



## SUSTAINABLE ENTREPRENEURSHIP - WHAT DO WE REALLY KNOW ABOUT IT?

Almost everyone has heard the term “sustainability”. But do we really know what this means? Do we understand what sustainable entrepreneurship means? Or what are sustainable business models and how to run my company in sustainable way? Do we learn it at the University? Are there sufficient information and materials about practical tools and methods?

Those were questions which in spring 2022 3 partner universities of ERASMUS+ SECA project asked to the students and teachers.

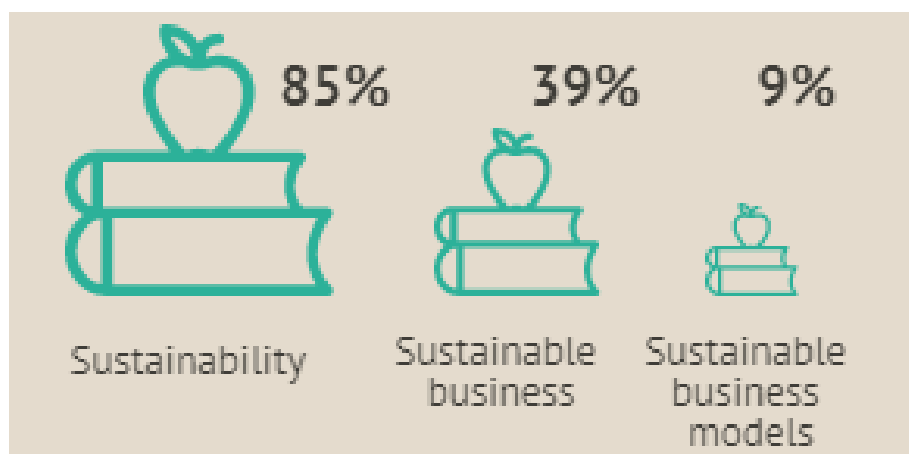
**224 students and teachers from 3 partner Universities from Latvia, Finland and Germany** took part in the survey.

Most of the survey participants – 85% – confirmed that they have heard the term “sustainability”, but 12% of survey participants pointed out that they have only general knowledge about this term.

When we asked to survey participants if they know anything about sustainable entrepreneurship, the number of those who said yes was already smaller – only 39%. And 44% of participants pointed out that they have only general knowledge about sustainable entrepreneurship.

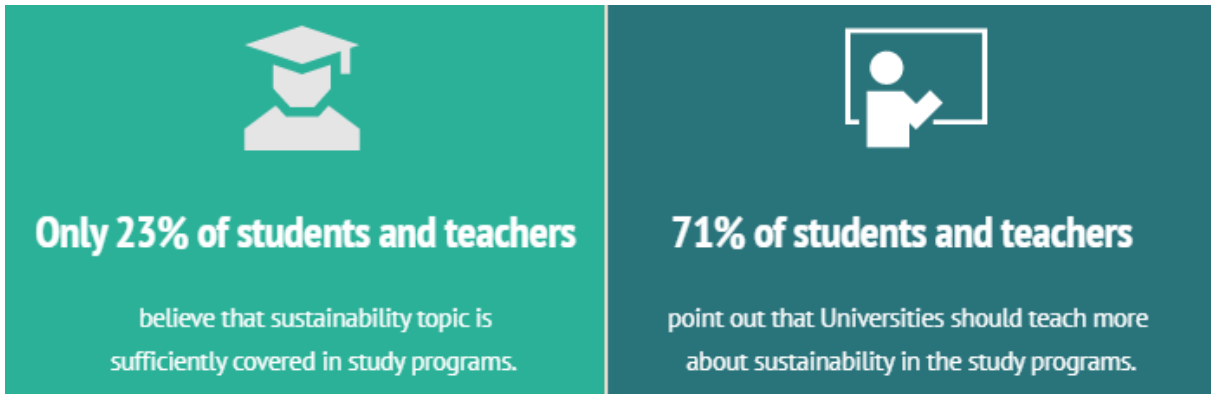
In the question if they are familiar with the practices or tools on how to build sustainable business models the number of positive answers decreased - only 9% agreed that they are familiar with those models.

This shows the tendency that students and teachers in general have some information about sustainability, but then it comes to more deeper knowledge, the number are decreasing.

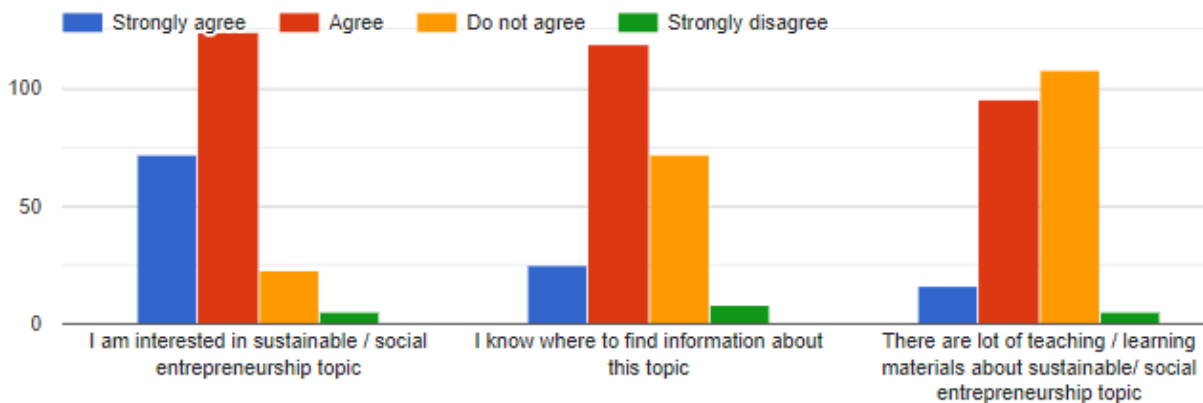




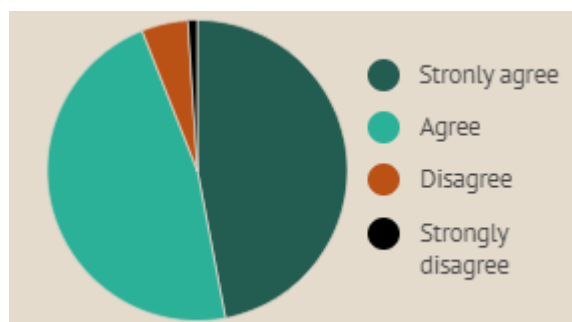
46% of the participants of this survey agreed that they have courses dedicated to sustainable entrepreneurship in their study programs. 23% of them pointed out that those courses are not in sufficient amount. And 71% of survey participants agreed that Universities should teach more and include more courses on sustainable entrepreneurship in their study programmes.



Participants point out that they are interested in sustainability issues and topic, but big number of them do not know where to find information about this topic. Even bigger number of the participants point out that there are no sufficient teaching / learning materials about sustainable entrepreneurship.



Interesting is the fact that 84% of survey participants agree that entrepreneurship nowadays should be sustainable, 47% of them strongly agree with the statement. It shows very high awareness among the academic world related to sustainability topic.





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%)**

People in general are interested in sustainability topic. Almost everyone 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 programs.

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!

This Survey was implemented in frame of ERASMUS+ Strategic partnership project «Sustainable Entrepreneurship for Climate Action», project number: 2021-1-FI01-KA220-HED-000032094. Survey was organised by 3 project partners – Turība University from Latvia, Lapland University of Applied science from Finland and FH Aachen University of Applied Sciences from Germany.

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