

## **How do sustainable entrepreneurs contribute to the SDGs under different institutional environments and voids?**

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## **How do sustainable entrepreneurs contribute to the SDGs under different institutional environments and voids?**

### **Introdução**

Food and Agriculture Organization of the United Nations' latest report on global food security and nutrition (FAO, 2020) suggests that 9.7 percent of the world population (slightly less than 750 million people) was exposed to severe levels of food insecurity in 2019. At the same time, it is estimated that 25-33% of all the food produced in the world is either lost or wasted (FAO, 2019). A new agenda recently pulled together efforts to end hunger and reduce food losses and waste (FLW) in the 2030 Agenda for Sustainable Development.

### **Problema de Pesquisa e Objetivo**

Many countries are already taking action, but the challenges ahead remain significant, and efforts involving the most diverse stakeholders in society need to be stepped up (FAO, 2019). The private sector, as the main driver of economic activity and an important source of creativity, innovation and entrepreneurship, should be engaged to achieve greater sustainability. This research sought to understand how sustainable entrepreneurs (SE) reduce food losses and waste (FLW) in supply chains in countries with different institutional environments and voids.

### **Fundamentação Teórica**

Institutional voids and Positive Social Change are the main theoretical background. Institutional voids are failures, caused mainly by the absence of the state and asymmetry in the market, intensified by society beliefs, rules and culture. They intensify social inequalities (Agostini, Bitencourt & Vieira, 2020). Positive social change can be defined as the process of transforming patterns of thought, behaviour, social relationships, institutions, and social structure to generate beneficial outcomes for individuals, organizations, communities, and/or society (Stephan et al. 2016).

### **Metodologia**

Data collection was based on primary and secondary data collection from six case studies into sustainable entrepreneurs in four different countries (Brazil, Canada, Denmark, and Finland). All interviews were taped, transcribed, and analysed along with the field notes and photographs taken during the visits. The data taken from social media posts and secondary data were individually and personally analysed, while the information derived from images or texts was catalogued virtually. All the collected data were analysed by way of content analysis, with the support of NVivo 11 software.

### **Análise dos Resultados**

The results show that SE promotes a more aligned and integrated supply chain when improving inter-organisational relationships between suppliers and buyers. SE promotes new offers and demands for food that would otherwise be wasted, thus changing consumer behaviour by way of educational awareness campaigns. Concerning positive social change, eight indicators have been identified: environmental, social, economic, consumer awareness and more positive behaviour, health and well-being, civic engagement, supply chain coordination, and institutional pressure.

### **Conclusão**

Institutional theory and the more recent concept of institutional void are relevant to use not only as a background, but as they shape the modus operandi of the business model adopted by SE. The differences between institutional and business environments in developing and developed countries might influence SE practices and their position in the supply chain. In our study, it was identified that institutional voids intensify social inequalities in contexts of socioeconomic vulnerability, and SE is an alternative to fill these voids, especially in emerging economies.

### **Referências Bibliográficas**

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