



Sustainable entrepreneurship - what do we really know about it?

Survey results in frame of ERASMUS+ project SECA



224 participants

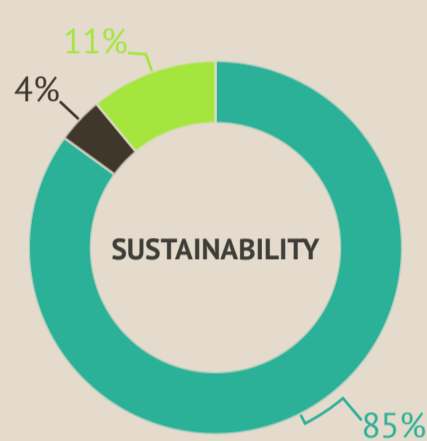
In spring 2022 three partner Universities from Latvia, Finland and Germany started ERASMUS+ project which aims to develop different tools and materials for supporting sustainable business models. In April partners implemented the survey among students and teachers to gather information what do they know and think about sustainability.



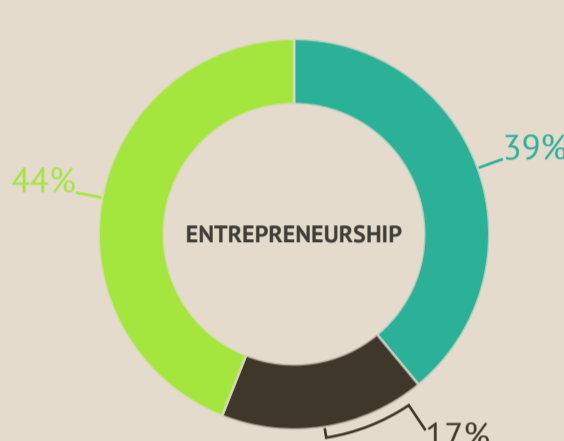
The sustainability revolution will, hopefully, be the third major social and economic turning point in human history, following the Neolithic Revolution – moving from hunter-gathering to farming – and the Industrial Revolution

Prince Charles

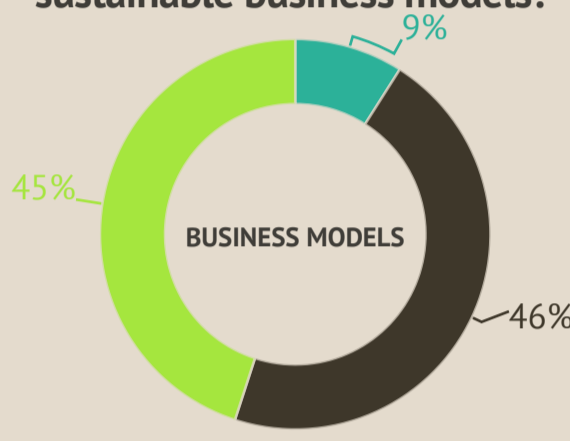
Do you know the term sustainability?



Do you know anything about sustainable entrepreneurship?



Are you familiar with the practices how to build sustainable business models?



● YES ● NO

● YES ● NO

● YES ● NO

● HAVE ONLY GENERAL KNOWLEDGE

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From the results it is obvious that students and teachers have an interest about the sustainability topic. But they have quite general knowledge about sustainability. When it comes to deeper understanding, for example about sustainable business models, results show that they have only general knowledge or no information at all.



85%

Sustainability



39%

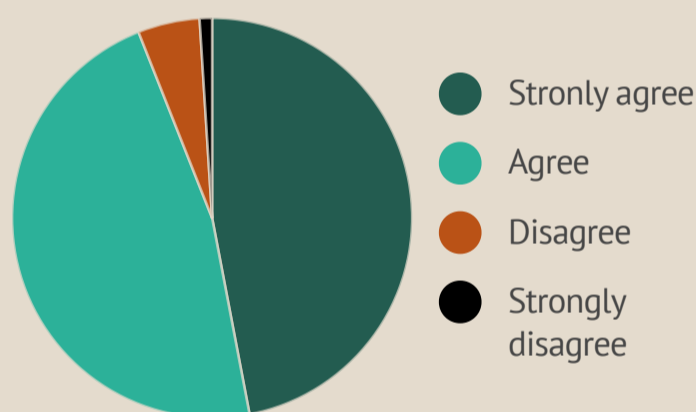
Sustainable business



9%

Sustainable business models

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%)



Only 23% of students and teachers

believe that sustainability topic is sufficiently covered in study programs.



71% of students and teachers

point out that Universities should teach more about sustainability in the study programs.



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 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!

Participants of this survey come from:



● Finland ● Latvia ● Germany ● Other countries

PARTNERS OF THE PROJECT:



This Survey was implemented in frame of ERASMUS+ Strategic partnership project «Sustainable Entrepreneurship for Climate Action», project number: 2021-1-FI01-KA220-HED-000032094