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# Sustainable society and business

KRISTINE NEIMANE

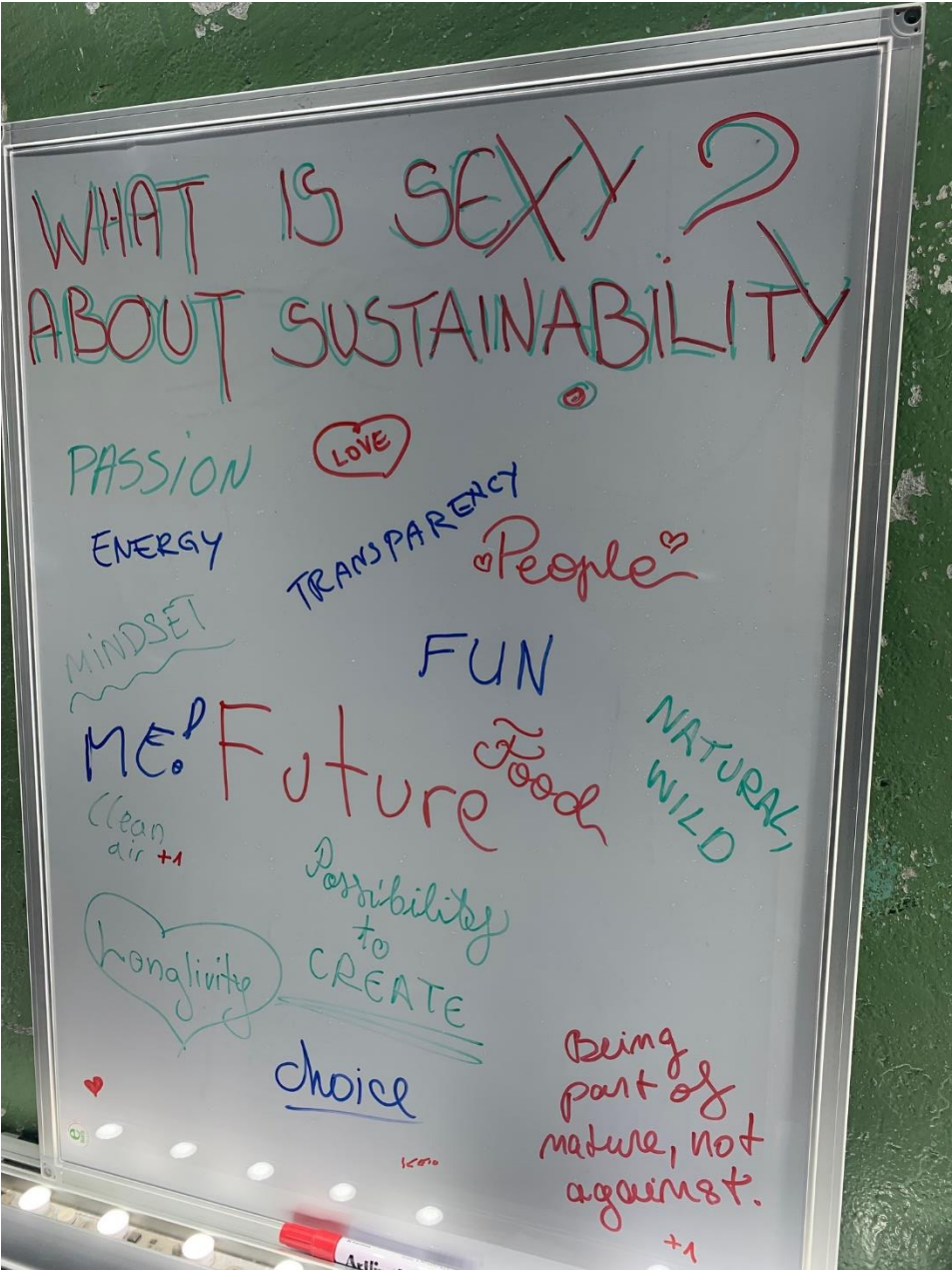
31.10.2023

ERASMUS+ STRATEGIC PARTNERSHIP



Sustainable entrepreneurship for climate action

# PROBLEM VS...





# SUSTAINABILITY

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Our biggest challenge in this new century is to take an idea that seems abstract – sustainable development – and turn it into a reality for all the world's people.

Kofi Annan



Sustainable business is possible and doesn't mean huge investments

To explain and teach real methods how to run sustainable business

# SURVEY

## Sustainable entrepreneurship - what do we really know about it?

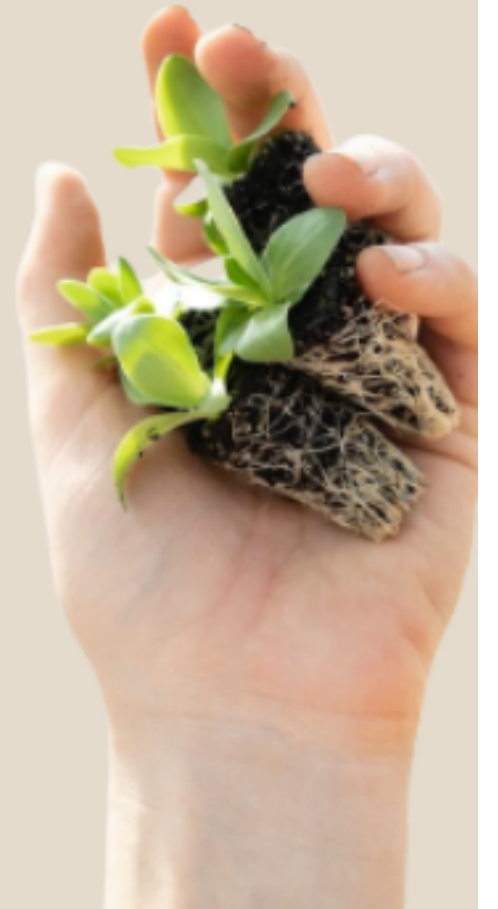
Survey results in frame of ERASMUS+ project SECA



224 participants

In spring 2022 three partner Universities from Latvia, Finland and Germany started ERASMUS+ project which aims to develop different tools and materials for supporting sustainable business models.

In April partners implemented the survey among students and teachers to gather information what do they know and think about sustainability.



# SURVEY RESULTS

From general knowledge to specific

Full survey report:

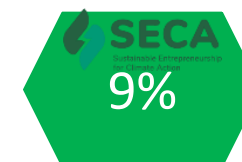
<https://sustainable.turiba.lv/?p=680>



Sustainability



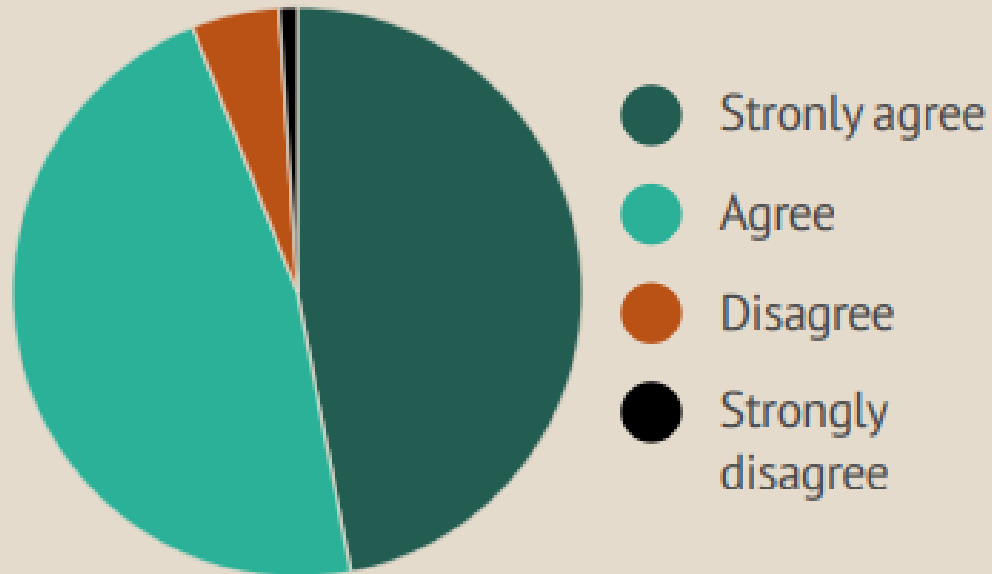
Sustainable  
business



Sustainable  
business  
models

# SURVEY RESULTS

Do you agree with the statement that entrepreneurship nowadays have to be sustainable?



Most of us agree that entrepreneurship should be sustainable. In total 94% of survey participants agree with the statement. Main reasons why entrepreneurs are not becoming more sustainable in participants opinion are:

**Lack of knowledge (62.6%)**

**Lack of motivation (59%)**

**Lack of resources (54.5%)**

# MAIN CONCLUSIONS



People in general are interested in sustainability topic. Almost every one have heard something about sustainability.

But when it comes to deeper knowledge – we see that not many understand what sustainable business models really mean.



Students as well as lecturers strongly agree that Universities should teach more about sustainability! 71% says YES to more knowledge about sustainability in our programmes.



94% agree that entrepreneurship should be sustainable! Great job done by creating awareness – now it is time to teach more practical solutions and actions. To teach how! Simple and practical!

# CHALLENGES



**CHANGING THE VALUES**



**INTEGRATING SUSTAINABILITY TOPIC IN DIFFERENT COURSES**



**FINDING METHODES AND WAYS HOW TO TEACH  
SUSTAINABILITY**



# SUSTAINABILITY



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Our biggest challenge in this new century is to take an idea that seems abstract – sustainable development – and turn it into a reality for all the world's people.

Kofi Annan

Huge investments in knowledge

Investing in ourselves

Investing in international cooperation

# WELCOME TO ERASMUS+ SECA PROJECT!

SECA project aims to offer particular solutions, methodologies and support materials which will educate our students and entrepreneurs how to become more sustainable and how to run sustainable business.

## PARTNERS OF THE PROJECT:



# SECA PROJECT

WHAT WE DO IN FRAME OF THE PROJECT?



SECA PROJECT VIDEO: <https://www.youtube.com/watch?v=WSlrz2cf5Es>



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# THANK YOU!

<https://sustainable.turiba.lv/>



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