

IS ENTREPRENEURSHIP A SOLUTION TO SUSTAINABILITY CHALLENGES?

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Entrepreneurship & Sustainability

- **Two equally confusing concepts**
- **Entrepreneurship – a bit more familiar**
- **Sustainability – relatively new phenomenon**
- **Moberg & Hulse (2022) and the NordSEnt guidebook acknowledge confusion and different interpretations around both terms.**

Entrepreneurship?

- **'NVC' approach: Activity that involves discovery, evaluation and exploitation of opportunities for new venture creation (Shane & Venkataraman, 2000)**
- **'Can be taught' approach: Mindset, skillset required for starting new ventures (Neck & Corbett, 2018)**
- **'Competency' approach: Life long competency, application in any sphere of life (EC, 2006)**
- **'Order' approach: The vision to recognise opportunity where others see chaos, contradiction and confusion (Kuratko, 2020)**

My view of entrepreneurship.....

- At the beginning When there is nothing ...



Sustainability?

- **Meeting the needs of the present without comprising the ability of future generations to meet their own needs (UN General Assembly, 1987)**
- **Three pillars approach - economic, social and environmental/ecological (Purvis et al, 2019)**
- **17 UN SDGs (2015)**

UN SDGs



In the context of Sustainability - Entrepreneurship *Education* (EE) offers:

- **An empowerment opportunity**
- **A powerful mandate to influence young minds**
- **A possibility for the *many* rather than a privilege of the *few* (Kuratko & Audretsch, 2022)**
- **A way to stay in touch with real-world phenomenon**
- **An opportunity to raise the discipline of entrepreneurship to the next level – reinvigorate it**

So, what is needed

● A degree of leadership (Stoltze & Sailer, 2021)

● (Re)define the purpose of EE (Liguori, et al., 2018)

● Confront taken-for-granted views (Fayolle, 2013)

● Reconceptualise the role of the entrepreneurship educator (Henry, 2020)

● Evoke student curiosity (Verduijn & Berglund, 2020)

● Identify appropriate EE pedagogies (Matthews & Liguori, 2021).

Reflection question

- **What one (small) thing can you do - in your professional role - or in your personal role as an individual human being - to help address some of the world's sustainability challenges?**



Thank You!