

# Sustainable Entrepreneurship

*from idea to implementation*



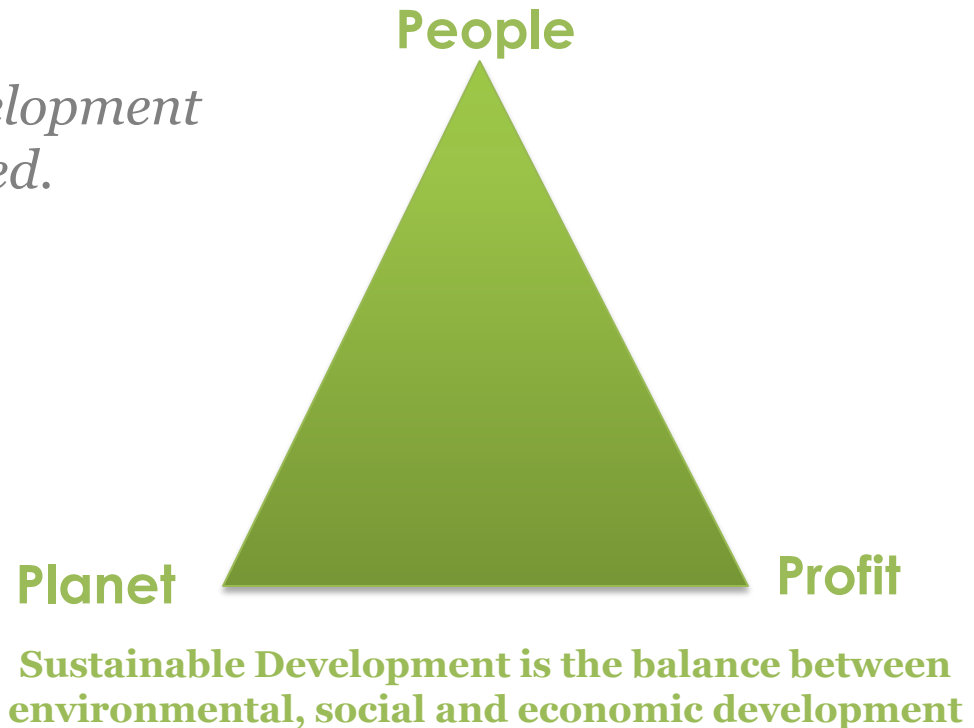
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**Sustainable Development:** *development that meets the needs of the present generations without compromising the ability of future generations to meet their own needs*

- Gro Harlem Brundland, former Norwegian Prime Minister, “The Brundland report” 1987
- World Commission on Environment and Development (WCED)

**Broad and complex concept:**

- *ecology and protection of natural resources*
- *sustained economic progress*
- *social issues with a focus on Development*
- *support of the most disadvantaged.*



# 3 P's of Sustainable Development

## People

Behavior of companies in social and ethical issues: *how does a company treat their employees (or human resources) and does it promote social cohesion?*

- protection of human rights,
- non-indulgence towards fraud and corruption,
- the use of child labor,
- the gender relationships and discrimination on the work floor,
- labor participation in management and profits,
- behavioral codes
- and so on...

## Planet

'We did not inherit the earth from our ancestors; the earth is on loan from our children'

*What is the effect and remedy of the impact of a company on natural resources and the landscape?*

- Environmental care,
- chain management,
- eco-efficiency,
- clean products,
- sustainable technology development,
- sustainable industry fields and eco-design

## Profit

Does not relate solely to the purely financial results of an enterprise.

Profit is also about the use and allocation of value added for employment, investments in machines and infrastructure and sponsoring and about the distribution (e.g. labor participation)



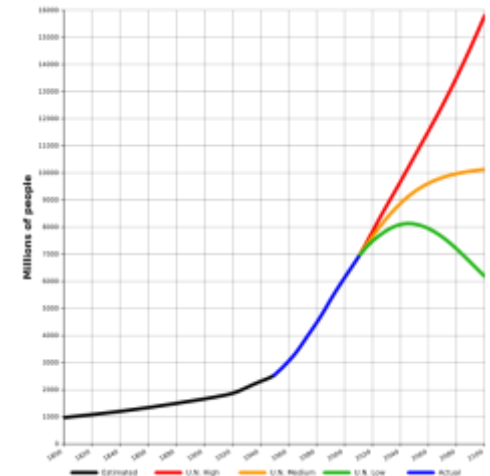
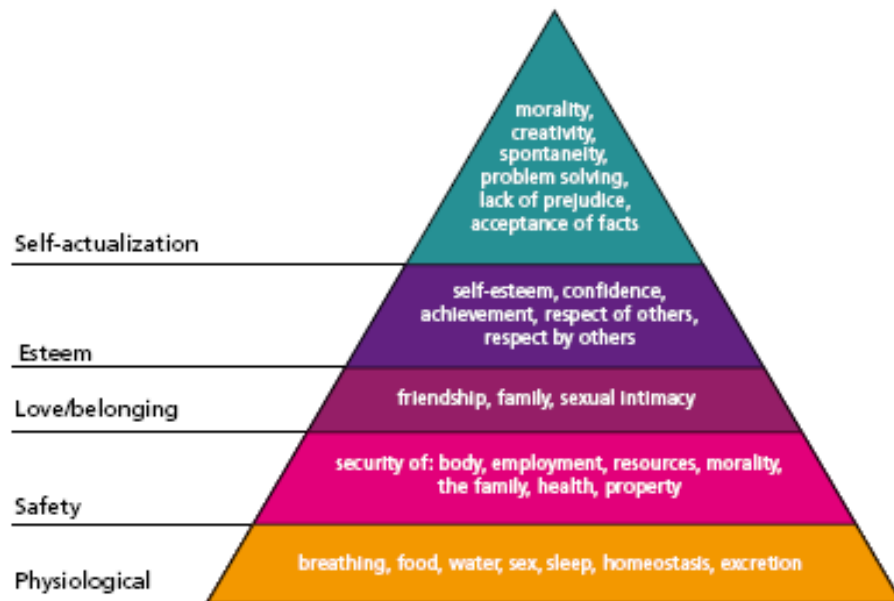
# Why sustainability?

There is limited availability of natural resources

- **Energy:** generation, storage, distribution, usage
- **Air & Water:** emission, pollution, scarcity
- **Toxicity:** human & environmental disruptions
- **Materials:** over-exploitation, scarcity

Exponential human population growth

- *exponential consumption and extraction of resources*



The right of current and future generations to fulfill their needs

# Considerations about sustainability

- ▶ **Sustainable development is a process, not an end.** There is no such thing as a product or service that is without impact. Calling a product “sustainable” is to understand sustainability as an absolute concept.
- ▶ **Sustainability requires incremental and continuous improvement: there is always room for improvement.**
- ▶ **We cannot always achieve everything; usually one has to sacrifice something.** A few years ago it was decided to reduce energy consumption and CO2 emissions. One of the strategies to achieve this goal has been to promote energy saving light bulbs that dramatically reduce the energy needed to produce light. However, to achieve this functionality in the bulbs, there was a need to use substances such as mercury that cause new pollution externalities.
- ▶ **The “Holy Grail” of sustainability does not exist.** One can approach sustainability in two ways: trying to find the „Holy Grail“ that solves all problems, or seek to develop smaller scale solutions that can be effective in the long run.

# Considerations about sustainability

- ▶ **Link individual consumer benefits to social and environmental benefits.** *What is the feature that a certain product or service offers me; what price do I have to pay; how will the product make my life easier, and what does the product say about me.* Sustainability is only important for the consumer when it is linked to one of these four aspects.
- ▶ **Not all consumers are equal.** Each group of consumers requires a strategy and product design adapted to their unique characteristics;
- ▶ **Functionality equals impact.** What we actually seek is that this impact is positive or to minimize negative impacts as much as possible.



# Sustainability & sustainable business solutions

*deliver solutions that create environmental and social value and at the same time do this in a manner that is self-sustaining from an economic perspective. Sustainable entrepreneurship aims to solve social and environmental problems by applying **business principles**.*

## ► **Solutions for one specific social and/or environmental problem**

- **Energy:** generation, storage, distribution, usage
- **Air & Water:** emission, pollution, scarcity
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► **Clearly defined business models.** Transform the solution into financial returns while maintaining core sustainability objectives.

► **Scalable.** The ability to manage and implement growth in the workload and/or expansion into other territories.

► **Inspire others to contribute or trigger action among others to develop their own solutions.** A good sustainable business solution inspires others to contribute to developing the idea and/or inspire others to develop their own version of the solution that adapts to other contexts.





# Why sustainable entrepreneurship?

**Traditionally, we blamed established corporations:** *“They have created all the problems, and they have to solve them”*. The truth is that the ultimate drivers of the current environmental stress are consumers.

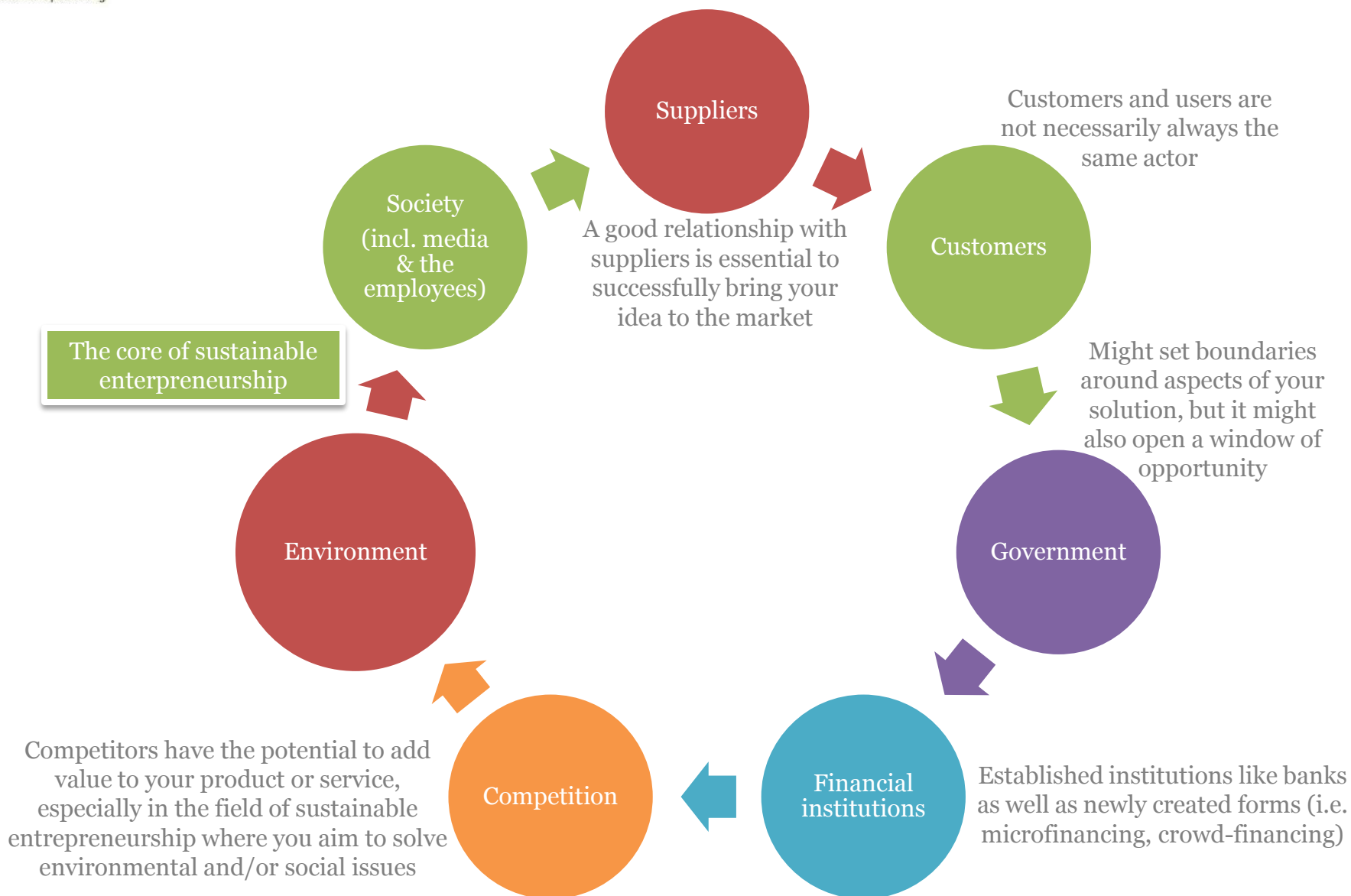
**Today large companies are doing much to reduce their sustainability footprint.** At the same time they lack flexibility and often the necessary culture to develop innovative sustainable solutions.

**A new generation of individuals is on the rise** that are driven to create an impact in society and leave a heritage of improved environmental and social conditions.

**That is why the future of sustainability is in the hands of passionate individuals driven to create environmental, social, and economic value.**



# Stakeholders & value chain



# Characteristics of Sustainable Products & Services

**Efficient:** products that require fewer resources to deliver a basic or enhanced functionality than existing alternatives. (i.e. consumer electronics that are more energy efficient, or mobility solutions that are more fuel-efficient).

**Empowering:** functional products that allow the user to be productive and “make things”. Empowering products might be focused on providing social, rather than environmental value.

**Non-toxic:** environmental and social impact might be also created by finding alternatives to existing products that require the use of toxic components to deliver functionality.



# Characteristics of Sustainable Products & Services

**Provision of basic needs:** access to clean water, food, clean and renewable energy, health services, education, etc.

**Empowerment:** allow people to further develop at a personal and professional level. Usually a good basis for entrepreneurial opportunities because of their high value to the end user. I.e. easier or more efficient connectivity with others (communication services, or mobility).

**Convenience:** make life easier by saving time and money, or by making certain experiences more enjoyable i.e. repair services, cleaning, or entertainment.



**Efficient use of idle functionality:** “**collaborative consumption**”. For a variety of products, most of their potential functionality is idle, un-used, which leads to wasted resources. Think of a car that is only used during weekends, or a power-tool that remains unused. Thanks to the connectivity that the Internet offers, new services are being born that connect users with idle functionality. Examples of this include peer to peer car rental systems, or product swapping.

# Eight strategies that can help you find innovation opportunities

1. New concept development
2. Selection of low-impact materials
3. Reduction of material usage
4. Optimization of production techniques
5. Optimization of distribution system
6. Reduction of impact during use
7. Optimization of product life
8. Optimization of product end-of-life system





# Sustainable entrepreneurship manifesto

1. *Sustainability entrepreneurs formulate new ways to create and capture environmental, social, & financial value;*

2. *Sustainable Innovation develops unforeseen opportunities by delivering solutions to sustainability issues. Technological & social innovation is a frequent element in this process;*

3. *It is a journey, not a goal. Your aim is to constantly improve over the past, your competition, or the the status-quo;*

4. *People are the greatest source of opportunity. Science sets the limits of what is possible;*

5. *Get to know the facts: Opportunities come from an understanding of context;*



# Sustainable entrepreneurship manifesto

6. *Connectivity is productivity. The world is flat, capitalize on this fact;*

7. *Create value for people around you;*

8. *Be a hub in your personal network, leverage others by giving a voice, connecting, empowering;*

9. *Information is power!... you can get it all, for free; use it, share it, filter it, mix it, reflect upon it;*

10. *You can do anything you want, anything. The tools are out there, the power of like-minded people too, and you've got the brains to do it.*



<http://www.sustainabledanceclub.com>

<http://www.evening-breeze.com>

<http://www.qurrent.nl/home>

<http://www.thredup.com>

<http://www.ofoil.nl/en>

<https://www.climatecars.com>







***Thank you...***



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