



World trends in Social entrepreneurship

Amidst the global economic crisis, **the role of entrepreneurship** in boosting economic activity has been emphasized in many countries. Governments have often allocated important shares of recovery packages to helping entrepreneurs, either in the form of loan guarantees, tax incentives, or research credit designed to boost innovation.

The main concern that's at the forefront nowadays is the environmental crisis. Therefore stimulus plans have often given priority to environmentally-friendly investment, such as projects for improving energy efficiency, or enhancing sustainable transport. Within this difficult context, many countries have increased public expenditure to revive growth, while also taking the opportunity to orientate national economies towards long-term sustainability and "green growth".

According to the United Nations Environmental Program (UNEP, 2009), South Korea invested in 2009 79% of its total economic stimulus package in "green activities" representing almost 7% of its GDP, followed by China and Australia with 34% and 21% of their stimulus packages going to "green investments", corresponding to 5.2% and 0.9% of their respective GDP. In this context, green entrepreneurship went from being simply "fashionable" to be essential for policy guidance. As far as the people are concerned, a rundown of the results from the U.S. Consumer Sustainability Survey (2019) shows that more than two-thirds of Americans consider sustainability when making a purchase and are willing to pay more for sustainable products.

