Russia. Social entrepreneurship, which has a high methodological potential, is designed to help solve a large number of accumulated environmental problems, especially in the field of waste management of production and consumption. The article analyzes individual UN sustainable development goals and national legislation designed to ensure the implementation of social entrepreneurship, which has a high methodological potential. The author concludes that the legislation is becoming more and more environmentally friendly, and these norms also penetrate into acts regulating economic activities, the profit from which should be reinvested in solving socio-environmental problems.

1 Introduction

Most countries in the world are currently concerned with the same problem – environmental protection. Issues of conservation of natural resources are discussed at the national and supranational levels. people are United by a sense of responsibility for the well-being of nature and a desire to preserve it. Legislative regulation of sustainable socio-economic development is the most important guarantee of respect for environmental rights of citizens. Environmental entrepreneurship in this process can be one of the most effective ways to ensure sustainable socio-economic progress. Environmental entrepreneurship and, in General, business is now facing environmental problems and, despite the fact that the main goal of any business activity is to make a profit, the business community clearly understands that increasing production, producing large volumes of products due to the irrational use of natural resources, predatory methods of their extraction and processing, and subsequent pollution with waste from its production, is no longer possible. State bodies of environmental control and supervision, environmental protection agencies, public organizations, eco-activists, volunteers, and many other entities have become involved in

* Corresponding author: muhlyninamm975@mail.ru

solving environmental problems. The planet's resources are not infinite, so it is important to use them efficiently and process the raw materials used. There is an acute problem of garbage, the volume of which is no longer able to "accept" the Earth, and the constantly increasing areas occupied by it in the territories of States are used inefficiently, which cannot but cause concern. Recycling issues are relevant to all of humanity today, and business is actively interested in participating, both from a social and entrepreneurial point of view, in this process.

The study of legal and organizational problems of ensuring the implementation of environmental entrepreneurship as a condition for achieving sustainable environmental development is reflected in the works of Schlange L. E. [5], Mukhlynina M., Vedysheva N. [8], Barkova A.V., Grishina Ya. S. [4], Savenkov A. N., Rednikova T. V. [6], Environment D. G. [3] and others.

2 Methods

The methodological basis of the research is the following General scientific methods: analysis and synthesis in the analysis of existing theoretical and methodological approaches and provisions, scientific developments of legal aspects of the economic component of environmental protection; structural and logical analysis in the systematization of factors affecting environmental entrepreneurship; factor analysis in determining the impact of indicators on the level of implementation of constitutional guarantees of citizens' rights.

The information base of the research is legislation and regulations, statistical materials of state authorities [1, 2, 7], scientific publications of domestic scientists on the problems of improving the mechanisms of environmental entrepreneurship and environmental protection, the implementation of constitutional guarantees of environmental rights of citizens in the aspect of the concept of sustainable development [3, 4, 5, 6,8].

In the course of the study, it is planned to analyze the legal features of regulation and development of "business ecosystems" and social entrepreneurship as ways to solve environmental problems in modern conditions. In addition, the task is to justify approaches to assessing environmental parameters, identify and formulate possible directions of environmental entrepreneurship, the reality of ensuring environmental rights of citizens and solving environmental problems.

3 Results and discussion

Considering the issues of business ecology, we should start with the characteristics of this economic and legal category. The goal of business ecology is sustainability by fully synchronizing and integrating the business with the sites it uses, exploring the mutual relationships between business and organisms and their environment. Some environmentalists use "business ecosystems" as a way to discuss environmental issues with the public as they relate to business. There is also a common perception among environmentalists that "business ecosystems" are just a way for businesses to look "green." Greening amenable to almost all spheres of life, it is very clearly caught in the business. Every year, the number of products with the prefix "eco" is growing, and entire business segments want to "look" more eco-friendly. Everything gradually turns green. According to a 2018 Nielsen survey, 62% of Russians are willing to pay more if a company pays attention to how its products affect the environment. This indicator is significantly higher, for example, than the average European level (57%) and the level of North America (47%) [1]. This paradigm shift could be encouraging, but many companies are taking advantage of it, resorting to green PR (greenwashing) in an attempt to misinform the consumer. Eco-

friendly, conscious consumption is becoming fashionable. In the pursuit of profit, manufacturers and representatives of other market segments, such as credit and insurance organizations, are trying to show their involvement in the trend.

However, let's turn to the legal characteristics of the concept of "environmental entrepreneurship" as an object of legal support and the original of the constructed model. Developed by the CIS member States and adopted at the XV plenary session of the Interparliamentary Assembly by Resolution No. 15-6 of 13.06.2000, the Model law "on the basics of environmental entrepreneurship" in article 1 defines "environmental entrepreneurship as production, research, credit and financial activities for the production of goods, performance of works and provision of services, with the purpose of ensuring the preservation and restoration of the environment and protection of natural resources" [2].

The same definition, voiced by the Directorate General for the environment of the European Commission, sounds slightly different: "production of goods and provision of services for measuring, preventing, limiting or eliminating environmental harm, waste disposal and noise reduction, as well as environmentally friendly technologies that minimize the use of raw materials and environmental pollution" [3]. Barkov A. V. Grishin and Y. S. it is concluded that the law defines environmental entrepreneurship more broadly than the European Commission, including not only production, but also other types of activities. In the definition of the European Commission, the emphasis is on the innovative component of environmental entrepreneurship [4, p. 4-8].

T.V. Yershova, having studied English-language academic scientific journals with publications on environmental entrepreneurship published from 1997 to 2015, came to the conclusion that two approaches are used in the study of environmental entrepreneurship: the first is that environmental entrepreneurship is an environmental modernization in action, and the second is a reaction to the failures of the market and the state [4]. Researcher Schlange L. E. environmental entrepreneurship is also considered as a sustainable business [5]. This idea finds many supporters who agree that both social entrepreneurship and environmental entrepreneurship are elements of a single mechanism for sustainable development and should be based on a common ideological basis aimed at solving socio-environmental problems, and not at making a profit. Businesses represented by large companies actively support the environmental agenda, for example, IKEA called it "YES to People and the Planet". The strategy has three main directions: fair treatment and equal opportunities, healthy and eco-friendly life at home, climate care and a cyclical model. In the management cluster of large companies, even special divisions are created, for example, IKEA in Russia has a "Department for sustainable development and environmental protection", its head Natalia Beneslavskaya notes that "one of the company's tasks is to switch to "green" transport, the most environmentally friendly alternative to traditional transport is electric transport (it works on delivery, currently there are only 4 cars, but by 2025 the company plans to completely switch to eco-delivery). In this way, the company aims to reduce its CO2 emissions and contribute to the fight against climate change".

Despite the fact that environmental entrepreneurship is actively developing in Russia, there is still no regulatory framework, even the previously mentioned Model law "on the basics of environmental entrepreneurship", adopted in 2000, did not accelerate the legalization of this type of entrepreneurship. Savenkov A.N. and Rednikova T.V. note that international law is in the process of constant development, taking into account the changing realities of the modern world" [6, p. 7]. Indeed, international law regulating environmental entrepreneurship is developing, but national law is not. This legal problem can be solved by adopting the Federal law of the Russian Federation "on environmental entrepreneurship", which would create the legal basis for the optimal tools for legal support

of the constructed Russian model of environmental entrepreneurship as an organic part of social entrepreneurship.

Telecommunications companies are also keeping up with manufacturers in implementing the environmental agenda. They suggest that the state use the available capacity for ecomonitoring. In the context of sustainable development in Russia, the most promising organizational and legal basis for modeling environmental entrepreneurship can be recognized as the scientific potential of socio-entrepreneurial ideas and principles as a tool for predicting processes and changes in the social sphere. Both government and business representatives, understanding the severity of their social responsibility to society and the state, are ready to join forces in solving environmental problems.

"Create economic incentives for investors to use new technologies, new equipment in the field of waste management and economic sanctions for landfills, so that it is economically profitable to introduce and use modern technologies," said A.G. Matyukhin, head of the housing and communal services regulation Department of the Federal Antimonopoly service of Russia [7].

The circular economy solves the problem of resource availability, on the one hand, and waste management, on the other. There are several pioneer companies around the world that use some kind of circular economy practice. The concept of a cyclical economy, while emphasizing the intrinsic relationship between various biotic and abiotic processes, does not necessarily imply that we should centralize efforts to deal with all material problems. Indeed, the social ecology lens for considering a circular economy has its origins in decentralized coordination.

However, global coordination of decisions and continued efforts to exploit planetary synergies that extend beyond national States are essential, especially when international coordinated efforts to achieve development goals may conflict with the most appropriate ways to move towards a circular economy.

4 Conclusion

Summing up, it can be noted that legal ways to solve environmental problems in the framework of achieving the sdgs in the field of environmental entrepreneurship and "business ecosystems" projects, the reorientation of the country, according to researchers, Mukhlynina M. and Vedysheva N. requires changes, both at the level of the regulatory framework and at the organizational and managerial level in all spheres of life of the country [8]. In the context of sustainable development of the Russian state, the most promising methodological basis for modeling environmental entrepreneurship should be recognized as the scientific potential of socio-entrepreneurial ideas and principles as a tool for predicting processes and changes in the social sphere.

The research conducted by Barkov A.V. and Grishina Ya. S. allowed them to formulate the definition of environmental entrepreneurship as an economic activity aimed at ensuring environmental safety, rational use of natural resources, and environmental protection, the profit from which is reinvested in solving socio-environmental problems. It is necessary to adopt the Federal law "on environmental entrepreneurship", which would formulate the conceptual, methodological and instrumental basis for this type of socially significant entrepreneurship. The reform in the field of waste management is at the center of the agenda today, and the world experience in reducing the impact of industrial waste on the environment will contribute to its implementation. New directions of recycling, trends and legislative tools for regulating the sphere of industrial waste management require implementation and application in practice.

References

1. Ecology of Russia, <https://ecologyofrussia.ru/>
2. Model law No. 15-6 of 13.06.2000 "On the basics of environmental entrepreneurship", <https://base.garant.ru/>
3. D.G. Environment, *The European Commission of the EU. Environmental management*, <http://ec.europa.eu/>
4. A.V Barkov, Ya.S. Grishina, Civil law (2018)
5. L.E. Schlange, Greener Management International (2009)
6. A.N Savenkov, T.V. Rednikova, State and law (2020)
7. Website of the XI international forum "Ecology" on October 22-23 in Saint Petersburg, <https://forumeco.ru/>
8. M. Mukhlynina, N. Vedysheva, *E3S Web of Conferences. Actual Problems of Ecology and Environmental Management: Cooperation for Sustainable Development and Environmental Safety*, (2020)