

Erasmus+ SECA

Sustainable Entrepreneurship for Climate Action

Riga 31.10.2023



Funded by
the European Union

Teaching Sustainable Business

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Erasmus+ project

Sustainable Entrepreneurship for Climate Action

Presentation aims to share project results about teaching sustainable business, developed digital handbook and continue a discussion about the most pressing issue – climate change and how entrepreneurs and businesses should and can transform in order to embrace sustainability in their actions to change toward a net zero future.

Sustainable Entrepreneurship for Climate Action

2022-2024

EU Erasmus+ Strategic partnership programme

Project goals

- Project addresses climate change challenges and aims to increase green skills and competencies in sustainability among current and aspiring entrepreneurs.
- Project creates digital learning tools, open-source digital handbook and training that helps entrepreneurs to build sustainable and climate-smart businesses.

Project results

- Result 1. Supportive Research on Sustainable Business Practices reflecting current green business practices in each project partner country.
- Result 2. Digital handbook on sustainable entrepreneurship and training for aspiring and current entrepreneurs.
- Result 3. Digital learning material for sustainable and climate change aware business development.



Picture: www.iberdrola.com/

Sustainable Entrepreneurship for Climate Action

2022-2024

EU Erasmus+ Strategic partnership programme

- Lapland University of Applied Sciences **Finland**
- Turība University **Latvia**
- FH Aachen University of Applied Sciences **Germany**

Picture: www.iberdrola.com/

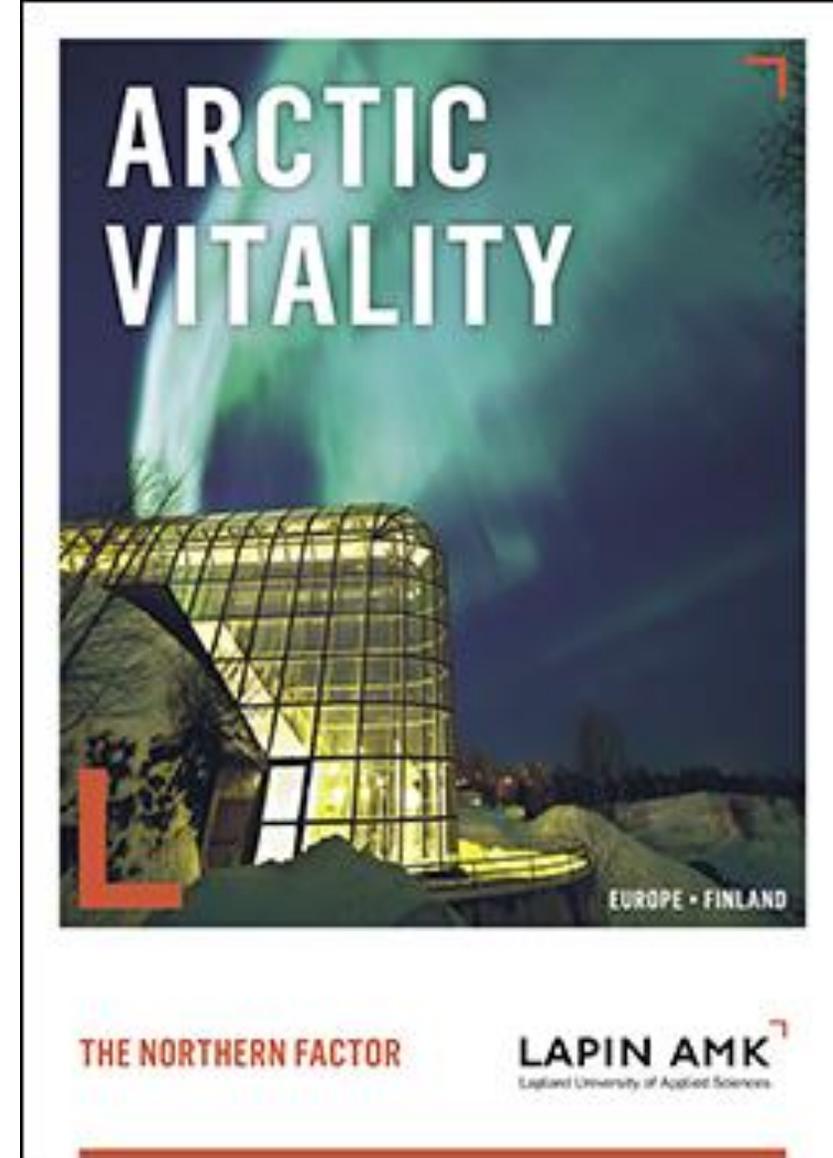
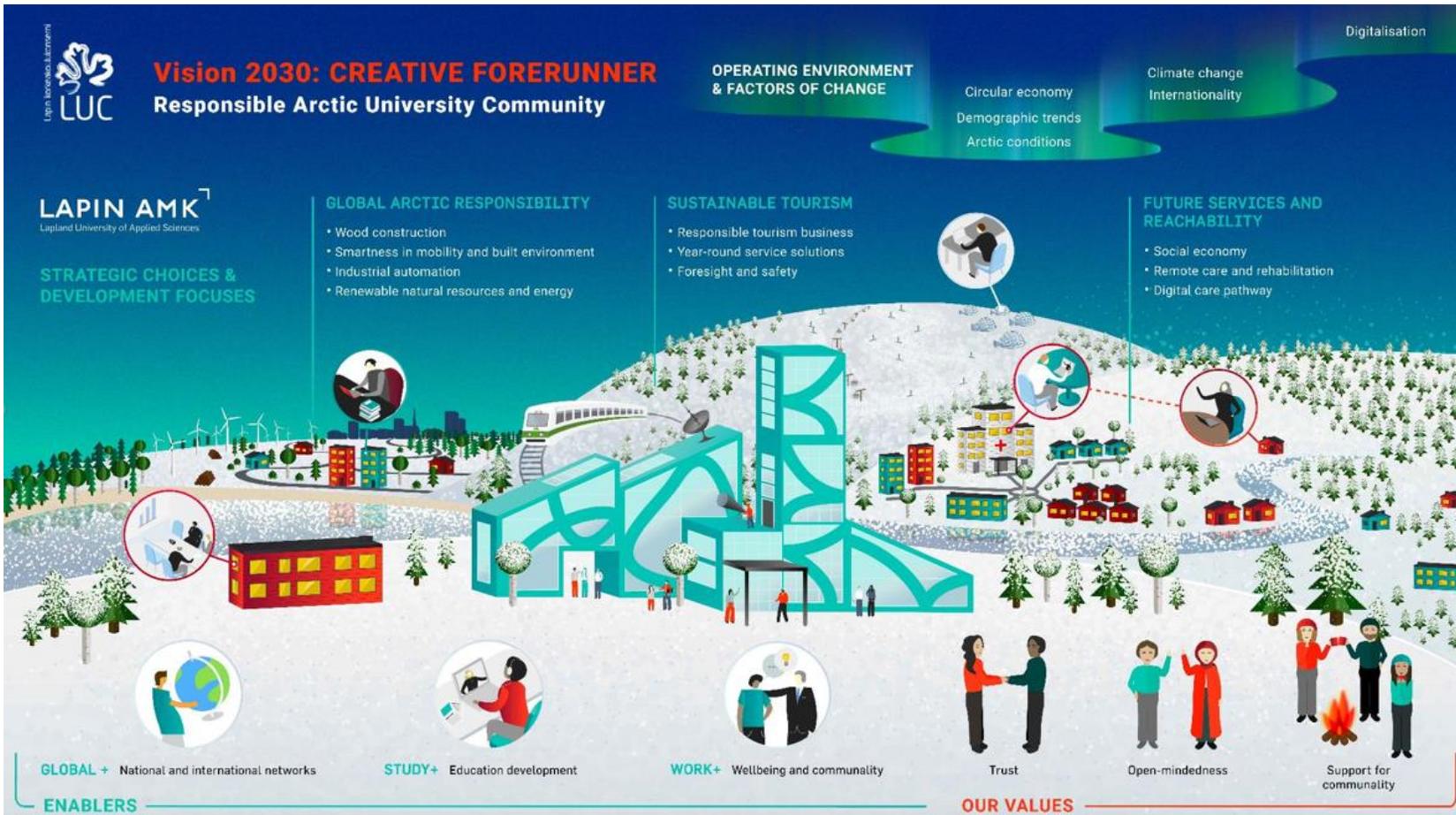
How to teach Sustainable Entrepreneurship



A little history...

SECA project roots in the Arctic

- Lapland UAS location on the Arctic Circle
- Mission – a regional developer



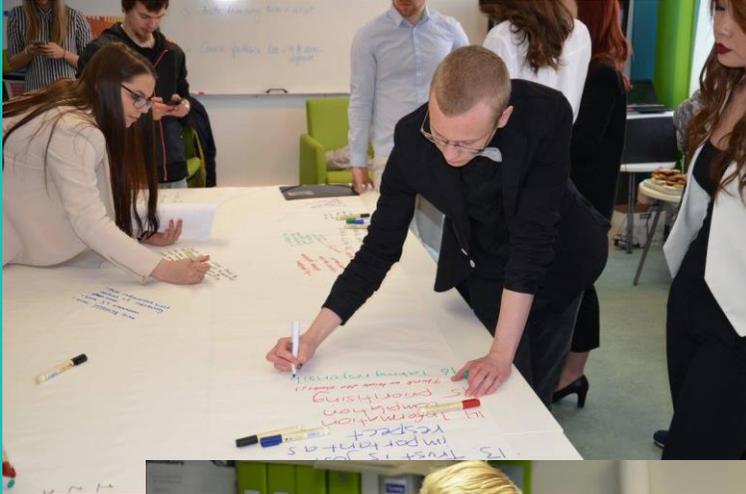
COP 21 – Paris agreement

- December 2015 – Arctic Encounter in Paris



The lead venue of the 2015 Arctic Encounter Paris - l'Ecole Militaire

New student initiative: Sustainable Entrepreneurship for Climate Action



Sustainable business teaching methodology

Digital handbook on sustainable entrepreneurship

Entrepreneurship vs Sustainable Entrepreneurship

- How sustainable entrepreneurship is different from traditional entrepreneurship?
- What are key word that come to your mind regarding SUSTAINABLE entrepreneurship

Entrepreneurship vs Sustainable Entrepreneurship

Traditional entrepreneurship

- Focus on generating economic value
- ideation, opportunity recognition
- business planning
- Marketing
- financial management
- and growth strategies

Sustainability education and entrepreneurship education are often separated

Sustainable entrepreneurship

- Focus on generating sustainable value
- Minimizing environmental footprints
- Addressing SDGs and climate change
- addressing societal challenges
- interconnected between economic, environmental, and social dimensions
- holistic and responsible approach
- eco-innovations

Climate Action

as a source for innovation for sustainable entrepreneurship



More than 91% of what we take from the earth is wasted.

**HALF A TRILLION
TONNES OF VIRGIN
MATERIALS, OUR
WORLD IS ONLY 8.6%
CIRCULAR.**

Circularity Gap Report 2022

<https://www.circularity-gap.world/2022>

LAPIN AMK⁷
Lapland University of Applied Sciences

www.lapinamk.fi

Sustainable Entrepreneurship for Climate Action – supportive research

- Definitions and terminology
- Understanding the sustainability related Frameworks
SDGs, CSR and ESG
- Climate Action and the targets
- EU Green Deal, EU Taxonomy regulation
- Case company interviews (Fi, LV, Ger)
- Methods and tools, pedagogy

Experimentation



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Digital Handbook

Building a Climate Action Start-up

I Ideation with **problem-solution tree**

II **Business idea** with SBI - model

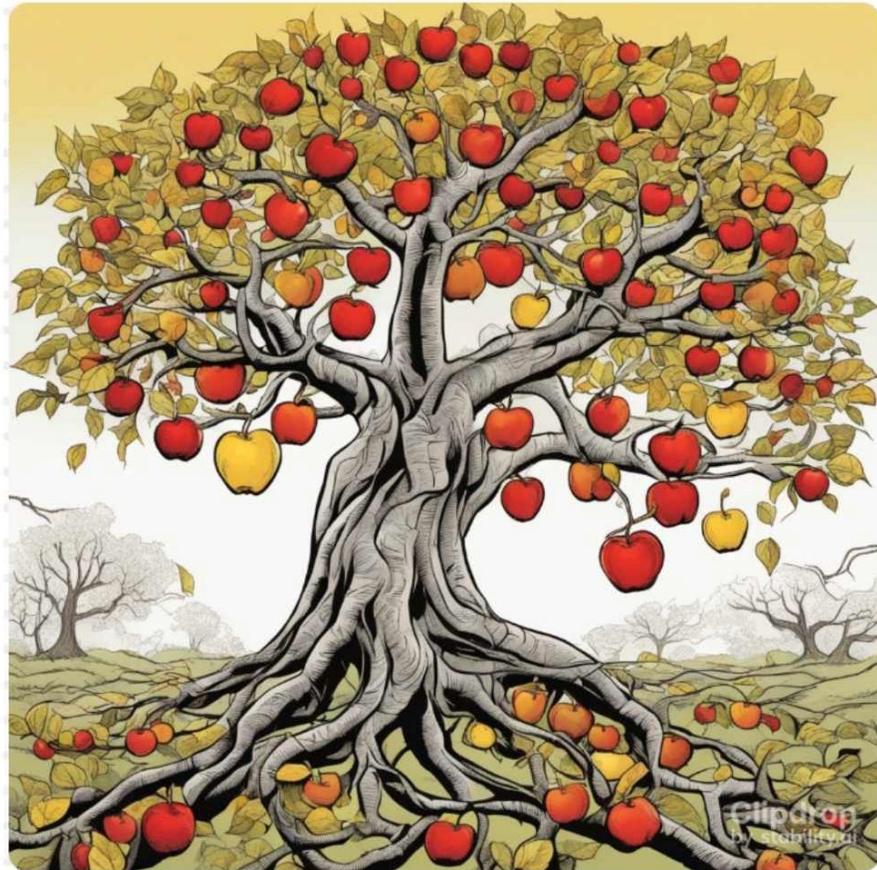
III Sustainable **Value proposition**

IV **Circular Business Model**

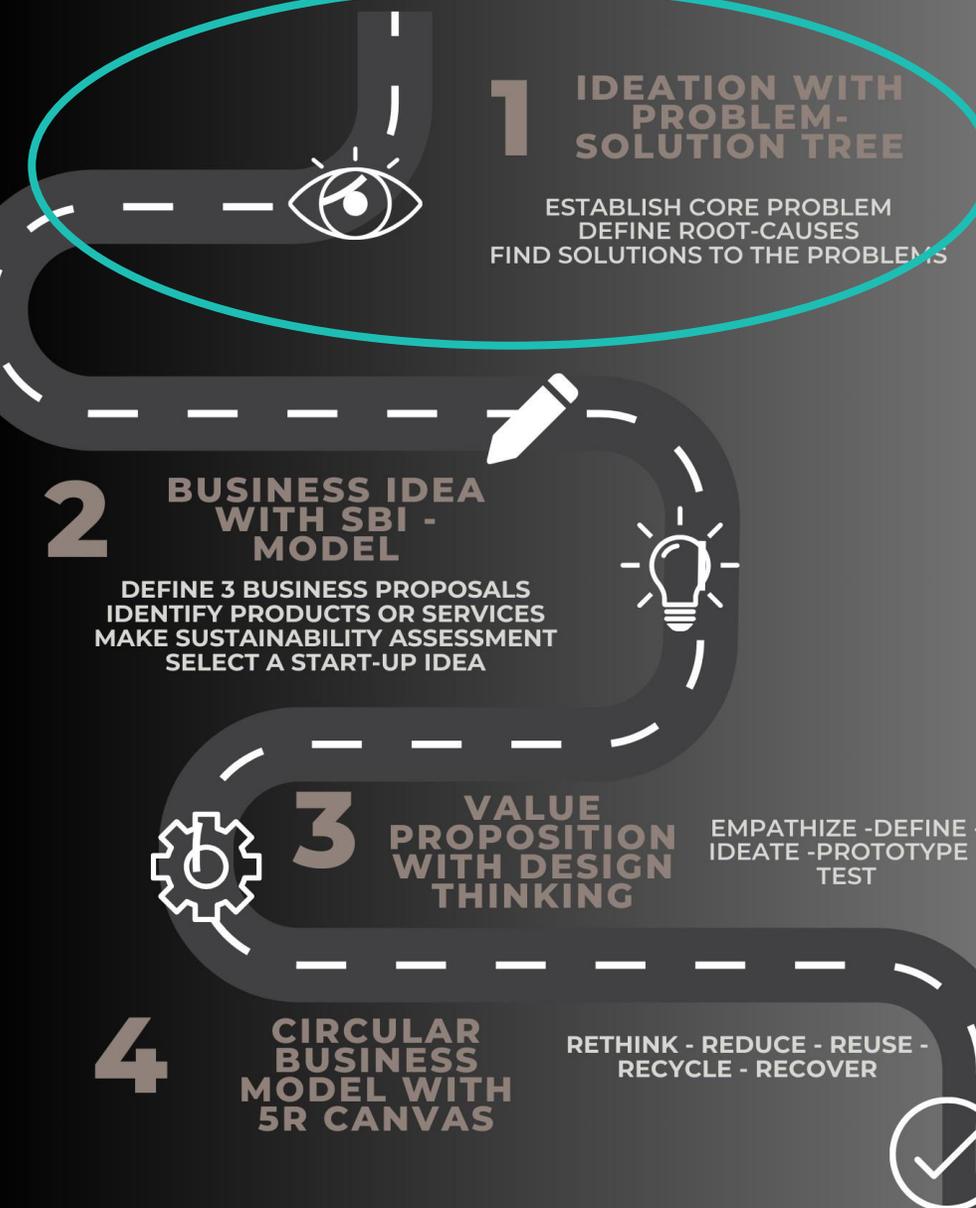
BUILDING A CLIMATE ACTION START UP



Ideation with problem-solution tree



BUILDING A CLIMATE ACTION START UP



Business idea with SBI-model



BUILDING A CLIMATE ACTION START UP

1 IDEATION WITH PROBLEM-SOLUTION TREE

ESTABLISH CORE PROBLEM
DEFINE ROOT-CAUSES
FIND SOLUTIONS TO THE PROBLEMS



2 BUSINESS IDEA WITH SBI - MODEL

DEFINE 3 BUSINESS PROPOSALS
IDENTIFY PRODUCTS OR SERVICES
MAKE SUSTAINABILITY ASSESSMENT
SELECT A START-UP IDEA



3 VALUE PROPOSITION WITH DESIGN THINKING

EMPATHIZE - DEFINE
IDEATE - PROTOTYPE -
TEST

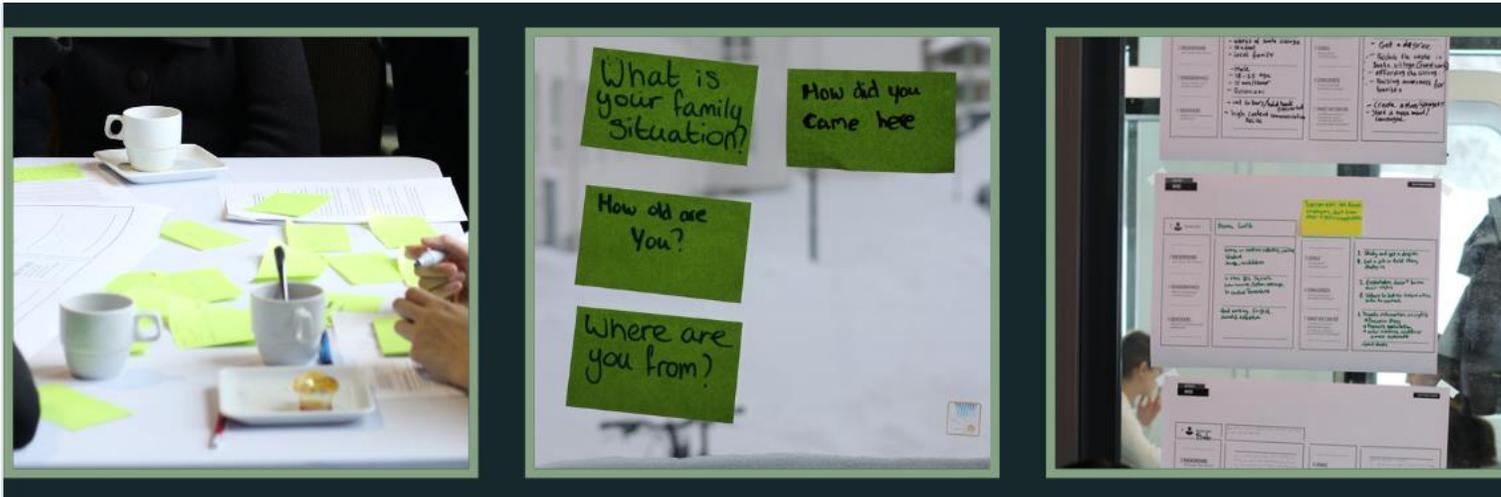


4 CIRCULAR BUSINESS MODEL WITH 5R CANVAS

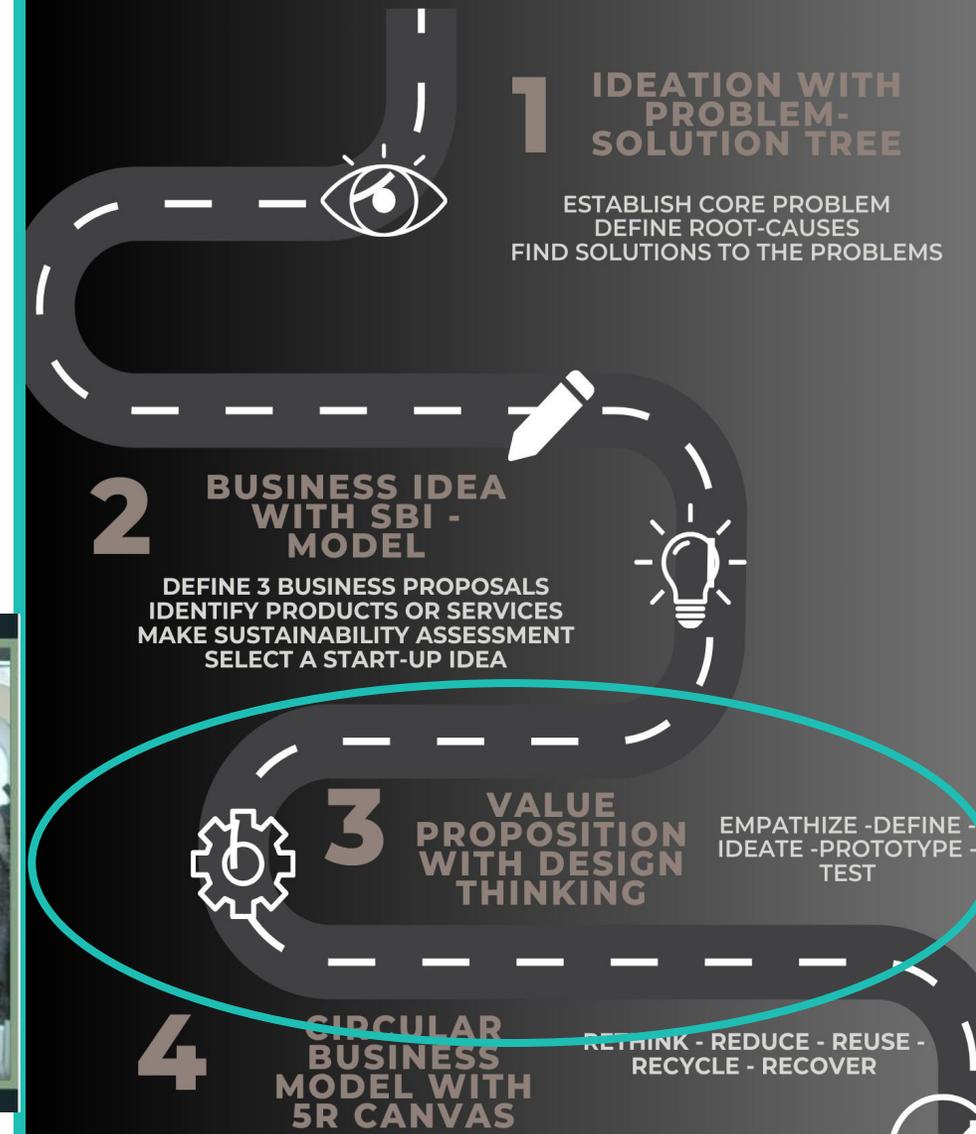
RETHINK - REDUCE - REUSE -
RECYCLE - RECOVER



Value proposition with Design Thinking



BUILDING A CLIMATE ACTION START UP



Circular Business model with 5R canvas

1. Re-think

Analyse business idea and identify opportunities to incorporate circular practices

Longevity

Use these to create whiteboard magic!



Sustainable materials

Use these to create whiteboard magic!



Take-back system

Use these to create whiteboard magic!



Supply chain partnerships

Use these to create whiteboard magic!

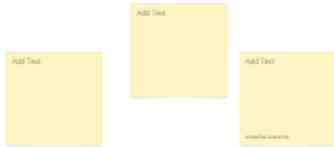
Measure and monitor

Use these to create whiteboard magic!

Communicate

Use these to create whiteboard magic!

2.Reduce



3.Reuse



4.Recycle



5.Recover



BUILDING A CLIMATE ACTION START UP

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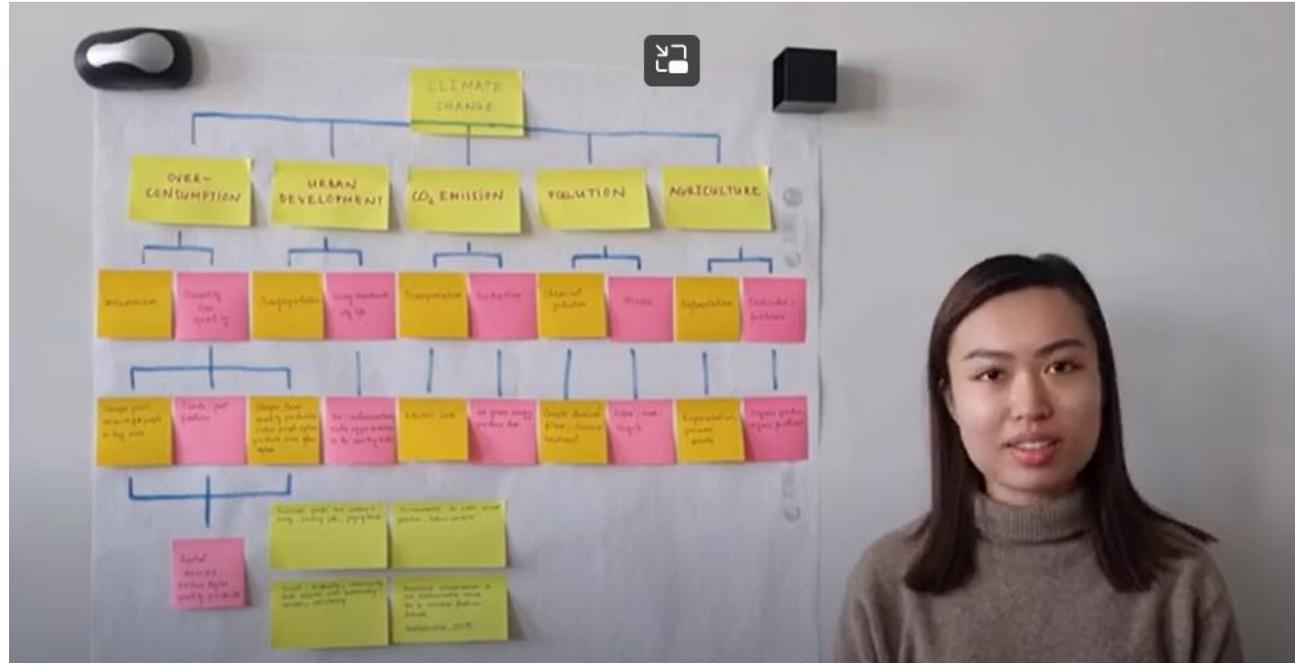
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Action in action!



- <https://www.youtube.com/watch?v=3QoTxYSgHsg&t=27s>



Digital handbook on sustainable entrepreneurship



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



FH AACHEN
UNIVERSITY OF APPLIED SCIENCES

Let's build sustainable future together!



Young Innovative Entrepreneurs



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