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CARBON HIKING AND SOCIAL ENTREPRENEURSHIP

Rosalba Pittarello[1]
Waldirene Graciela Torres Soares[2]

SUMMARY
The main objective of this article is to analyze the sustainable business opportunities in carbon credit, with the use of social entrepreneurship for future application of this study in the area of agribusiness. The research problem that arose in this investigation was: how is it possible for sustainable projects, such as carbon sequestration, to use social entrepreneurship? This is an exploratory bibliographic research, with a theoretical framework based on books and articles published by scientifically renowned authors.Its importance is justified because social entrepreneurship is of paramount importance in the management of people in conjunction with the carbon sequestration project, which must be up to its social commitment.The result of this research offers guidelines to achieve the objectives, as the initiative to analyze the possibility of a sustainable project in carbon credit and the social entrepreneurship, canconsolidate an opportunity for the startup of social benefits for the local and global population.
Key words: agribusiness, sustainability, social projects.

1. INTRODUCTION

With the advent of the industrial era, the development of modern society and continuous world progress, man progressively interfered in the planet's climate and caused a process of global warming. The main cause of this phenomenon, of climatic interference, has been attributed to the increase of gases in the terrestrial atmosphere, the so-called Greenhouse Gases (GHG).

According to the scientific community, there should be measures to control the increase of greenhouse gases in the Earth's atmosphere, to minimize the increase in the Earth's average temperature, which lead to risks to life on the planet.

The Brazilian forestry sector presents excellent opportunities to promote sustainable carbon sequestration projects, reducing greenhouse gases, with the availability of land, labor, environmental conditions and technology.

However, most sustainable projects are developed through the work of not only one person, but also through the work of countless people, directly and indirectly connected;

[1] FATEC-rosalbapittarello@yahoo.com.br
[2] FATEC-waldirene.soares@fatec.sp.go v.br

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whereas, social entrepreneurship is a determining factor in this type of project, which must address people management.

The theme: "The Carbon Sequestration and Social Entrepreneurship", addresses sustainable research in the organizational work of people management, highlighting the carbon sequestration to identify demands and prioritize actions, capable of producing information, goods and services, with in order to turn environmental problems into benefits for the local and global population itself.

The research problem that arose in this investigation was: how is it possible for sustainable projects, such as carbon sequestration, to use social entrepreneurship?

The main objective is to analyze sustainable business opportunities in carbon credit, with the use of social entrepreneurship for future application of this study in the area of agribusiness.

This is an exploratory bibliographic research, with a theoretical framework based on books and articles published by scientifically acclaimed authors, which guides the research work, according to MARCONI and LAKATOS (2003):

> Bibliographic research is a general overview of the main works already carried out, which are important, as they are capable of providing current and relevant data related to the theme. The study of the pertinent literature can help the planning of the work, avoid publications and certain errors, and represents an indispensable source of information, and can even guide the inquiries (MARCONI E LAKATOS, 2003, p. 158).

The importance of this work is justified because social entrepreneurship is of paramount importance in teamwork and in people management. This carbon sequestration project must live up to its social, environmental, local and global commitment.

The result of this research should offer guidelines to achieve the objectives, since the initiative to analyze the possibility of a sustainable project in carbon credit and the social entrepreneurship can consolidate an opportunity for the application of the promotion of environmental, social and economic sustainability. At the same time that they offer the means for the formation of social entrepreneurship to be applied to a sustainable project.

2. CLIMATE CHANGE AND SUSTAINABILITY

Normally, the CO2 that exists in the Earth's atmosphere acts as a greenhouse on the planet, allows the passage of solar radiation and, prevents the release of infrared radiation emitted by the Earth. Due to this action of the natural greenhouse effect, the atmosphere remains approximately 30 ° C warmer and allows life on the planet. Without this natural greenhouse effect, the Earth would be a cold desert, which would make life on the planet impossible (LIBERATO, 2015).

To maintain thermal balance, the Earth emits the same proportion of energy into space as it receives from solar radiation. The radiation that falls on the Earth passes through the various layers of the atmosphere, returns in the form of thermal radiation of great wavelength or heat, which is absorbed by CO2 (BRASIL, 1999).

These human activities for the production of energy are called anthropic (or anthropogenic is everything that occurs from the action of man). The human being participating in the ecosystem explores and causes aggressive changes to the environment. These actions favor the human species, but unbalance the ecosystem. Thus, anthropic or anthropogenic activities cause a situation opposite to that of the natural successive process. This results in additional increases in greenhouse gases and accentuates their concentration in the atmosphere (LIBERATO, 2015).

As a result of this increase in greenhouse gases, the energy absorption capacity is increased. This results in an increase in the average temperature of the terrestrial air and causes several problems for life on the planet (LIBERATO, 2015).

Anthropogenic emissions (emissions of gases produced by human action) of CO2 result mainly from the burning of fossil fuels (coal, oil and natural gas) in thermoelectric plants and industries, vehicles in circulation and domestic heating systems. Forests, which are natural reservoirs and absorb CO2 from the air, are affected by forest fires and deforestation (BRASIL 2003).

Human anthropogenic activities related to energy, such as burning fossil fuels, produce approximately 78% of carbon dioxide emissions and 23% of methane emissions (HOLDREN and SMITH, 2000).

Although the terrestrial climate can vary naturally, the results of scientific research and simulations show that excessive emissions of carbon dioxide, methane and nitrous oxide can cause permanent and irreversible changes in the climate, such as: new wind patterns and altered rainfall intensity interfering in the agricultural production, acceleration of species extinction, alteration of fresh water supply and proliferation of tropical diseases; melting of the polar ice caps, rising sea levels (with the disappearance of islands and coastal flooding), in addition to the consequences of extreme weather events (hurricanes, floods, etc.) and the intensification of desertification processes (BRASIL 2003).

According to Brasil (1999, p. 7) any change in the Earth's radiative balance will alter atmospheric and ocean temperatures and the corresponding circulation patterns and circulation times of these currents, will alter the hydrological cycle, precipitation and terrestrial evaporation regimes .

The Earth's atmosphere is a mixture of gases: Nitrogen (N2) and Oxygen (O2) making up 99% of the atmosphere. Carbon dioxide (CO2), methane (CH4) and nitrous oxide (N2O) are the gaseous contributors of the atmosphere that have been most discussed. However, priority attention has been paid to carbon dioxide, since the volume of its emissions into the atmosphere represents something around 55% of the total greenhouse gas emissions and the time it remains in the atmosphere is hundred years (LIBERATO, 2015).

Other gases are also present in small amounts and are known as “greenhouse gases”, composed of carbon dioxide (CO2), ozone (O3), methane (CH4) and nitrous oxide (N2O), together with water vapor (H2O). These gases receive this name because they have the property of retaining heat (LIBERATO, 2015).

Anthropogenic CO2 emissions result from the burning of fossil fuels (coal, oil and natural gas), in thermoelectric plants and industries, vehicles in circulation and domestic heating systems (BRASIL, 1999).

The current world faces great environmental problems, and humanity has been warned about this great environmental threat to the planet: climate change with the increase in the Earth's average temperature, which will negatively influence life on Earth.

According to LOPES (2002), climate change threatens health, the well-being of humanity and the sustainability of the environment.

FRANGETTO and GAZANI (2002) argue that an exaggerated global warming occurred after the Industrial Revolution, due to the increased use of fossil fuels in the means of production, increasing the levels of concentration of polluting gases in the Earth's atmosphere by almost 50%. But Greenhouse Gases (GHG), which accumulate in the Earth's atmosphere, retain heat and alter the planet's thermal balance and climate, thus causing an increase in global temperature.

MAY and PEREIRA (2003, p. 240) quote that: “the forecast of some scientists is for the average temperature of the planet to rise between 1.5º C to 5.8º C in the next 100 years”.

2.1 Carbon Credits

The Kyoto Protocol was approved by the UN (United Nations) in 1997, which entered into force on February 16, 2005. It determines that countries with developed economies must adopt measures to reduce Greenhouse Gas Emissions Greenhouse (GHG) (ARAUJO, 2007).

One of the solutions found in an attempt to solve the environmental damage caused by polluting gases in the atmosphere was the creation of “Carbon Credits”. Each ton of CO2 that is absorbed (carbon sequestration) through afforestation or reforestation, or else, the amount of polluting gases that are no longer produced by companies classified as polluting is

converted into a carbon credit unit, which is negotiated in dollars on the world market (ARAUJO, 2007).

There are the natural carbon reservoirs, the "summers" (ecosystems with the capacity to absorb CO2), but, which are also being affected by human actions. In the case of forests, a natural carbon stock, deforestation and fires contribute to aggravate the greenhouse effect, since they release CO2 into the atmosphere (CARVALHO et al, 2002).

Tons of carbon is the measure used to account for GHG emissions (Greenhouse Gases). When tons of carbon are certified (they are audited and registered in carbon projects) they are called "carbon credit" (one ton of CO2 is equal to a carbon credit). These carbon credits can be used to offset carbon dioxide emissions from institutions, companies and people (BRUNO FILHO, 2011).

In the case of Brazil, the participation of this market occurs through the Clean Development Mechanism (CDM), as it is the only mechanism of the Kyoto Protocol that admits the voluntary participation of developing countries (SEROA, 2006).

Two lines of projects are considered by the CDM: the reduction of emissions through the increase of energy efficiency with the use of renewable energy sources; and, the redemption of carbon fixation emissions through afforestation and reforestation activities called carbon sequestration (ARAUJO, 2007).

SEROA (2006) analyzes that each metric ton of carbon left to be emitted or removed from the atmosphere, by a developing country can be negotiated with countries with a reduction target, creating a new attraction for reductions in global emissions.

Proved the effective reduction of GHG emissions, by energy project or carbon "sequestration", the country hosting the project may issue certificates that prove this reduction; these certificates are called Reduced Emission Certificates (CERs)(ARAUJO, 2007).

The carbon market works with project certification, it is called the Reduced Emissions Certificate - CER, the purpose of which is to become an environmental "commotidy" (GABETTA, 2006).

According to the "Prototype Carbon Fund" or PCF, which is a fund managed and developed by the World Bank, whose objective is to purchase carbon sequestration certificates, even without market standardization, an increase of 200% is estimated in Reduced Emission Certificates - CER for the coming years. The "Prototype Carbon Fund" carried out transactions in 2002 and 2003, and the ton of carbon varied its price in a very big

instability, between US $ 1.48 and US $ 3.50. Experts believed that the ton of carbon would be traded five times more on that amount (BANCO MUNDIAL, 2000).

SEROA (2006, p. 20) argues that the CDM: "allows the Certification of Emission Reduction Projects in developing countries and the subsequent sale of Certified Emission Reductions (CERs), to be used by developed countries". This mechanism guarantees real, measurable and long-term benefits for mitigating climate change.

Forest projects, in addition to reducing CO2 from the atmosphere, also contribute to the sustainable development of the population (ARAUJO, 2007).

A company that is not a polluter generates compensation credits and sells them to a polluting company. A limit for the emission of gases is included, which generates emission allowances and, thus, there is a negotiation between companies so that they can sell the excess carbon credits (COELHO, 2015).

According to MAY and PEREIRA (2003, p. 219): "Brazil still has the potential to explore mitigation projects in the energy sector, despite the fact that the Brazilian energy matrix is based on renewable sources".

PEIXOTO (2001) argues that the Kyoto Protocol covers all polluting gases that cause the greenhouse effect: Methane (CH4), Nitrous Oxide (N2O), Ozone (O3) and Chlorofluorocarbons (CFCs). It was necessary to create a way to relate the gases so that they were all represented by the same unit, such as the term "carbon equivalent" (CO2e), which is the representation of the other Greenhouse Gases (GHGs) in the form of CO2.

PORTAL BRASIL (2014) presents the policy of voluntary commitment for the reduction of projections of emissions, for the year 2020 and the various sectorial plans for the mitigation and adaptation to climate change: Legal Amazon,thick, Agriculture, Energy, Steel, Industry, Transport and Urban Mobility, Mining and Health.

According to the CARBONO BRAZIL INSTITUTE (2011), Law 12,187 / 2009 creates the National Policy on Climate Change and proposes a reduction between 36.1 and 38.9% in CO2e emission levels by 2020.

2.2 Carbon Market

According to MCTIC (2016a), several studies emerge for carbon sequestration, among them is a team of several scientists and the researcher Ima Vieira (researcher at the Museu Paraense Emílio Goeldi), defends the need to focus attention on forests in Latin America, the good management of secondary forests, formed from the regeneration of deforested areas, can relieve pressure on remnants of primary forest, and have been shown to be effective in

reducing the rates of carbon dioxide (CO2) in the atmosphere. Secondary forests are a viable and inexpensive way to "sequester" large amounts of carbon.

BRUNO FILHO (2011) argues that there are basically two types of Carbon Market: a) The Regulated Market (which has the mandatory achievement of targets for GHG reduction, by Annex I countries, in the case of the EU-ETS (European Union - European Trade Scheme), governed by the rules of the Kyoto Protocol); and, b) The Voluntary Carbon Market (VCM) (buyers acquire carbon credits in anticipation of future trading opportunities, there is no reduction target system in this market).

The acronym "REDD" (Reducing Emissions from Deforestation and Forest Degradation or Reducing Emissions from Deforestation and Forest Degradation) is a great opportunity for new businesses focused on the preservation of biodiversity and with possibilities for generating carbon credits for the voluntary market (BRUNO FILHO, 2011).

According to REDD + BRASIL (2016), the acronym "REDD +", in Brazil, incorporates good socio-environmental practices and includes techniques for sustainable forest management, integration of agricultural activities and pastoral hiss. It is responsible for financial reward incentives for developing countries for reductions in greenhouse gas emissions.

This market has become increasingly attractive to national and foreign investors due to the potential of Brazil to generate carbon, energy or forestry projects, with scientists, extensive areas and people management.

According to MCTIC (2011), project participants should describe socio-environmental contributions and how this activity will assist sustainable development. The following aspects are considered: the contribution to local environmental sustainability; contribution to the development of working conditions and the net generation of jobs; contribution to income distribution; contribution to training and technological development; contribution to regional integration and articulation with other sectors.

According to MCTIC (2011), a CDM project needs to meet two main criteria: Additionality (how the project contributes to the reduction of greenhouse gas emissions) and Sustainable Development (which is the "Baseline" of the process, where a scenario is determined on what would happen if the project activity did not occur). In Brazil, the most common types of projects that generate marketable credits are: replacement of fossil fuel with renewable fuel, reforestation projects and protection of areas at risk of deforestation, improvements in energy consumption processes, cogeneration of energy with biomass and landfills with burning methane gas.

According to GUIMARÃES (2011), carbon credit assets can be traded in two ways: Emission allowances through the Market and, Reduction credits through the generation of carbon reduction credits (associated with the additionality criterion) comparison between what the project will emit Greenhouse Gases (GHGs) and what would happen (GHG emission level) in the absence of the project, which indicates the amount of GHG emissions that the project proposes to reduce.

According to the AMAZONIAN RESEARCH INSTITUTE, (2002), Brazil benefits from the Clean Development Mechanism (CDM) with projects in the sectors: energy, transport and forestry. In the forestry sector, there are "afforestation" and reforestation projects, where carbon, due to the growth of trees, will be removed from the atmosphere, through the planted forest, which acts as a carbon sink or promotes "carbon sequestration".

The way in which vegetation removes CO2 from the air, it is carried out through photosynthesis (a process during which plants remove carbon from the atmosphere, in the form of CO2) and incorporate it into their biomass (roots, branches and trunks). The sequestration of carbon from the atmosphere occurs through tree planting projects, reforestation, silviculture and the enrichment of degraded forests.

However, the way of thinking together about the appropriate environmental solutions generates, in many companies, an economic distrust, according to PORTER (1999, p.15): "in general, environmental improvement is considered unfavorable for economic competitiveness, because environmental standards would incur additional costs for companies ".

Sustainability considers three pillars: society, the economy and the environment (ELKINGTON, 2001).

The carbon market and environmental practices provided social attitudes, more focused on preserving the environment; enables changes in relation to the productive areas; analyzes primary and secondary forests; awakens the way to reduce GHG emissions; elects afforestation and reforestation areas.

There is a need for Clean Development Mechanism projects to present an environmental, economic and social balance, as considered by MARCHEZI and AMARAL (2008, p. 121): "reduce environmental problems, increase economic activity and contribute to social development".

According to MONTEIRO (2006) in this market, the differential is more valued than money, because, conquering the leadership in national and international resources, with a broad vision to involve universal environmental awareness is part of a great differential,

which is becoming globalized .

Brazil was already in the first place in being one of the main CDM producers, but ended up losing the place to China and India. Notwithstanding, Brazil's potential regarding the return of carbon credits, this can reach 6 (six) billion per year. Although the carbon market is still a novelty, there was a decrease in CDM producers in 2012, when the value of carbon credit fell from 4 (four) euros to 0.10 euro cents (OSSUNA, 2014).

There are other types of carbon credit markets, which are not regulated by the Kyoto Protocol, it is the so-called “Voluntary Market”, where NGOs, institutions, non-governmental companies and the citizens themselves take the initiative to reduce polluting gas emissions. However, the credits are not intended to reduce targets in the countries and there is no bureaucracy to receive the credits. (OSSUNA, 2014).

There are also the Voluntary Funds, where this does not generate carbon credits, but a donation, aiming exclusively at reducing CO2 in the atmosphere, nonprofit (OSSUNA, 2014).

2.3 Goals and Projections

The IPCC (International Panel on Climate Change) Reportpublished in 2007 estimated that greenhouse gas emissions from global deforestation in the 1990s were approximately 20% of the total, making “land use change” the second activity that most contributed to global warming (IPCC, 2007 apud RETTMANN, 2015).

Due to this report, many forestry and reforestation projects, as well as the most appropriate use of land use, have served as a basis for several sustainable projects.

PINHEIRO (2012) argues that in 2010, the voluntary market reached a record volume of 131 million tons of carbon dioxide equivalent (MtCO2e), being estimated at US $ 424 million, according to the “Ecosystem Marketplace” Report and “ Bloomberg New Energy Finance ”.

Among Brazilian exports, the revenues generated from sales of carbon credits represent the 17th most valuable product, with annual revenue of US $ 476.5 million, and tends to increase in the Voluntary Market (BRUNO FILHO, 2011).

According to the WORLD BANK yearbook (2011), Brazil is a signatory to the Copenhagen Agreement with projections of voluntary emission targets and projections for CO2e reduction by 2020. It is intended that Brazil reduce deforestation in the Amazon region and in the cerrado (minus 668 MtCO2e / year in 2020); recovery of degraded pastures (minus 83 to 104 MtCO2e / year in 2020); emission reduction (minus 22 MtCO2e / year in 2020); zero soil preparation (minus 20 MtCO2e / year in 2020); biological N2 fixation (minus 16 to 22 MtCO2e / year in 2020) (BANCO MUNDIAL, 2011).

According to MCTIC (2016b), in the Third National Communication of Brazil (TCN), submitted to the United Nations Framework Convention on Climate Change (UNFCCC), it points to a 53.5% reduction in the total carbon dioxide (CO2) emitted by Brazil in the atmosphere, between 2005 and 2010. According to the survey, they fell from 2.73 billion tons of CO2 to 1.27 billion. In the reduction of emissions, the sector that stands out the most is land use.

According to PORTAL BRASIL (2017), there will be implementation by 2030, of at least 5 million hectares of agricultural systems combining agriculture, livestock and forest with the recovery of 5 million hectares of degraded pastures by 2020.

It is observed that there are several environmental, forestry and sustainable projects that reduce CO2 in the atmosphere. However, revenue and sales of carbon credits remain a challenge for people management in Brazil.

3. PEOPLE MANAGEMENT

People management has been one of the most important factors in teamwork or in groups, in all types of companies, social or environmental projects. Managing people for a specific purpose with mutual collaboration, competence, competitiveness, awareness and lower cost is a challenge, which increasingly requires a detailed study.

Social and organizational changes in the face of technological changes have significantly affected the economy, the social structure and the business structure. This competitive context has innovated the creation of new services and new products, in the processes and in the very competitiveness of business management.

According to DRUCKER (1999), at present, there is a need to apply creativity and flexibility in business, this generates a new leadership model, its aspects are highlighted in the management process as essential and vital for companies.

The focus in this work will be social entrepreneurship as a means of leveraging sustainable projects, in the area of carbon sequestration, discussing some concepts.

3.1 Leadership

For KOTTER (2000), in the 21st century, to lead is to know how to deal with changes:

> [...] what is clear is that the increasingly fast and competitive environment that we face in the 21st century will require more leadership from more people to make companies prosper. [...] more change requires more leadership, which is difficult to offer if it is not possible to clearly specify which element is missing. [...] Leading, in turn, is dealing with change (KOTTER, 2000, p. 2).

ROBBINS et al. (2010), refer that over the years the ability to lead was analyzed as something born.

There are several types of leadership, however, according to DRUCKER (1996) the true leader, in addition to developing other leaders, must know when to act as a boss or as a partner.

> [...] in crisis there is no shared leadership, when the boat is sinking the captain cannot call a meeting to listen to people, he has to give orders. This is the secret of shared leadership: knowing in which situations you should act as a boss and in what situations you should act as a partner (DRUCKER, 1996, p. 162).

According to HUNTER (2013, p. 15): “Leadership: it is the ability to influence people to work enthusiastically in order to achieve the objectives identified as being for the common good”, it is noted that the social dimension of leadership and the common good it is linked, therefore, valuing people is paramount in today's leadership.

The adoption of shared management mechanisms based on cooperation and commitment is also part of this contemporary leadership.

WAGNER (2006, p. 1) details that the leader and the entrepreneur are joint qualities:

> The figures of the leader and the entrepreneur are confused, as they usually go together. (...) the two qualities are not opposed. In fact, quite the contrary, they complement each other and the ideal is to cultivate them together. Leadership and entrepreneurship are about power. However, the entrepreneur's power is to do, while the leader is to influence (WAGNER, 2006, p. 1).

However, while the leader influences, the entrepreneur does.

3.2 Entrepreneurship

In the view of Timmons (1990), entrepreneurship is a great revolution: “entrepreneurship is a silent revolution, which will be for the 21st century more than the Industrial Revolution was for the 20th century” (TIMMONS, 1990 apud DORNELAS, 2008, p.5).

According to BAGGIO and BAGGIO (2014), the word is derived from the Latin word "imprehendere", and its correspondent, "to undertake", appeared in the Portuguese language in the 15th century and, the word "entrepreneur" appeared in France in the middle of the centuries XVII and XVIII; however, at present, it does not have the same connotation as at the time.

The concept of entrepreneurship intensified in Brazil, in the 1990s, in the 20th century, with the concern of the government and class entities, through the creation of small companies that were long-lasting and that did not end their ventures (DORNELAS, 2008).

SCHUMPETER (1982) is the main classic theorist of entrepreneurship in the study of economic development and, distinguishes that the entrepreneur is an innovator.

In social initiatives there are individuals with entrepreneurial characteristics, with a focus “for a different direction, socially valuable, concerned, in some way, with making the world a better place” (BESSANT and TIDD, 2009, p. 349).

CHIAVENATO (2005, p. 4) summarizes the notion of entrepreneurs, in an economy of change, transformation and growth:

> Entrepreneurs are popular heroes in the business world. They provide jobs, introduce innovations and encourage economic growth. They are not simply providers of goods or services, but sources of energy that take risks inherent in an economy in change, transformation and growth (CHIAVENATO, 2005, p. 4).

Entrepreneurship can also be seen along three lines: a) the role of the entrepreneur in economic development; b) characteristics and personality of the entrepreneur; c) the influence of the social environment on personal characteristics (GOHR; EDVALDO, 2002).

The current moment is the era of entrepreneurship, as it is: “through entrepreneurs who are eliminating commercial and cultural barriers, shortening distances, globalizing and renewing economic principles, creating new work relationships and new jobs, breaking paradigms and generating wealth for the society ”(SCHLINDWEIN, 2004, p. 28).

An entrepreneur is more critical, claims actions, knows how to help each member of the team to adjust their behavior to achieve the goals and to find their personal satisfaction in this trajectory (ROBBINS, 1999).

HISRICH et al (2009, p. 29), establishes that: “Entrepreneurship is the process of creating something different and with value, dedicating the necessary time and efforts, taking the corresponding financial and social risks and receiving the consequent rewards of economic and social satisfaction. folks".

Still Fillion (1999, p. 19), qualifies the entrepreneur as a creative, imaginative, visionary person and detects business opportunities. The entrepreneur with all these qualifications tends to turn his values towards a more noble type of entrepreneurship, as is the case of social entrepreneurship, which is linked to the common good.

HISRICH et al (2009), determines four stages for an entrepreneurial process, which will depend on a series of factors for its realization: In the first stage: aidentification and opportunity evaluation and opportunity evaluation process. In the second stage: there must be the development of a business plan (to verify the viability of the enterprise). In the third stage: the determination of the necessary resources must be carried out with the assessment of the

associated risks. In the fourth stage: management of the company created with control systems to support the company's risk areas.

3.3 Social entrepreneurship

Economist Muhammad Yunus, in 2006, was the winner of the Nobel Peace Prize, for presenting solutions to the needy and for the positive results of the microcredit project instituted by Banco da Aldeia, with the aim of reducing world poverty (KOTLER et al , 2010). Thus, social entrepreneurship, begins to be analyzed through the emergence of the School of Social Innovation and the School of Social Enterprises, being a new direction for the global and social businesses of the future.

DORNELAS (2008, p.17), clarifies that "the entrepreneur is the one who makes things happen, anticipates the facts and has a future vision of the organization", this entrepreneur created the creation of environmental and social value, won the application of a resolution of social problems.

PORTAL BRASIL, (2012), on its website on Citizenship and Justice, defends that: “Social entrepreneurship is a term that means a profitable business and that at the same time brings development to society”.

Social entrepreneurship has two aspects: an entrepreneurial orientation and a social orientation, being a joint study. It is a combination of higher quality and competence in the capacity of employees in the traditional business sectors or not, as they must be able to grow economically with a social vision (job creation, fair income distribution, health care, education and housing).

SARKAR, (2010, p. 39), defines the profile of the social entrepreneur: “Social entrepreneurs are individuals who have innovative solutions to social problems. They are ambitious and persistent, face the biggest social problems and offer changes on a large scale ”.

For OLIVEIRA, (2004, p. 10), social entrepreneurs have leadership and innovation to achieve great scales of change: “Some experts point out Luther King, Gandhi, among others as social entrepreneurs. This was due to their leadership and innovation capabilities for large-scale changes. ”

SACHS (1996) argues that under the social dimension, the main concern for sustainable development is with human well-being and quality of life.

In this case, social entrepreneurship uses carbon credit to socially assist populations, involving them in social, sustainable projects and, at the same time, raising the common good.

4. CONCLUSION

This work brought the importance of studying carbon credits, focused on a sustainable approach, in people management, with the use of social entrepreneurship.

People management, in the face of globalization, needs specialized human tools, that know how to communicate, that manage to change the way of thinking and acting, that have the same purposes and objectives, aimed at greater planning (the collective).

The main objective was achieved in analyzing the sustainable business opportunities in carbon credit, with the use of social entrepreneurship for future application of this study in the area of agribusiness.

The historical environmental transition in sustainable projects brings to the fore the inexperience of creative and competitive management. There is a need for new development models, new analyzes in social entrepreneurship geared to industrial and environmental scales; new investments, with the objective of individual commitment linked to the collective (to the social), for the future of the planet and the human species.

In addition to reducing emissions of greenhouse gases, carbon sequestration projects can contribute to reducing soil degradation, reducing various public health, educational and labor problems, playing an important role in acquiring improvements for local populations, and consequently global.

Administrators must have social entrepreneurship practices in business management, in order to carry out their investments in the improvement of their competencies in the market in order to increase their performance within the organization. It is this differential that each professional must be able to perform, in the growing, advanced and challenging scenario in which the current market of sustainable projects and projects in social entrepreneurship are.

Nowadays, the carbon market improves actions aimed at the whole, not only at the private, they provide thinking together for the benefit of many.

When it comes to sustainable projects and social entrepreneurship, in people management, there is still a long way to go, because both the population that will participate directly or indirectly in the projects, as well as partners and associates will need social involvement. , qualification and training.

Planting trees or recovering forest ecosystems removes CO2 from the atmosphere as vegetation grows, that is, through the photosynthetic process there is the so-called “carbon sequestration”.

The involvement of society, companies and governments is vital for this type of sustainable development projects, where everyone must work together for the same purpose.

The hiring of specialized technicians, adequate infrastructure, financial resources, social entrepreneurship in business, organizational and environmental management must support an audience that must be made aware and sensitized on environmental and even social issues.

These forces must come together for a common objective: taking care of their environment, minimizing, in this case, the emission of CO2e, modifying and improving socially and environmentally the local and global way of thinking and acting, through qualified social entrepreneurs.

Social entrepreneurs, in their projects, should involve vast social segments, in their mode of implementation and in the destination of the generated resources, consolidating themselves as an opportunity for the promotion of environmental, social and economic sustainability.

The new ways of thinking about a company, with social and environmental approaches, with partnerships of the work of social entrepreneurs, allied to the credits coming from the Clean Development Mechanisms projects are an opportunity to improve the emission reductions of these gases, positively impact the quality of society and improve the management of people with quality and determination.

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