

SUSTAINABLE ENTREPRENEURSHIP

Contents

INTRODUCTION	5
1. SUSTAINABILITY AND ENTREPRENEURSHIP	8
1.1 WHAT IS SUSTAINABILITY?	8
1.2 WHY SUSTAINABILITY?.....	11
3. Current and future generations have the right to fulfil their needs.....	11
1.3 CONSIDERATIONS ABOUT SUSTAINABILITY	13
1.4 WHAT ARE SUSTAINABLE BUSINESS SOLUTIONS?	15
1.5 WHY SUSTAINABLE ENTREPRENEURSHIP?	17
2. THE PREMISE & PROMISE OF ENTREPRENEURSHIP – FROM IDEA TO ACTION	19
2.1. ENTREPRENEURSHIP IS ABOUT SOLVING REAL PROBLEMS	20
2.2. THE ENTREPRENEURIAL ECOSYSTEM AS A SUCCESS FACTOR	21
2.3. FROM IDEA TO ACTION	21
2.4. TRUST AS PREMISE OF ACCOMPLISHED ACTIONS	22
2.5. THE WAY AHEAD: PUTTING ON THE ENTREPRENEURIAL SPIRIT	24
Quiz:	25
3. UNDERSTANDING CLIENTS AND PROBLEMS FROM SUSTAINABLE PERSPECTIVE	27
3.1. STAKEHOLDERS & VALUE-CHAIN	27
3.2. IDENTIFYING OPPORTUNITIES.....	31
3.2.1. ECO-INNOVATION & LIFECYCLE	33
3.3.SUSTAINABLE PROTOTYPE AND USP. CREATING A SUSTAINABLE INITIAL SOLUTION	34
3.4 PROOF OF CONCEPT	37
3.5 ITERATIONS	47
3.6 EVALUATING SOLUTIONS	47
3.7 TESTING SOLUTIONS	48
3.8 COMMUNICATING SOLUTIONS	49
4 BUILDING SUSTAINABLE TEAMS	50
4.1 FROM ORGANIZATIONS TO SUSTAINABLE BEHAVIOUR. THE BIRTH OF SUSTAINABLE TEAMS	50
4.2 SOCIAL STRUCTURES AND HIERARCHY.....	59
4.3 MANAGEMENT STYLES	65
5 SUSTAINABLE FINANCING	81
5.1 BANKS AND INNOVATION	81
5.1.1 WHAT A BANK IS LOOKING FOR?	81
5.2 MONEY COMES IN DIFFERENT SHAPES	82
5.3 BANK FINANCING.....	82
5.4 MONEY IN VARIOUS STAGES	84
5.5 ALTERNATIVE SOURCES.....	85
5.6 WHERE THINGS GO WRONG	86
6 SUSTAINABLE BUSINESS MODEL	88
6.1 WHAT IS A BUSINESS MODEL?	88

6.2 WHY IS IT NECESSARY?	88
6.3 STRUCTURE OF A SUSTAINABILITY BUSINESS MODEL	88
7. CASES OF SUSTAINABLE START-UPS IN EUROPE	97
7.1 SANDALANDALA GLAMPING (ROMANIA)	97
7.2 HISTRIA WINERY (ROMANIA)	98
7.3 SUSTAINABLE DANCE CLUB (Norway)	99
7.4 EVENING-BREEZE (the Netherlands)	102
7.5 QURRENT (Norway)	105
7.6 THREDUP (Norway)	107
7.8 CLIMATECARS (UK)	109
8. RESOURCES & BIBLIOGRAPHY	113
BOOKS	113
ONLINE RESOURCES	114
WEBSITES	114