

A. Kramarenko,  
Doctor of Philosophy in Economics, Senior Lecturer of the Department of Management and  
Administration of the Educational and Scientific Institute "Karazin Business School", V. N. Karazin  
Kharkiv National University, Kharkiv  
ORCID ID: 0000-0001-5987-1247

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## INCLUSIVE FORMAT OF CREATIVE INDUSTRIES FOR SOCIAL BUSINESS

А. О. Крамаренко,  
к. е. н., старший викладач кафедри управління та адміністрування ННІ "Каразінська школа бізнесу",  
Харківський національний університет імені В. Н. Каразіна, м. Харків

### ІНКЛЮЗИВНИЙ ФОРМАТ КРЕАТИВНИХ ІНДУСТРИЙ ДЛЯ СОЦІАЛЬНОГО БІЗНЕСУ

*The article examines the concept of "social inclusion" as a process which ensures gain the opportunities to participate fully in economic, social, political and cultural life. The problems of such social inclusive groups as persons with disabilities, persons released from places of deprivation of liberty, participants of ATO/UFO, women in difficult circumstances, homeless persons, elderly persons, children and youth, residents of rural areas are systematized in the following areas: economic, socio-psychological, professional, legal, medical. It was shown that the main economic problems for the majority of inclusive groups are low income, difficulties with employment. The consequence is crime, health problems, various forms of addiction, lack of communication and social adaptation.*

*The concept of "creative industries" as sectors whose activities are based on cultural values, or other artistic individual or collective creative expressions is considered. The possibilities of creative business areas (advertising, architecture, crafts, design, fashion, video, film and photography, games, music, publishing and printing activities, computers, research and development) to solve the problem of social exclusion are analyzed. It was revealed that for involvement in most types of economic activity, a qualification at the level of upper secondary education, post-secondary non-tertiary education is sufficient. As a result, a significant number of socially inclusive groups can be included in the production of economic and public goods.*

*Based on the study of the most common social business models, it was shown that a partial solution to the problems of social inclusive groups, such as low incomes and employment problems, is possible on the basis of creative industries using such common social business models as employment model, fee-for-service model, service subsidy model, cooperative model, low-income client as market model, organizational support model. At the same time, the financial self-sufficiency of enterprises is ensured mainly due to income from the sale of products and services.*

*У рамках статті вивчено поняття "соціальної інклюзії" як процесу, що забезпечує отримання можливостей для повноцінної участі в економічному, соціальному, політичному і культурному житті. Систематизовано проблеми таких соціальних інклюзивних груп, як інваліди; особи, звільнені з місць позбавлення волі; учасники АТО/ООС; жінки у складних життєвих обставинах, бездомні особи; літні особи; діти та молодь; жителі сільської місцевості за такими напрямками: економічні, соціально-психологічні, професійні, правові, медичні. Показано, що основними*

економічними проблемами для більшості інклюзивних груп є низький рівень доходів, проблеми з працевлаштуванням. Наслідком є злочинність, проблеми зі здоров'ям, різні форми залежності, брак спілкування та соціальної адаптації.

Розглянуто концепцію "креативних індустрій" як сектори, діяльність яких заснована на культурних цінностях або інших художніх індивідуальних або колективних творчих виразах. Проаналізовано можливості сфер креативного бізнесу (реклама, архітектура, ремесла, дизайн, мода, відео, кіно і фотографія, ігри, музика, видавнича і поліграфічна діяльність, комп'ютери, дослідження і розробки) для вирішення проблеми соціальної ексклюзії. Виявлено, що для залучення до більшості видів економічної діяльності достатньою є кваліфікація на рівні старша середня освіта, післяшкільна невища освіта. В результаті значна кількість соціальних інклюзивних груп може бути включена у виробництво економічних і суспільних благ.

На основі вивчення найбільш поширених моделей соціального бізнесу показано, що часткове вирішення проблем соціальних інклюзивних груп, як-от: проблеми низьких доходів і зайнятості, можливо на основі креативних індустрій з використанням таких загальних соціальних бізнес-моделей, як модель зайнятості, модель плати за послуги, модель субсидування послуг, кооперативна модель, модель ринку з низьким доходом клієнта, модель організаційної підтримки. Водночас забезпечується фінансова самодостатність підприємств переважно за рахунок доходів від продажу продуктів і послуг.

*Key words: social inclusion, sustainable development, creative business, social enterprise, stakeholders*

*Ключові слова: соціальна інклюзія, сталий розвиток, креативний бізнес, соціальне підприємство, стейкхолдери.*

## INTRODUCTION

Due to The Copenhagen Declaration and Programme of Action, a key outcome of the 1995 World Summit for Social Development, building inclusive societies is a longstanding commitment of the international community and a major component of the quest for a new humanism. Inclusive society is based on fundamental values of equity, equality, social justice, and human rights and freedoms, as well as on the principles of tolerance and embracing diversity [1]. UNESCO is particularly concerned by the issue of human rights, discrimination, gender equality, poverty eradication, democracy, sciences and social transformations, including urbanization and migration. The organization has prioritized working on social inclusion policies, for three groups of potentially disadvantaged people: migrants, persons with disabilities, and indigenous minorities, with a focus on youth [2].

Almost 106 thousand children, or 1.5% of the total child population of the country (Ukraine), live and are brought up in boarding schools. Every three days, 250 children are admitted to boarding schools mainly because of poverty and the inability to provide the necessary services for the child. At least 600 thousand children live in dysfunctional families [3]. Thus, the problems of the international community are also relevant for Ukraine. In this regard, this study is devoted to the study of inclusive opportunities of Ukrainian society.

International Trade Centre reports that the creative industries sector accounts for 7% of the world's GDP, growing at an annual rate of 8.7% [4]. The development of the creative industries sector is not only an engine to increase the share of developing countries in world trade, but can also directly benefit poor communities by generating income, creating jobs and empowering artists and people.

As Ukraine is among the top-25 countries in the category "Most awarded countries" in the Global Creativity Report 2019 by Cannes Lions [5]. The most developed sub-sectors of the creative industries are advertising, IT sector, media, design, and handicraft. The fashion industry has been evolving and expanding for many years and has the potential for growth [6]. Based on this creative industries are considered as an effective tool for increasing social inclusive. This statement needs more deep investigation, which is performed in the article.

## LITERATURE REVIEW

Creative industries are increasingly acknowledged worldwide for having enormous potential as engines driving economic and social development [7]. Not only do they account for higher than average growth rate and job creation, but they are also channels of cultural identity which play a key role in promoting cultural diversity. An interesting issue for detailed consideration is the

**Table 1. Definition of "social inclusion"**

Source	Definition
UNESCO	Social rights bring together numerous rights that must be dealt with at the local level: rights to housing, education, clean water and health care emphasize the role of local authorities as a welfare provider and social provision as a duty which lies within city halls and councils [9]
UNEVOC	The conditions and processes whereby an individual or a population group is granted access to benefits or beneficial circumstances, including those related to education and training [10].
World Bank	The process of improving the ability, opportunity, and dignity of people, disadvantaged on the basis of their identity, to take part in society [11].
Commission of the European Communities	The process which ensures that at risk of poverty and social exclusion gain the opportunities and resources necessary to participate fully in economic, social, political and cultural life and to enjoy a standard of living that is considered normal in the society [12].

Source: built by the author based on [9—12].

**Table 2. Bank of problems of inclusive social groups**

Type of problems	Economic	Social and psychological problems	Professional	Legal	Medical
Inclusive social group					
Persons with disabilities	low income; lack of special jobs, acceptable working conditions	lack of material, technical, information, methodological support	lack of vocational training facilities and opportunities for continuing education		insufficient quantity and quality of affordable treatment services
Persons released from places of deprivation of liberty		difficulties in communicating with other people	lack of proper professional qualifications	lack of basic identity documents; lack of awareness of their rights/responsibilities	needs for the treatment of various somatic and infectious diseases
Participants of the anti-terrorist operation (ATO) / united forces operation (UFO)		social adaptation is difficult	need for retraining		psychological and physical rehabilitation
Women in difficult circumstances	inability to independently provide living conditions	low self-esteem, self-doubt, dependence on men	limited opportunities for professional qualification		
Homeless persons	lack of adequate housing	social adaptation is difficult	limited opportunities for professional qualification	lack of awareness of rights and opportunities	limited access to health facilities
Elderly persons	low income level	narrowing the scope of communication, exclusion from society	restriction of vital activity		lack of affordable essential health services
Children and youth	lack of information about the nature of labor relations, unemployment	child crime; low level of readiness for independent life; bad habits and addiction	limited opportunities for professional qualification		
Residents of rural areas	lack of access to basic infrastructure, low income, unemployment		limited opportunities for professional qualification		

Source: built by the author based on [3].

combination of trends in social inclusive development and breakthrough opportunities of creative industries. For Ukrainian realities, the issue is further actualized by the widespread social exclusion.

Social exclusion refers to the multiple and changing factors resulting in people being excluded from the normal exchanges, practices and rights of modern society [8]. One of the most obvious factors is poverty, but social exclusion also refers to inadequate rights in housing, education, health and access to services. These problems are acute

for such social groups as persons with disabilities; persons released from prison; participants in the anti-terrorist operation; women who have fallen into difficult life circumstances; homeless people; elderly people; children and youth; residents of rural areas.

An inclusive society should also be equipped with appropriate mechanisms that enable all its citizens to participate in the decision-making processes that affect their lives, and ultimately shape their common future [1]. Thus, the question of models and forms of realization of creative industries' opportunities for solving the problems of the main inclusive groups of the population requires detailed consideration.

## PURPOSE OF ARTICLE

The purpose of the article is to study the main problems of social inclusive groups of the population, as well as the possibilities of solving these problems on the basis of creative industries and social business models.

## RESULTS

To study the problem, the main approaches to the definition of "social inclusion" were studied. The results are presented in table 1.

**Table 3. The concept of "creative industries"**

Source	Definition
Cambridge Dictionary	Industries that are based on work in which <u>original ideas</u> are <u>important</u> , such as <u>work</u> in the <u>arts</u> or the <u>media</u> , in <u>designing computer software</u> , etc [13]
International Trade Centre	Creative industries uses an individual's creativity, skill and talent for job and wealth creation through the generation and exploitation of intellectual property [4]
Deloitte	Industries that use culture as an input and have a cultural dimension, although their outputs are mainly functional. They include architecture and design, which integrate creative elements into wider processes, as well as sub-sectors such as graphic design, fashion design, or advertising [14]
Commission of the European Communities	Cultural and creative sectors are comprised of all sectors whose activities are based on cultural values, or other artistic individual or collective creative expressions [8]

Source: built by the author based on [4; 8; 13; 14].

Table 4. Inclusive opportunities of creative industries

Business area	Types of business	Minimal ISCED level of education needed	Inclusive groups of stakeholders	The key problems solutions
Advertising	marketing research, advertising communications planning, production of advertising materials, public relations campaigns	Upper secondary education; Post-secondary non-tertiary education; Short-cycle tertiary education; Bachelor's level	Persons with disabilities; Women in difficult circumstances; Children and youth; Residents of rural areas	low incomes; difficulty of employment; low self-esteem; child crime; internet addiction
Architecture	planning of construction costs, preservation of heritage buildings, engineering consulting	Bachelor's level; Master's level	Persons with disabilities; Women in difficult circumstances; Elderly persons	low incomes; difficulty of employment; low self-esteem; social exclusion
The market for artistic goods	trade in original, unique and rare goods of high artistic and aesthetic value through auctions, galleries, shops, supermarkets and the Internet	Short-cycle tertiary education; Bachelor's level	Persons with disabilities; Children and youth; Elderly persons	low incomes; difficulty of employment; social exclusion; child crime
Crafts	manufacture of handmade products	Lower secondary education; Upper secondary education; Post-secondary non-tertiary education	Persons with disabilities; Persons released from places of deprivation of liberty; Participants of ATO / UFO; Homeless persons; Children and youth; Residents of rural areas	low incomes; difficulty of employment; lack of professional qualifications
Design	creation of graphic design, interior design, industrial design, packaging production	Upper secondary education; Post-secondary non-tertiary education; Short-cycle tertiary education; Bachelor's level	Persons with disabilities; Persons released from places of deprivation of liberty; Women in difficult circumstances; Children and youth; Residents of rural areas	low incomes; difficulty of employment; difficulties in communicating with other people; low self-esteem; child crime; internet addiction
Fashion	design of clothing, shoes and fashion accessories, fashion advice, distribution of fashion products	Lower secondary education; Upper secondary education; Post-secondary non-tertiary education; Short-cycle tertiary education	Persons with disabilities; Women in difficult circumstances; Children and youth	low incomes; difficulty of employment; low self-esteem; child crime; internet addiction
Video, film and photography	video and photo production services	Lower secondary education; Upper secondary education; Post-secondary non-tertiary education; Short-cycle tertiary education	Persons with disabilities; Persons released from places of deprivation of liberty; Participants of ATO / UFO; Women in difficult circumstances; Children and youth; Residents of rural areas	low incomes; difficulty of employment; lack of professional qualifications; difficulties in communicating with other people; social adaptation; low self-esteem; child crime; internet addiction
Games	creation and distribution of computer games	Upper secondary education; Post-secondary non-tertiary education; Short-cycle tertiary education; Bachelor's level	Persons with disabilities; Children and youth	low incomes; difficulty of employment; child crime; internet addiction
Music	creation, musical performance, reproduction and distribution of sound recordings	Upper secondary education; Post-secondary non-tertiary education; Short-cycle tertiary education	Persons with disabilities; Persons released from places of deprivation of liberty; Participants of ATO / UFO; Children and youth; Residents of rural areas	difficulty of employment; lack of professional qualifications; difficulties in communicating with other people; social adaptation; internet addiction
Publishing and printing activities	writing content and publishing books, magazines, and digital content	Upper secondary education; Post-secondary non-tertiary education; Short-cycle tertiary education; Bachelor's level	Persons with disabilities; Women in difficult circumstances; Children and youth; Elderly persons	difficulty of employment; low self-esteem; social exclusion; child crime; internet addiction
Computers	computer services, software development, system integration, system design and analysis	Post-secondary non-tertiary education; Short-cycle tertiary education; Bachelor's level; Master's level	Persons with disabilities; Children and youth	low incomes; difficulty of employment; child crime; internet addiction
Research and development	scientific and technical developments to improve products and create new products, new processes, new methods and technologies that can meet the needs of the market	Bachelor's level; Master's level; Doctoral level	Persons with disabilities; Elderly persons	low incomes; difficulty of employment; social exclusion

Source: built by the author based on [3; 15–20].

Table 5. Social business models

Model	Impact	Key stakeholders	Finance		Samples
			Revenues	Expenditures	
EMPLOYMENT MODEL	employment and training of social inclusive groups; social adaptation and support (vocational training, mental health counseling, temporary housing)	women in crisis situations, former addicts, homeless persons	selling manufactured products and services	operating costs; additional social costs due to the hiring of workers from social inclusive groups	shop, a cafe, a bakery, a woodworking business
FEE-FOR-SERVICE MODEL	commercializing social services and selling them either directly to social inclusive groups or to third-party payers	social inclusive groups	payment for products and services, which covers their cost	operating expenses; subsidies of social programs that do not have a business component	organizations in which membership dues, trade associations
MARKET INTERMEDIARY MODEL	providing services (product development, production and marketing assistance, lending) to small producers to open them access to markets and increase the value of their products; the market intermediary buys products that customers produce, and then sells the products in retail markets at the expense of a surcharge	small and medium business	selling client products	operating expenses, payment of services developers of services marketing and credit services	agriculture, handicraft and marketing
ENTREPRENEUR SUPPORT MODEL	providing business support services to firms and private entrepreneurs	small and medium business	selling services to clients	operating expenses of the business	financial institutions, consulting agencies, companies providing professional services (accounting, legal, and market information)
SERVICE SUBSIDIZATION MODEL	redistributing income from activities	social inclusive groups; territorial communities	selling products or services	operating expenses, financing of social programs	any business
COOPERATIVE MODEL	providing services to members of the cooperative (market research, technical assistance, collective bargaining and lobbying, providing access to products and services, access to external markets)	small producers of the same product group, the community of people with common needs (access to capital, health)	sale of goods and services to members or external customers in commercial markets	operating expenses, payment of the received services and products	agricultural cooperatives, credit unions
LOW-INCOME CLIENT AS MARKET MODEL	providing access to products and services to individuals who are able to meet only their basic needs, improving customer health, education, quality of life and personal opportunities	people with low income	selling products or services	operating expenses, marketing costs	any business
MARKET LINKAGE MODEL	organizing business relationships between buyers and manufacturers	small producers, local firms and cooperatives	payment for intermediary services	marketing research, event organization	commercial, industrial, financial broker
ORGANIZATIONAL SUPPORT MODEL	financing a program that has a social impact	social inclusive groups; territorial communities	sale of goods and services to members or external customers in commercial markets	operating expenses of the main activity; expenses of the social program and operating expenses of the non-profit parent organization	any business

Source: built by the author based on [22].

Thus, social inclusion means equal access to different public goods for different groups of the population. The problem of social exclusion is the lack or insufficient provision of opportunities to include as many people as possible in the production process. In order to understand what human resources can be further involved in economic turnover, the main problems of inclusive social groups were analyzed and systematized. The results are summarized in table 2.

According to table 2, the problems that affect almost all inclusive groups are low income, employment and ensuring the necessary level of well-being. The solution to these and related problems lies in increasing the level of involvement of social groups in the process of creating economic and public goods. The purpose of the article is to study the possibilities of creative industries to solve the described problems. For this purpose, the essence of the category "creative

industries" was studied. The results are presented in table 3.

Based on the definition of the concept, a complex of creative industries, including specific types of economic activities, was systematized in the course of further research. A comparison of the types of activities and the minimum level of education required for inclusion in the corresponding type of activity is carried out. On the basis of the criterion of the level of education, the distribution of inclusive groups of stakeholders between different spheres of creative industries was completed. This distribution also allowed us to identify key problems that can be solved on the basis of the corresponding type of activity within the creative industries. The results are presented in table 4.

Based on the data in table 4, for most of the presented activities within the creative industries, upper secondary education, post-secondary non-tertiary education is sufficient. This creates opportunities to attract a significant number of representatives of social inclusive groups. At the same time, there is a potential to reduce the severity of such problems as low incomes, difficulties with employment, and social adaptation. The development of the social orientation of creative industries is possible in the format of a social business model.

According to social investment Programmes WNISEF4, social enterprises are those employing more than 50% of workers belonging to social inclusive groups, and a large part of the profit is reinvested in the company's development to create new jobs; working less than 50% of workers belonging to social inclusive groups, and at least 10% of the profit goes to a social purpose; at least 20% of the profit goes to social purpose [21]. To study the prospects of applying creative business models to involve inclusive groups, the main models of social enterprises used in Ukraine were studied. The results of the analysis are systematized in table 5.

Thus, for the involvement of social inclusive groups based on creative industries using social business models employment model, fee-for-service model, service subsidization model, cooperative model, low-income client as market model, organizational support model can be achieved.

## CONCLUSIONS

The issues of social inclusion, the main inclusive groups and their current problems, and particularly the scope of creative business, creative industries opportunities in creating social impact were studied in the article. Based on the materials considered, the following conclusions were made:

1) Social inclusion is associated not only with limited access to public goods, but also with exclusion from the production of products and services.

2) The main social inclusive groups of Ukraine, whose representatives for objective reasons are limited in the possibilities of inclusion in the economic processes, are persons with disabilities, persons released from places of deprivation of liberty, participants of ATO/UFO, women in difficult circumstances, homeless persons, elderly persons, children and youth, residents of rural areas.

3) Provide a partial solution to the problems of social inclusive groups, such as low incomes and employment

problems, possibly on the basis of creative industries using such common social business models as employment model, fee-for-service model, service subsidy model, cooperative model, low-income client as market model, organizational support model.

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