

SOCIAL ENTREPRENEURSHIP IN THE FINNISH CONTEXT - CASE ENTOCUBE



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Abstract

The purpose of this study is to add to the existing momentum of contextualizing social entrepreneurship in Finland. This research explores social entrepreneurship in the Finnish context with a case study of a start-up, EntoCube, developing cricket farming technology and offering food made from crickets as an easy alternative food for solving world food

crisis, and as a potential food for future interplanetary humans. There is an impact in the farming sector, as farming of crickets consume far less resources, and creates new business opportunities for the farmers. The purpose of this paper is to understand how food innovation is aligned with social entrepreneurship in the context of Finland. An in-depth interview was conducted with the CEO. Content analysis was done to analyse interview and secondary data. Conceptualizing social entrepreneurship in the Finnish context is an interesting area of study because the Finnish society has always been an egalitarian society where social welfare had always been a part of business establishments. In this study, we see food innovation and social entrepreneurship can co-exist as a single entrepreneurial model with the vision of creating social, economic and environmental value. This study contributes in opening up future research opportunities on food innovation as a potential construct of enquiry in the social entrepreneurship concept.

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