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**TAL 797 – Seminário
01/11/2017**

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Negócios sociais

Social business

The notion of social entrepreneurship rapidly emerged in the society, as well as the interest for this new form of organization. The association between the financial return and the positive social impact is what differentiates social business from the traditional ones. It considerate the different aspects of sustainability (social, environmental, economic, among others), implying in decisions that go beyond the immediate economic interest, but seek to incorporate a multidimensional perspective for the society. The analysis of the social reality and its context are fundamental to business development. The steps involve recognition, evaluation and exploitation of opportunities that may result in social value, such as: water, basic sanitation, agriculture, handicrafts, welfare, and financial services, among others. Unlike philanthropic institutions such as non-governmental organizations, the social business must be profitable and distribute its dividends between associates and investors, as in a traditional company. For example, the Saladorama, created in 2015, encourages salad consumption in a suburb of five states, offering to the customers a healthy, personalized and affordable food option, and its units are located within communities, generating employment and training for local residents. Faced with the current scenario of inequalities that prevail in practically all countries, the social entrepreneur seems to be capable of assisting in the process of extinguishing discrepancies between citizens, promoting sustainable development, and so it should be strengthened and stimulated.

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