



EMPREENDEDORISMO E INOVAÇÃO NA GESTÃO PÚBLICA: AÇÃO DO PODER PÚBLICO, CAIXA ECONÔMICA FEDERAL E FORCON CONDOMÍNIOS NO RESIDENCIAL BUENA VISTA I E III, EM GOIÂNIA, GO

ENTREPRENEURSHIP AND INNOVATION IN PUBLIC MANAGEMENT: GOVERNMENT ACTION, THE *CAIXA ECONÔMICA FEDERAL* AND *FORCON* CONDOMINIUMS IN RESIDENCIAL BUENA VISTA I AND III, IN GOIÂNIA, GO.

EMPRENDIMIENTO E INNOVACIÓN EN LA GESTIÓN PÚBLICA: ACTUACIÓN DE LAS AUTORIDADES PÚBLICAS, CAIXA ECONÔMICA FEDERAL Y FORCON CONDOMÍNIOS EN EL RESIDENCIAL BUENA VISTA I Y III, EN GOIÂNIA, GO

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RESUMO

O empreendedorismo social compreende uma forma recente que tem como objetivo principal realizar atividades (por meio de produtos e serviços) que tenham impacto social, ou seja, que possibilitem o desenvolvimento, melhorando a qualidade de vida das pessoas, aliado à sustentabilidade. Neste sentido, objetivou-se analisar o Projeto de Trabalho Social (PTS), que é um projeto da Caixa Econômica Federal em parceria com a Forcon Condomínios, uma empresa privada que foi contratada para fomentar o empreendedorismo social no Residencial Buena Vista I e III, em Goiânia, GO. Na metodologia fez-se análise do relatório final de execução do PTS e foram entrevistadas 30 pessoas beneficiadas sobre o impacto do projeto em suas vidas, questionando se a atividade empreendedora melhorou a qualidade de vida, sobre a participação da Forcon no desenvolvimento das atividades, do Poder Público e as dificuldades encontradas para o exercício da atividade. Os resultados demonstraram que a maioria dos beneficiados pelo projeto trata-se de mulheres, entre 18-29 anos, que buscaram empreender na área da estética, especialmente salões e manicures.

Palavras-Chave: Planejamento; Políticas públicas; Trabalho social.

ABSTRACT

Social entrepreneurship comprises a recent form that has as its main objective the carrying out of activities (through products and services) that have a social impact, that is, that enable development, improving people's quality of life, combined with sustainability. In this sense, the objective was to analyze the Social Work Project (SWP), which is a project of the *Caixa*

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Econômica Federal (a Brazilian Government Federal Bank) in partnership with Forcon Condominiums, a private company that was hired to foster social entrepreneurship at Residential Buena Vista I and III, in Goiânia, GO. The final report of the execution of the SWP was analyzed as part of the methodology employed and 30 people were interviewed about the impact of the project on their lives. Questions about whether the entrepreneurial activity improved the quality of life, about Forcon's participation in the development of activities, the Public Powers, and the difficulties encountered for the exercise of the activity were asked. The results showed that most of the beneficiaries of the project were women, between 18-29 years old, who sought to undertake small businesses in the area of aesthetics, especially salons and manicures.

Keywords: Planning; Public Policies; Social work

RESUMEN

El emprendimiento social comprende una modalidad reciente cuyo principal objetivo es realizar actividades (a través de productos y servicios) que tengan impacto social, es decir, que permitan el desarrollo, mejorando la calidad de vida de las personas, combinado con la sustentabilidad. En ese sentido, el objetivo fue analizar el Proyecto de Obra Social (SWP), que es un proyecto de Caixa Econômica Federal en sociedad con Forcon Condomínios, una empresa privada que fue contratada para promover el emprendimiento social en Residencial Buena Vista I y III, en Goiânia, GO. La metodología analizó el informe final de ejecución del SWP y se entrevistó a 30 beneficiarios sobre el impacto del proyecto en sus vidas, cuestionando si la actividad emprendedora había mejorado su calidad de vida, sobre la participación de Forcon en el desarrollo de las actividades, de la Poder y las dificultades encontradas para el ejercicio de la actividad. Los resultados mostraron que la mayoría de los beneficiados por el proyecto son mujeres, entre 18-29 años, que buscaban emprender en el área de la estética, especialmente salones y manicures.

Palabras Clave: Planificación; Política pública; Trabajo Social.

Como citar este artículo: MAGUL, Michel Afif; PASQUALETTO; Antônio.

Empreendedorismo e inovação na gestão pública: ação do poder público, Caixa Econômica Federal e FORCON Condomínios no Residencial Buena Vista I e III, em Goiânia, GO. **DRd - Desenvolvimento Regional em debate**, v. 14, p. 209-232, 23 maio 2024. Doi: <https://doi.org/10.24302/drd.v14.4991>.

Artigo recebido em: 29/08/2023

Artigo aprovado em: 10/02/2024

Artigo publicado em: 23/05/2024

1 INTRODUCTION

Social entrepreneurship offers a different point of view to classical notions already existing in the private sector, which is dominated by for-profit companies, where the main objective is to make a profit and maximize the value of owners. In general, Corporate Social Responsibility (CSR), found in the literature, does not question the main motive of for-profit companies, but argues that their managers need to take into account not only the interest of owners, but also the interest of other stakeholders, who may affect or be affected by the activity of a for-profit company.

Social entrepreneurs operate within such an organizational structure, adopting a business approach, and focusing on bringing better social outcomes to a particular community or stakeholder group. In this vision, social innovation, defined as “*innovative activities and services, which are motivated by the objective of meeting a social need*”, occurs in various forms of organization, from for-profit companies, which often create social value through their programs, to dual mission organizations, thereby forming new hybrid models.

Social entrepreneurship is growing rapidly and attracting more and more attention from many sectors. The term itself appears frequently in the media and is also referenced in the public sector. One standout example is the *Minha Casa, Minha Vida* Program (PMCMV) (*My Home My Life*), which is a program of the Federal Government to promote access to housing through the production of housing units for families of various income ranges. Band 1, which serves families with a gross family income of up to R \$1,800.00, is for low earners and they are provided with resources from the Residential Lease Fund (RLF) (Forcon, 2020) to purchase purpose-built housing.

The Social Work Project with beneficiary families meets PMCMV regulations and has as legal guidance Ordinance No. 464, of July 25, 2018, issued by the now-extinct Ministry of Cities, which defines social work as follows:

Social Work comprises a set of strategies, processes and actions, carried out from integrated and participatory diagnostic studies of the territory, comprising the dimensions: social, economic, productive, environmental and institutional political of the territory and the beneficiary population (Ministry of Cities, 2018, p. 2)

In Goiânia, capital of the State of Goiás, an innovative experience of entrepreneurship merits analysis, since there are few cases in which the public power is effective in the operationalization of public policies of entrepreneurship and innovation. Thus arose the partnership with the company Forcon, which was hired by The *Caixa Econômica Federal* to prepare and execute the Social Work Plan (SWP) at Residential Buena Vista I and III in Goiânia, GO, aiming at fostering entrepreneurship in the region.

Therefore, the objective of this study was to analyze the application of the SWP by Forcon as a way to foster entrepreneurship and innovation in the residential Buena Vista I and III, in the city of Goiânia.

Methodologically, an analysis of the programs implemented and the results achieved was used, and the impacts on the benefited community were subsequently evaluated.

The article was structured as follows: the introduction presents the theme. Studies and experiences identified are outlined in the literature review. Subsequently, the methodology is developed and presented, as well as the results and discussion. The paper ends with some Conclusions and References.

2 LITERATURE REVIEW

2.1 SOCIAL ENTREPRENEURSHIP

Public policies refer to “an articulated and structured set of actions and incentives, which seek to change a reality, in response to the demands and interests of the actors involved” (MARTINS and MARINI, 2007). It is also defined as an articulated and structured set of actions and incentives that seek to change a reality in response to the demands and interests of the actors involved. It addresses political-administrative mobilization, to articulate and allocate resources and efforts, to try to solve a given collective problem (PROCOPIUCK, 2013). The interest in entrepreneurship is growing widely not only in Brazil but also throughout the world. Institutional theory has been widely applied to the study of entrepreneurship.

Entrepreneurship in Public Management is not well established in its reflexive character. A hybrid management model, in which patrimonialism, bureaucratic managerial practices coexist, marks public Administration leading to a need for the adaptation of entrepreneurship.

Public sector entrepreneurship can be defined as innovative public policy initiatives that aim to generate greater economic prosperity by transforming a status quo economic environment into one that is more conducive to economic units engaging in creative activities in the face of uncertainty (LEYDEN, LINK, 2015).

Kim (2010) points out that the main point behind public entrepreneurship is not to make a business-oriented government or one that understands the market, instead, the idea is to increase opportunities to put innovative ideas into practice and find ways to offer public benefits, providing quality services.

For Silva et al. (2018), entrepreneurial behavioral characteristics in public management incur, on the one hand, more risks, but on the other, greater innovative potential, which can produce positive externalities for municipal finances and public policies, constituting an important force for institutional and socioeconomic development.

Therefore, the change of thinking about entrepreneurship in public management needs to undergo a structural cultural transformation in an organized society. Being a transforming agent, both in society and in the economy, makes the entrepreneur an innovator, the one who breaks paradigms, leading the nation to economic development, by identifying new opportunities and making new ventures out of them. (Arana, Silva, 2016).

According to Silva et al. (2012), social entrepreneurship has at least five characteristics that distinguish it from other types of entrepreneurship.

a) it is collective and integrated; b) it produces goods and services for the local and global community; c) it focuses on finding solutions to social problems and community needs;

d) its performance measure is social impact and transformation; e) it aims to rescue people from social risk situations and promote them, generating social capital, inclusion, and social emancipation.

Issues related to social entrepreneurship have been debated for some time, but there are still doubts about the impact of income earned in non-profit organizations and corresponding sectors. Considerations around social entrepreneurship are relatively newer. Topics of interest include appropriate definitions, the degree to which entrepreneurship may differ between non-profit and for-profit organizations, and the potential to solve significant social problems and this reflects exactly on the reported case (Bielefeld, 2009).

The Brazilian Micro and Small Business Support Service (SEBRAE, 2022) reports that, among the main characteristics of social impact businesses, is the fact that they are businesses that generate goods and services that contribute to the development of the population's quality of life, especially in the core population considered low income. In addition, the business is articulated from public policies, such as the Social Work Project (SWP) analyzed in this work, as well as being able to self-regulate, that is, the businesses do not depend on donations to maintain functioning.

Nevertheless, SEBRAE (2014) also points out the importance of micro and small businesses in Brazil, reporting that they are responsible for generating more than 78% of formal jobs in the country, and 40% of the Brazilian population is benefited in some way by the activity of these companies, which are the basis of social entrepreneurship and are the main focus of the Project.

Social entrepreneurship is a new business model that combines a social objective with a business mind-set and is heralded as an important new way to create social value, such as sustainability (Witkamp et al., 2011).

Among the funding agencies, The Caixa Econômica Federal stands out, also known as Caixa, which is a Brazilian financial institution, in the form of a public company, with its own assets and administrative autonomy headquartered in Brasília, in the Federal District, and with branches throughout the national territory. It is linked to the Ministry of Economy (Caixa, 2022).

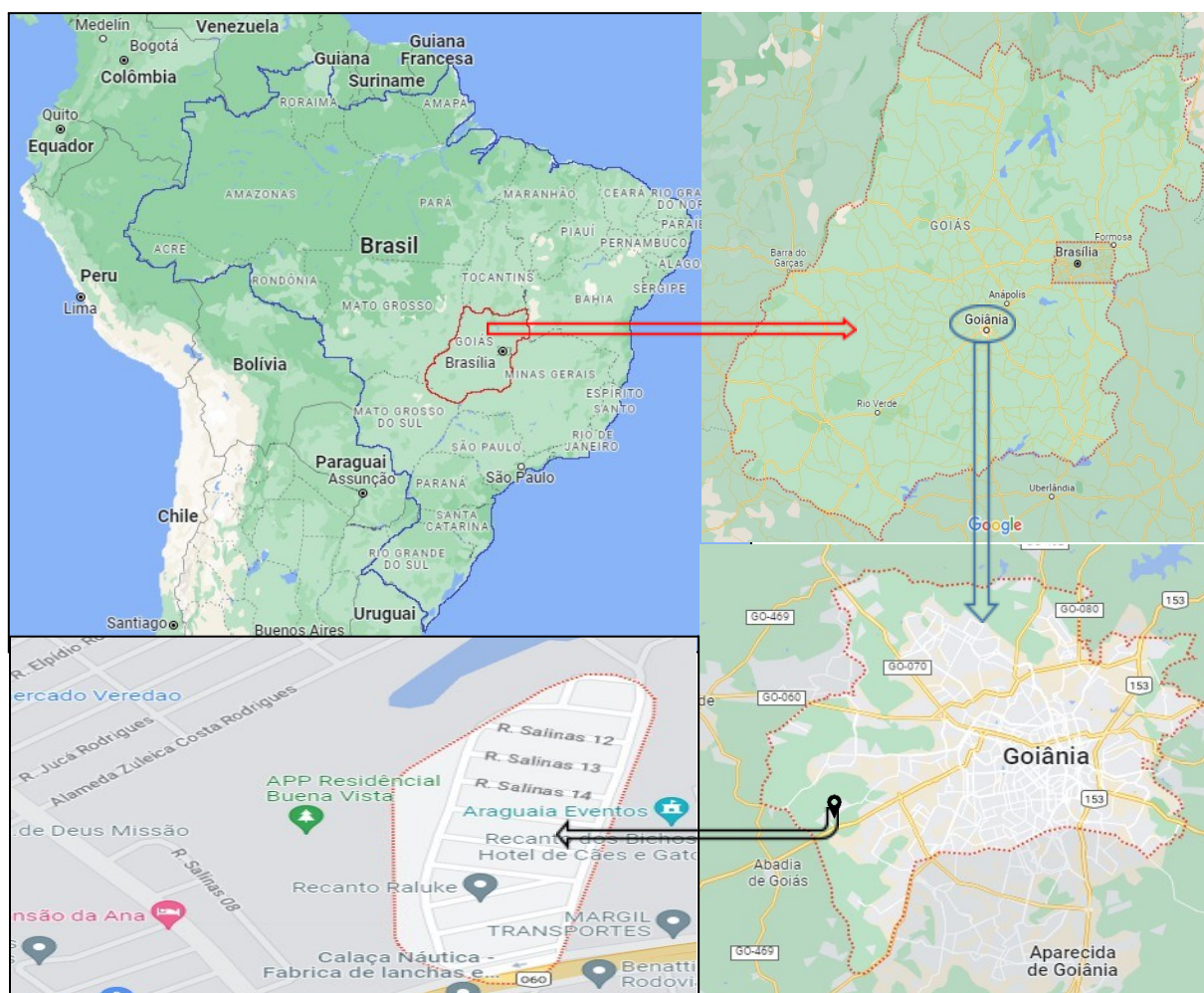
This Bank does not restrict its activities to offering banking products and services alone. It is responsible for the operation of various benefits, social and labor programs, such as the Severance Indemnity Fund (FGTS), Unemployment Insurance, the Bolsa Família Program (Family Income Program) and Minha Casa Minha Vida. (My Home My Life) In addition to providing resources, it assists municipalities and state governments to efficiently designing and monitoring works promoting urban development. As the main agent of public policies of the federal government, it actively contributes to the eradication of poverty and the improvement in the distribution of income among the Brazilian population (Caixa Econômica Federal, 2022).

3 METHODOLOGY

3.1 THE RESIDENTIAL BUENA VISTA I AND III CONDOMINIUMS

The Residential Buena Vista I and III is located in the Buena Vista Sector, Southwest region of Goiânia, 18 km from the city center (Figure 1). The neighborhood has been inhabited for more than two decades; the subdivision emerged from an old farm existing on the site. The neighborhood has urban planning, the main roads are paved, and sanitary sewage, public lighting, garbage collection, and treated water are provided (Forcon, 2020).

Figure 1 – Location of Residential Buena Vista I and III



Source: Authors own elaboration made with screenshots from the Google Maps website, 2023

The Residential Buena Vista I and III is an enterprise within the scope of housing policy aimed at socially vulnerable families, with incomes of between R\$0.00 to R\$1,800.00, often managed by women, the elderly, and disabled people who are responsible for their families. The project was built with funds from the Residential Lease Fund (RLF) under the “*My Home My Life*” program (PMCMV), in the Municipality of Goiânia, GO. The PMCMV aims to promote access to decent housing with minimum standards of sustainability, safety, and habitability in order to minimize the housing deficit (Forcon, 2020).

The PMCMV provided the Buena Vista Sector with housing and urbanization development actions favoring families in the city of Goiânia. The project is located in a peripheral region, and as occurs in most peripheries, it has a concentration of people with low income and educational levels. Far from the city center, the sector does not have employment opportunities; there is urban violence, and a lack of opportunities for professional qualification for residents, among other situations that foster social vulnerability (Forcon, 2020).

In January 2014, the project began occupying the properties and 1,424 families benefited from housing units (overlapping apartments), duly registered with the Municipal Housing Secretariat (SMH) and the Single Registry (Forcon, 2020).

The sector has a school with early childhood education (Preschool 01 and 02) along with an elementary school (1st year to 6th year), with the capacity to serve 950 children and adolescents. Places for the 7th year are due to come on stream in 2020. It is noteworthy that the institution does not meet all the existing demands in the sector causing parents to look for schools in neighboring regions. In addition, it has a CMEI (Municipal Infant and Early Education Service) that serves 126 children from 6 months to 3 years of age, but the space does not support the existing demand in the sector for early childhood education. A second CMEI building for the sector has been under construction for approximately 7 years. Local leaders inform us that in 2020, this second unit was inaugurated. It also has an ecological park but without adequate infrastructure for greater use of the environment as the lake is used by people from outside the sector who arrive equipped with small speedboats, jet skis, tents, tables, chairs and barbecues., So local residents barely enjoy the space. The park is ample, but there is a lack of trails and environments conducive to leisure and the practice of sports (Forcon, 2020).

The sector has a health unit, which serves which operates in two shifts to meet all the existing demands in the community. Local commerce is family-run and managed and so does not offer employment to the residents of the sector.

3.2 THE SOCIAL WORK PROJECT AND THE ACTIVITIES DEVELOPED.

The research was carried out based on the observations and reports of the Social Work Project developed by the company Forcon Condomínios, contracted by *Caixa Econômica Federal*, to prepare, execute, and foster entrepreneurship in Residencial Buena Vista I and III in Goiânia, GO.

The Social Work Project (SWP) has as guiding elements the participation of beneficiaries at all stages, as citizens of rights and transforming agents of their own community, the social problems latent in the Buena Vista Residencial I and III raised by the interviewed beneficiaries, the courses requested and their expectations regarding the execution of the SWP.

The SWP aimed to develop a set of articulated activities of investment in the subjects, individual and collective, which occurred in a participatory manner, seeking to trigger processes of social development in the community, fostering a sense of ownership and belonging in the territory and commitment to the place of residence.

The activities/actions proposed in the SWP contemplated the 04 (four) axes pointed out in Ordinance 464. These were: Axis 1 – Mobilization, Organization and Social Strengthening,

Axis II – Environmental and Heritage Education, Axis III – Socioeconomic Development and Axis IV – Advising Condominium Management to correspond to the expectations and needs of the beneficiaries, with their active participation. The axis analyzed here was Axis III as described in table 1.

The activities were developed through collective and individual actions according to each level of performance and are shown in Table 1.

The questionnaire was composed of 15 questions organized into four categories:

- a) Data: they were asked to indicate gender, age and education.
- b) Activity: the reasons for seeking to join the project were questioned, what was the activity undertaken, the time taken for this, and the necessary investments required, among other issues involving the functioning of the activities offered by the project;
- c) Impacts: the unfolding of the project in the lives of individuals;
- d) Evaluation: on the participation of Forcon and the Government in the realization of the Project.

Table 1 – AXIS 3 – Socioeconomic Development Social Work Project at Residential Buena Vista I and III, Goiânia, GO.

ACTIVITY	PLACES AVAILABLE
Activity 3.1 – Entrepreneurship Course – Turning Ideas into Business	20
Activity 3.2 – Entrepreneurship Course for Traders	20
Activity 3.3 – Pastry Production Workshop	80
Activity 3.4 – Bonbons Production Workshop	48
Activity 3.5 – Clothing Customization Course	60
Activity 3.6 – Sandal Customization Course	45
Activity 3.7 – Administrative Assistant Course	34
Activity 3.8 – Pharmacy Attendant Course	16
Activity 3.9 – General Services Course	32
Activity 3.10 – Building Electrician Course	20
Activity 3.11 – Course NR 10-Safety in Installations and Services in Electricity - Training	20
Activity 3.12 – Basic Informatics Course	32
Activity 3.13 – Advanced Informatics Course - Excel	16
Activity 3.14 – Confectionary Course	16
Activity 3.15 – Baking Course	16
Activity 3.16 – Sewing Course	16
Activity 3.17 – Hairdressing Assistants Course	1
Activity 3.18 – Barber Course	1
Activity 3.19 – Basic Course in Manicure/Pedicure Techniques	30
Activity 3.20 – Basic Makeup Course	1
Activity 3.21 – Modeling Course and Henna for Eyebrows	15
Activity 3.22 – Employability Course, Curriculum Preparation, and how to Behave in a Job Interview	45
Activity 3.23 – Cloth Cutting and Modelling Course	16
Activity 3.24 – Sweets and Desserts Course	60
Total	702

Source: Forcon, 2020.

The expected target audience was 1,424 families benefiting from Residential Buena Vista I and III, Goiânia, GO and the period of execution of the SWP was 14 months.

3.3 QUESTIONNAIRE TO BENEFICIARIES OF THE SWP

After the completion of the activities of the Social Work Project, a questionnaire was developed and applied to a sample group in order to verify the impact of the actions carried out from the view of the individuals who were directly affected.

The questions were formulated in multiple-choice format, with the exception of two questions, which sought discursive answers. The issues, as well as the options, are set out in the table below.

Table 2 – Questions on the questionnaire applied to the beneficiaries of the Social Work Project at Residential Buena Vista I and III, Goiânia, GO.

	Questions	Options
Data	Gender	() Male () Female () Other
	Age	() 18-29 years; () 30 to 44 years; 45 to 60 () over 60 years old;
	Education	() Complete Elementary School; () Incomplete High School; () Complete High School () Incomplete higher education ()) Complete higher education (Not Informed)
Activity	What led you to look for a business opportunity, to be an entrepreneur?	Unemployment; () () Leisure; () Debts () Financially assist the family; () Other. Which one?
	Which Social Work Project activity have you undertaken?	(open-ended response)
	Is your business still active?	() Yes. No Why: _____
	How long have you been working in your	() Up to 1 year () 1 to 5 years () More than five years
	What types of investments were required to set up the business?	() Rent () Goods; () Employees; () Promotion; Others Which one?
	How do you advertise your activity?	() Whatsapp; () Facebook; () Instagram; () Tiktok; () Word of mouth; () Other. Which one?
	Evaluate whether it was easy to gain customers.	() Terrible () Bad; () Regular; () Good; GOOD () Excellent
Impacts	Did starting a business guarantee you a better quality of life?	() Terrible; () Bad; () Regular; () Good; () Excellent

	What is your net monthly income from the business?	Up to 1 minimum wage; Between 1 and 3 minimum wages; Greater than 3 minimum wages;
Evaluation	How was Forcon's participation in the realization of the Social Work Project?	() Terrible; () Bad; () Regular; () Good; () Excellent
	How was the participation of The public powers in developing the SOCIAL WORK PROJECT	() Terrible Bad Regular GOOD () Excellent
	So that new projects can be carried out in your sector, suggest activities that may contribute to Entrepreneurship and innovation.	(open-ended response)

Source: Prepared by the authors.

The sample group was composed of 30 (thirty) people randomly selected from among those who benefited from the Social Work Project to monitor the impact of the actions on their lives. They received the questionnaire printed on a sheet and were able to respond freely.

4 RESULTS AND DISCUSSION

4.1 ANALYSIS OF THE EFFECTIVENESS OF THE SOCIAL WORK PROJECT

The execution of the Social Work Project with the families had the following perspective: a) guarantee access to public policies with a view to the realization of rights, b) participation and social control, c) improvement of living conditions, d) sustainability of the intervention, e) exchange of knowledge and information.

Thus, the project sought to improve the quality of life of the population who lived there, which was considered a “poor neighborhood” and severely affected by the pandemic, which worsened the situation of the local residents since there was an economic and humanitarian crisis that cannot be immediately repaired.

Although the expected period for carrying out the Social Work Project was initially 14 months, the activities went on for over 17 months, due to issues linked to low population adherence, delay in the execution of the schedule of System S, and consequences of the Covid-19 Pandemic. However, despite the delay of 3 months for the completion of the project, it was based on the aspects mentioned above; however, it was necessary to adapt techniques and instruments already planned, such as the suppression and expansion of some activities, which were considered necessary to achieve the stated goals and indicators.

The qualification activities carried out are shown in Table 3.

Table 3 – Qualification activities carried out in the social work project at Residential Buena Vista I and III in Goiânia, GO.

ACTIVITY	PLACES AVAILABLE FORECAST	PARTICIPANTS
Entrepreneurship Course – Turning Ideas into Business	20	16
Entrepreneurship Course for Market Traders	20	0
Savoury Snacks Production Workshop	80	32
Bonbons Production Workshop	48	28
Clothing Customization Course	60	08
Sandal Customization Course	45	18
Administrative Assistant Course	34	36
Pharmacy Attendant Course	16	21
General Services Course	32	0
Building Electrician Course	20	21
Activity 3.11 – Course NR 10-Safety in Installations and Services in Electricity - Training	20	0
Basic Informatics Course	32	33
Advanced Informatics Course - Excel	16	18
Confectioner Course	16	11
Bakery Course	16	16
Seamstress Course	16	18
Hairdressing Assistant Course	1	0
Barber Course	1	1
Basic Course in Manicure/Pedicure Techniques	30	16
Basic Makeup Course	1	0
Modeling and Henna Eyebrow Course	1	16
Activity 3.22 – Employability Course, Curriculum Preparation and how to Behave in a Job Interview	45	16
Cloth Cutting and Modelling Course	16	16
Sweets and Desserts Course	60	32
Total	702	387

Source: Adapted from Forcon, 2022.

Regarding vocational courses, the adequacy of the schedules to meet the demand of the adult population stands out. In the proposal of the SWP, the schedule of the courses followed business hours, which was not suitable for those who needed to work to ensure family food security.

When the Covid 19 Pandemic occurred, the example of the Juarez Amorelli Condominium - Qd 70 is referred to. This area had, for the most part, beneficiaries of the elderly group. The contact they had with the caretaker and even with the residents themselves was always cited because of concerns at that moment and the need to protect themselves;

The technical team had a loyal following who participated in the proposed actions. They were mostly women, heads of families, unemployed and/or that did only informal work, the

elderly, children, and adolescents, including children and grandchildren of the participating women.

It is important to emphasize that the offer of vocational courses, in the pandemic period, took on a greater importance, due to the increase in unemployment, loss of income and accentuation of the situation of social vulnerability experienced by the population. Impoverished women, heads of families, and young men seeking their first job attended most of the courses offered.

The importance of the Sports Initiation Workshops is also evaluated, which contributed to the improvement of the social, physical, and cultural formation of students, creating a relationship between learning and motivation, quality of life, and socialization.

The participation of the beneficiaries in the vocational courses is evident, highlighting the areas of cooking, clothing, handicrafts, sports initiation, and wellness workshops. In addition, without a doubt, the participation of these women was valid, considering that professionalization and self-care enhance the process of building autonomy and guaranteeing citizenship, consistent with what the Social Interest Housing Program says.

As a result of the participation of the female public, there is a record of improvement in self-esteem, a recognition of the cycle of violence experienced by some participants, initiation of the entrepreneurship process, and a guarantee of family income. As the participation was almost always exclusively of women, they were at ease to express themselves, while others remained silent, observing and only later expressing their views on social issues experienced later. A study conducted in India showed that women prefer to invest in cooperative activities because they offer self-employment opportunities, contributing to social inclusion and empowerment. They can contribute to: 1) elements of empowerment embedded in the business model of the enterprise and (2) individual perceptions of empowerment (Datta, Gailey, 2012).

It is worth noting how often women were present with their children, nephews, people under their guardianship, and grandchildren, requiring the creation of a reception space. Even so, there was always a technician in charge of carrying out educational activities with the children, in order to avoid exposing them to the subjects dealt with, as well as ensuring the necessary tranquillity for the running of the course.

There was also a partnership with the Non-Governmental Organization Central Único das Favelas - CUFA Goiás, related to the promotion of the social protagonism of families, which is similar to the objective proposed by the SWP, reinforcing joint action.

The partnership with the Institutional Group of the Public Power - GIPP was another challenging point for the effectiveness of SWP, since it was consolidated only in the 16th month of the SWP schedule, that is, in the penultimate month. This made it impossible to execute it concomitantly with the actions of the Project and to properly move forward with the demands presented by the community.

In the first month of the execution of the SWP, in an attempt to articulate the Group, the social coordinator was informed by servants of the Municipal Secretariat of Urban Planning/Superintendence of Housing and Land Regularization, responsible for the formation of the group, that the GIPP needed to be recomposed due to the dismissal of servants of various

Agencies of the City Hall. This was part of the composition of the GIPP, and some employees were dismissed with the end of municipal management 2016-2020.

Although there was no achievement of all indicators and goals described in the actions of the SWP, it is believed that the general objective was to promote social participation, the improvement of living conditions, the realization of the social rights of beneficiaries, and the sustainability of the intervention described in the SWP. This statement is based on the transformation of those participants, a small but very dedicated public who made a point of externalizing the transformation promoted by social work to economic, social, and personal life.

It is important to highlight that the profile of social entrepreneurs identified in the study is not compatible with the proposals for entrepreneurship and social objectives and employment. This requires public policies that bring the entrepreneur's profile closer to the objectives to be achieved so that the entrepreneur identifies with the cause for which he fights (Ladeira, Machado, 2013).

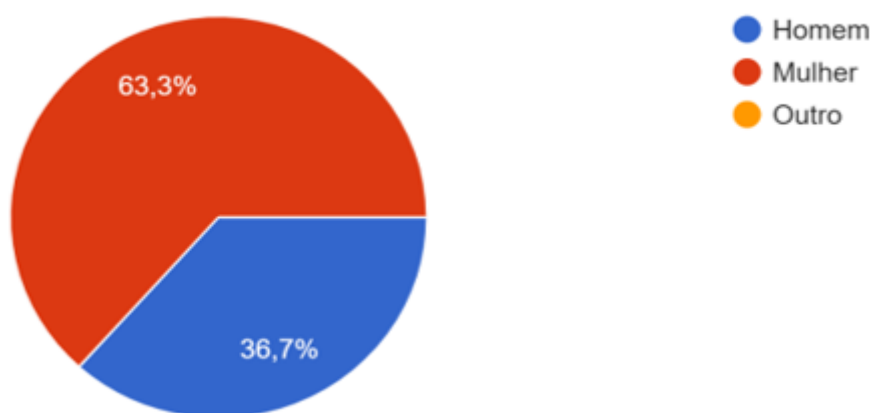
It can be stated that the more entrepreneurial skills the actors have, the more likely the initiative is to create impact (as long as the actor's willingness to struggle on is high) (Lunenburg et al., 2020).

4.2 RESPONSES TO THE SOCIAL WORK PROJECT ACTIONS IMPACT QUESTIONNAIRE

With the completion of the questionnaire, it was possible to obtain a sample of the impact of the SWP, pointing out which were the activities that worked the most, and the group that benefited the most, among other data, which are now analyzed.

At first, regarding personal data, it was possible to verify that 63.3% of the respondents benefiting from the Social Work Project were women (Figure 2).

Figure 2 – Gender of the beneficiaries, based on the research carried out in the Social Work Project, Buena Vista I and III, Goiânia, GO.



Source: From the authors (2023).

According to data from the Brazilian Institute of Geography and Statistics (IBGE) in 2021, the population of Goiânia was 1,555,626 people, with women accounting for 51.8% of this total. In addition, the research carried out by IBGE also pointed out that about 53.3% of households in Goiânia, GO are headed by women, that is, they are the ones who assume the financial responsibilities of the household, also noting that this number has been growing in recent years. (Oliveira and Jacometto, 2022)

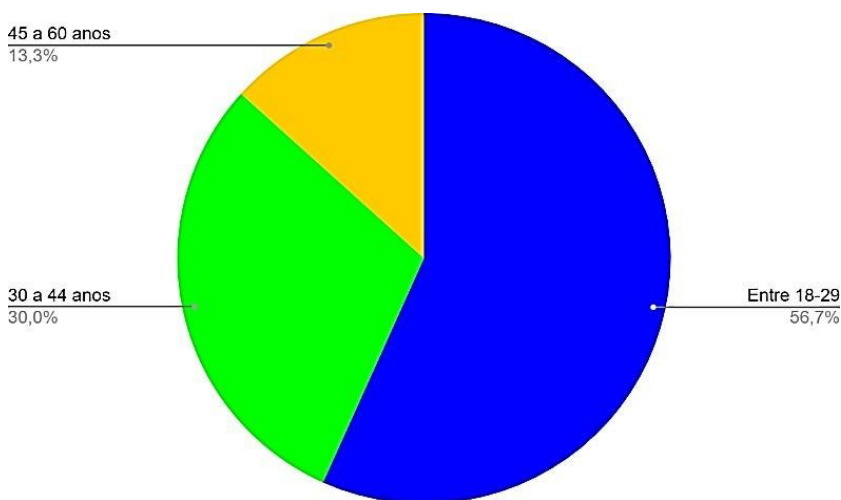
The research also points out that, despite heading homes and having more education than men, women still tend to receive about 30% less than their salaries (Oliveira, Jacometto, 2022). These data are the reasons why it is believed that the project had adherence of women who seek to set up businesses, since it is a way for them to achieve emancipation and development, opposing the socially imposed hierarchy. On this subject, there are reports from several authors cited by Estivaleta (2018):

In the view of Diogo and Coutinho (2006), working women, mainly belonging to the popular strata, suffer prejudice, discrimination, and accumulation of functions and often occupy unskilled and repetitive jobs. For these authors, the relationships between men and women, in general, are also configured as hierarchical, unequal and even permeated by exclusionary mechanisms. Thus, even though there are numerous changes in the social, economic and cultural context, women still occupy an inferior position in society.

In this context, social entrepreneurship, whose role is to create social value (Austin, Severson & Wei-Skillern 2006), has been considered a way to contribute to the emancipation and development of disadvantaged individuals and social risk, with numerous actions developed for the female population (Jonathan, 2011; Najafizadeh & Mennerick, 2003; Neves, Guedes, & Santos, 2010). From the perspective of diversity, equality and inclusion, entrepreneurship can be seen as a means for the inclusion of women and other marginalized groups, especially in low-income countries, in which they suffer from the lack of equal opportunities and social exclusion (Pines, Lerner; Schwartz, 2010) cited by Estivaleta, et al., 2018, p. 177.

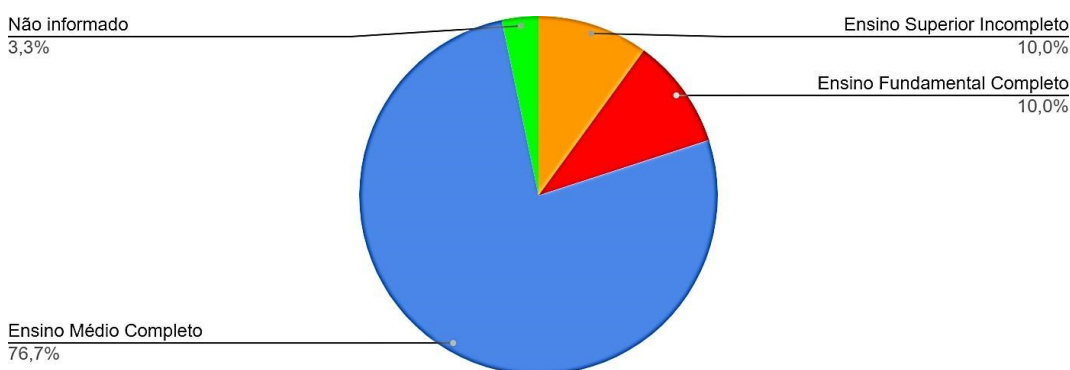
Regarding the data related to the age group and education of the beneficiary individuals, it was found that 56.7% of the beneficiaries are between 18 and 29 years of age, in addition, 76% had completed high school, as shown in Figures 3 and 4.

Figure 3 – Gender of the beneficiaries, based on the research carried out in the Social Work Project, Buena Vista I and III, Goiânia, GO.



Source: From the authors (2023).

Figure 4 – Gender of the beneficiaries, based on the research carried out in the Social Work Project, Buena Vista I and III, Goiânia, GO.



Source: From the authors (2023).

According to data provided by the IBGE (2021), it appears that almost 1/4 (one quarter) of the Brazilian population is composed of individuals between 15 and 29 years old, corresponding to 23% (twenty-three percent) of the total population. Also, specifically on the reality of Goiânia, according to the data obtained by IBGE (2022), the majority of the population of the capital of Goiás is composed of people between 25 and 59 years old, who have completed high school (Amoury, 2022). These data explain the results obtained in the questionnaire in relation to the age group and schooling of the beneficiaries.

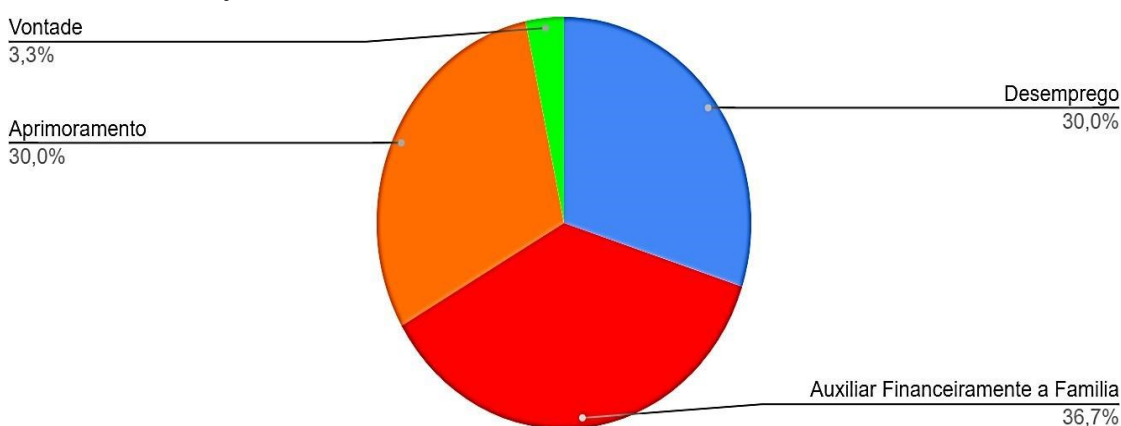
Nevertheless, Gomes et al. (2014) explain that most young people seek entrepreneurship as a way to enter the labor market, pointing out a survey by *Global Entrepreneurship Motor (GEM)*, which indicated that 44% (forty-four percent) of Brazilians prefer to self-employ. It is from this scenario that young entrepreneurs emerge, who see this option as a way to improve their lives and their families, especially with regard to the financial aspect.

After the analysis of personal data, the analysis of activities was completed, starting with the reasons that led individuals to seek SWP and entrepreneurship. In the sample group,

no one indicated for reasons of leisure or debt, while 33.3% of the individuals answered that the motivation was "other", pointing to personal will and improvement as the main motivations.

However, what really motivated the individuals was the need to financially assist the family, corresponding to 36.7% of the answers. Unemployment was also a motivation for 30% of those questioned, as shown in Figure 5.

Figure 5 – Reason for the exercise of the activity, listed by the beneficiaries, based on the research carried out in the Social Work Project, Residential Buena Vista I and III, Goiânia, GO.



Source: From the authors (2023).

According to data from the Broad National Consumer Price Index (IPCA), responsible for analyzing inflation in Brazil, in August 2022, inflation accumulated at 10.7%, but in relation to food and beverages, this value corresponded to 14.72% (IPCA, 2023). Inflation indicates an increase in the price levels of items such as, for example, transportation, food, beverages, clothing, health and housing. As a result, the higher the percentage, the more expensive the items become (Pereira, 2022)

Thus, young people in the country are forced to look for a way to help with family income, to pay for their livelihood and household expenses, including individual ones. In addition, IBGE data (2022) report that the average unemployment rate for 2022 was 9.3%, showing a significant reduction compared to 2021 data, which pointed to unemployment of 13.2% in the country.

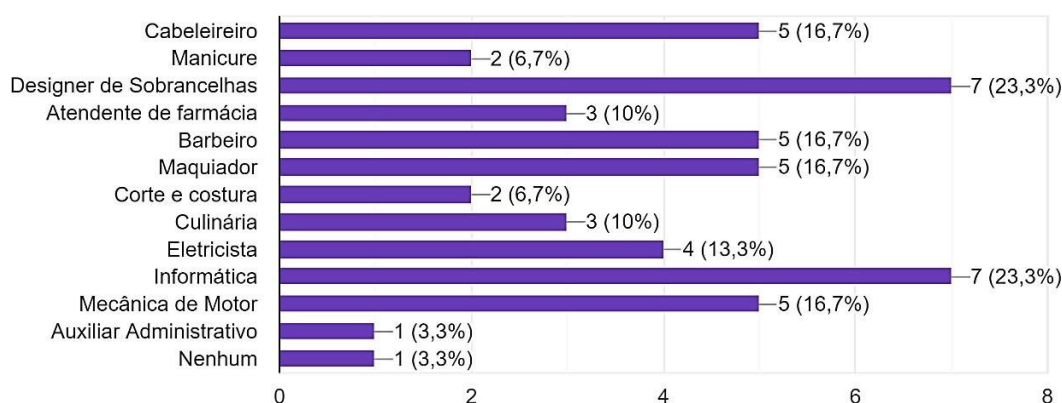
This reduction is directly linked to the development of entrepreneurship, since it appears that the number of entrepreneurs has increased in Brazil. According to data provided by the Brazilian Micro and Small Business Support Service - SEBRAE (2022), more than 3.6 million new ventures were created, of which 78% correspond to individual micro entrepreneurs. For IBGE (2022) entrepreneurs are not considered unemployed, therefore, with the increase in individual enterprises, there is a tendency to reduce the number of unemployed in the country, which is essentially the objective of the SWP developed in this research.

Thus, the courses offered in the SWP sought to offer professionalization to the benefited individuals, so that they could undertake, improving the economic situation of their families and, consequently, reducing unemployment rates of families in misery. This directly impacts the economy of the region, and the SEBRAE (2022) data demonstrate the essentiality of these

modalities of enterprise in the country's economy, informing that they account for about 30% (thirty percent) of the Brazilian Gross Domestic Product (GDP). This is where the generation of most jobs occurs, representing 44% (forty-four percent) of the country's wage bill.

The courses preferred were linked with the area of beauty: hairdresser, barbershop, eyebrow designer and manicure. The next areas of greatest interest were those related to computer science and car and motorcycle mechanics. There was also a lot of interest in the area of cutting and sewing, electrician and cooking (sweet and savoury), as shown in Figure 6.

Figure 6 – Activity that the beneficiaries undertook in the Social Work Project, Residential Buena Vista I and III, Goiânia, GO.



Source: From the authors (2023).

There was a higher number of responses than the number of individuals in the sample group, and this occurred because certain individuals participated in more than one course offered, responding that they undertook multiple courses such as hairdressers, manicurist and makeup artist, while another individual pointed out that he participated in cutting, sewing, and cooking, making bonbons series of courses. Such data are consistent with the data presented in Table 3, which show the most sought after activities, as can be seen by the Modeling and Henna for Eyebrows Course, which exceeded the number of vacancies expected.

Then, when questioning whether the business is still active, 73.3% answered affirmatively, and only 26.7% of respondents answered negatively. However, those who answered that they had not continued with their ventures, when asked about the reasons, gave the following responses: lack of interest in the business, admission to university, participated only to learn, possessed another profession or needed to take care of their children.

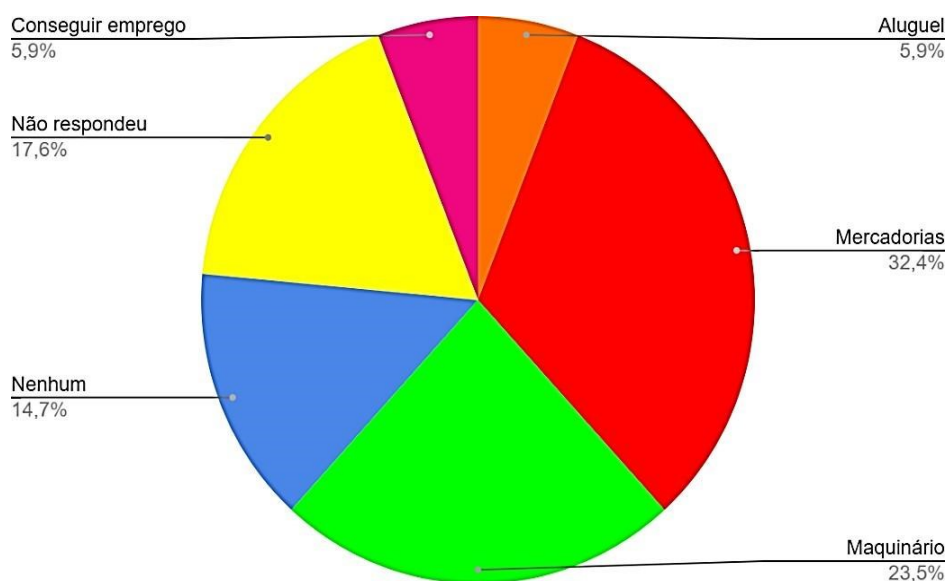
Thus, it is evident that the courses offered met the objective, since most of the projects are still in activity and those who chose not to continue presented reasons that are beyond the reach of the SWP, being personal and individual reasons to each one. Thus, considering this sample, it is clear that the SWP was efficient in assisting new ventures on site.

In addition, for those who continue to be active, they were asked about the time they are already up and running, and 53.3% of those questioned answered “up to 01 year”, which coincides with the time of 17 (seventeen) months of execution of the SWP. Again pointing to concrete results of the action in the society of Residential Buena Vista I and III, Goiânia, GO. It is noted that according to data presented by IBGE (2022) about 80% of micro and small

companies end their life cycle before completing one year of exercise (Ferreira, 2020). In this case, 26.6% have been open for more than a year and 53.3% are completing their first year in full operation.

However, for the enterprises to start operating, individuals needed to make investments to put the business into practice. Asked about the investments they made, the items most indicated were the purchase of goods (32.4%), and machinery (23.5%), as shown in figure 7.

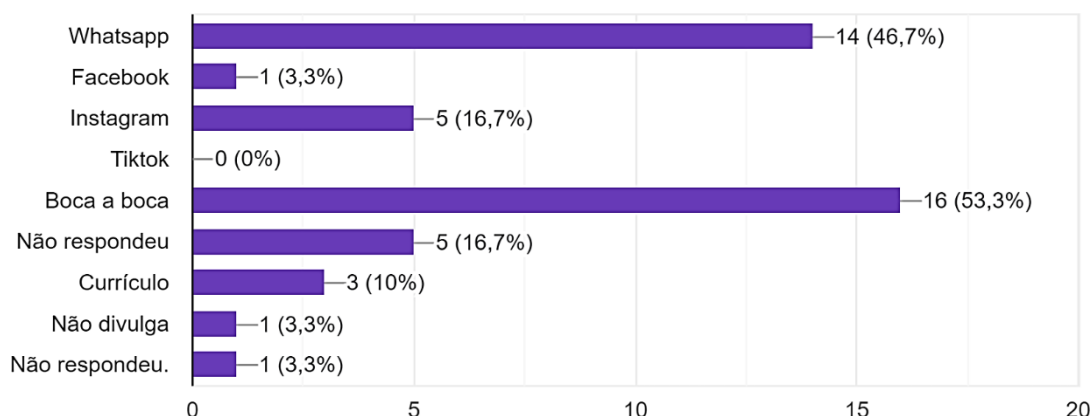
Figure 7 – Investments listed by the beneficiaries, based on the research carried out in the Social Work Project, Buena Vista I and III, Goiânia, GO.



Source: From the authors (2023).

With the business in practice, it was necessary to obtain clients. Thus, we asked about the strategy used by entrepreneurs to get customers and subsequently keep them. The tool most used by them to disseminate their work is word of mouth, that is, through direct conversation with individuals, from the client who passes through and indicates the service to a third party (53.3% of the respondents). In this modality, the consumers themselves indicated the company or the worker to other people; it is also called referral marketing. While the second most used method is WhatsApp, accounting for 46% of responses (Figure 8).

Figure 08 – Form of disclosures of the activities listed by the beneficiaries, based on the research carried out in the Social Work Project, Residential Buena Vista I and III, Goiânia, GO.

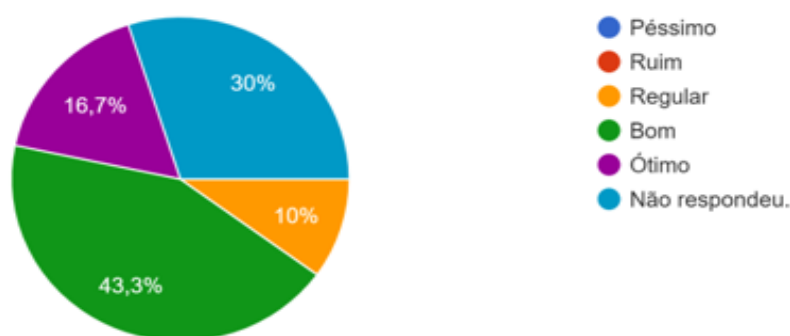


Source: From the authors (2023).

Similarly to the data obtained in the question of activities (figure 6), in spite of the sample group of 30 individuals, there are more answers in view of the fact that some of the respondents informed that they seek clients by more than one means, indicating more than one of the options.

When asked about the ease of gaining customers through the Social Work Project, 30% of respondents did not answer the question, presenting no reasons for doing so, but most rated it as "Good" or "Great", totalling 60% of respondents indicating some level of satisfaction with the project's actions, as shown in figure 9.

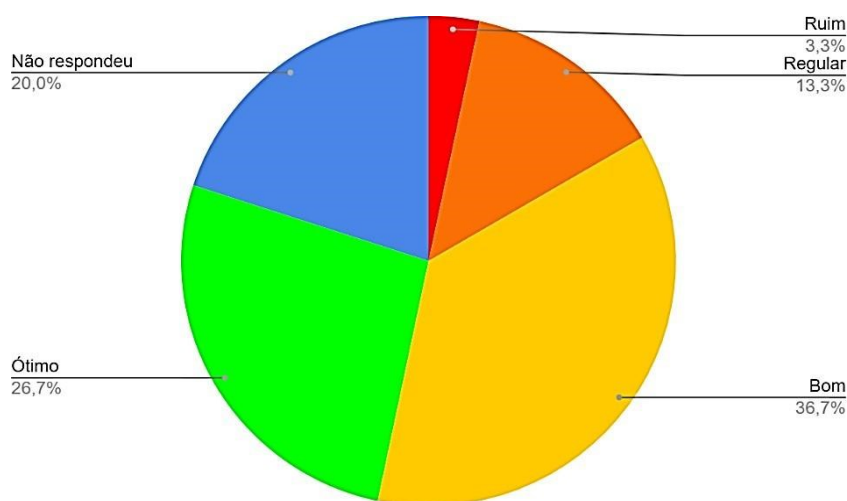
Figure 9 – Ease of winning customers, listed by the beneficiaries, based on the research carried out in the Social Work Project, Residential Buena Vista I and III, Goiânia, GO.



Source: From the authors (2023).

In the third part of the questionnaire, the impacts of the SWP on the lives of individuals, it was questioned whether the enterprise guaranteed more quality of life for them and their respective families, to which they answered positively, with 36.7% rating it as "Good" and 26.7% as "Great", totalling 63.4% (figure 10).

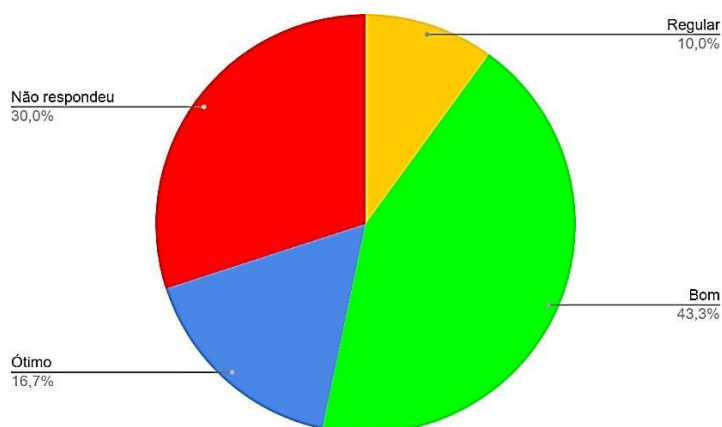
Figure 10 – Gender of the beneficiaries, based on the research carried out in the Social Work Project, Buena Vista I and III, Goiânia, GO.



Source: From the authors (2023).

Still, on the monthly income, there was no response informing of a higher income than three times the minimum wage. However, except for the 20% who chose not to answer the question, the other individuals receive incomes ranging from up to once the minimum wage or between one and three times the minimum wage (Figure 11).

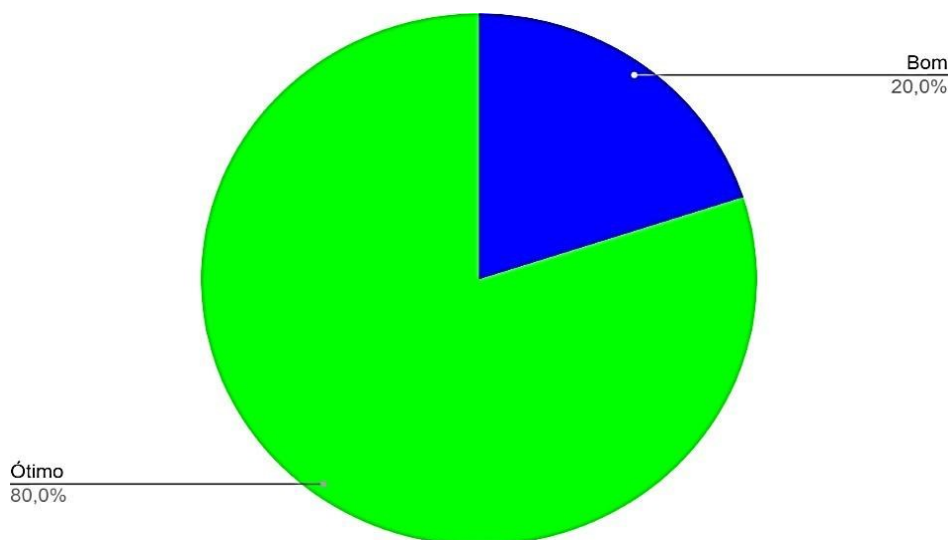
Figure 11 – Gender of the beneficiaries, based on the research carried out in the Social Work Project, Buena Vista I and III, Goiânia, GO.



Source: From the authors (2023).

These data demonstrate that the SWP had a real impact on the lives of the beneficiaries; attaining the initial objectives and meeting the motivations that made the individuals participate, aiming to financially assist the family and reduce unemployment. In the fourth phase, the questionnaire sought to understand how the beneficiaries viewed the performance of Forcon and the government in carrying out the project. Initially, regarding Forcon's participation, there was not much divergence, with all answers being divided between “good” (20%) and “great” (80%) (Figure 12).

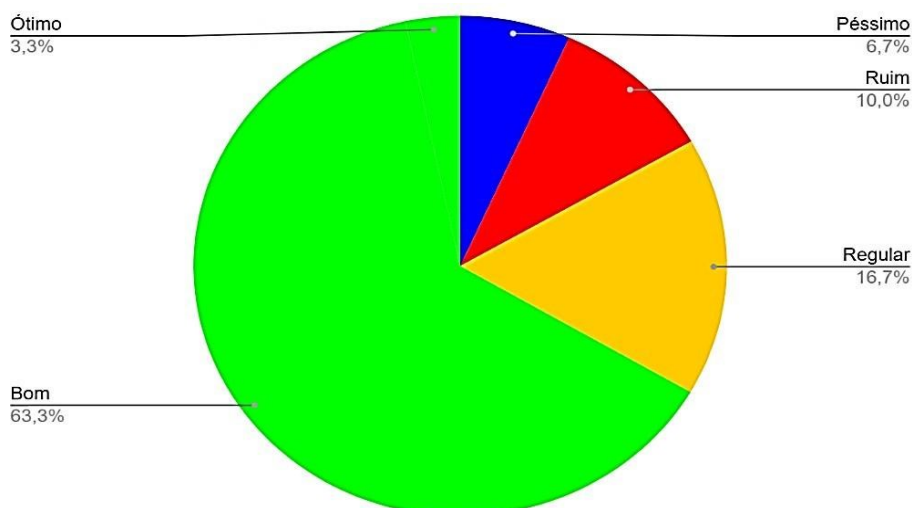
Figure 12 – Participation of FORCON based on the research carried out in the Social Work Project, Buena Vista I and III Neighborhood, Goiânia, GO.



Source: From the authors (2023).

As for the participation of the public power, there was a variation between the votes, with the “good” option prevailing (63.3%). The participation of the government had a more negative evaluation than that of FORCON, with 10% of people rating it as “bad” and 6.7% of people rating it as “terrible” (Figure 13).

Figure 13 – Public Power Participation based on the research carried out in the Social Work Project, Buena Vista I and III, Goiânia, GO.



Source: From the authors (2023).

This discrepancy between the two tables draws attention because Forcon executed the entire SWP with investments contributed by the government through the *Caixa Econômica Federal*. Thus, without the public power, the SWP would not have taken place, however, because they are at the forefront of the actual execution of the courses, it is common for individuals not to observe the behind-the-scenes performance.

Finally, the beneficiaries were asked to give suggestions for activities that could contribute to entrepreneurship and innovation. In this part, most people pointed out activities focused on the area of beauty and aesthetics (such as hairdresser, manicure, makeup artist, barbershop, and eyebrow designer), and even micro pigmentation courses were mentioned. The second most mentioned suggestion was in the area of basic and advanced informatics and car and motorcycle mechanics.

5 CONCLUSIONS

Social entrepreneurship is a topic that has grown increasingly in social policy and development discussions. It is an economic activity that can be seen as an alternative to unemployment, providing support to start-up activities. Policies involving social entrepreneurship include support for the training of individuals, as well as assistance with management, marketing, customer acquisition, and the initial investments necessary for the exercise of the activity.

The main objective of the Social Work Project was to develop social entrepreneurship in an area considered socially vulnerable in Goiânia, seeking to improve the quality of life of the sector's residents by offering opportunities for vocational courses and assistance in the initial phase of their new enterprises.

The analysis of the Forcon Condominiums report indicates that the proposed objectives were met, despite the need to postpone the execution period of the SWP, as well as adjustments to the procedures in the course of carrying out the activities.

With the results obtained from the questionnaire carried out, it is possible to conclude that most of the beneficiaries were women, between 19 and 29 years old, involved with the area of beauty and aesthetics, in activities such as manicures, hairdressing, eyebrow design, and as barbers. It is also verified that the most used mode of dissemination is word of mouth and WhatsApp, while not much use was made of other social media, such as Instagram and TikTok. In addition, the results show that the beneficiaries believe that they have obtained an improvement in their quality of life, and have started to receive remuneration of one to three times the minimum salary.

Therefore, although the benefited population was not so satisfied with the participation of the government compared to Forcon, the initial objectives of the project were met, resulting in a significant impact on the lives of those who attended the project and, consequently, their families.

Thus, it is understood that social entrepreneurship can be an alternative to encourage the development of a region, improving the quality of life of people through entrepreneurship and, mainly, the professionalization of individuals, which increases the chances of employability.

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