

10

Making Ecopreneurs: Developing Sustainable Entrepreneurship

- By Michael Schaper

Year of Publication – Jan 2005
No of Pages - 255
- An Ash Gate Publication



Dr.R. Jayanthi
Associate Professor
Acharya Bangalore B-School
Bangalore - 91

INTRODUCTION

Far away is Austrian Alps; organic farmer Sepp Holze uses strategies of avoiding industrial farming, which he claims to be hugely destructive in the developing countries. Creating chronic dependency Holzer grows exotic plants and lemons the natural way. He gives tours in April through October at 130 Euros a ticket.

Green start ups make it easier to 'Fix' environmental components and processes from the outset. They are models that can help show the way to increase productivity while reducing resource use in a manner that is harmonious with human health and sustainability of non-human species as well.

EVALUATION

This book is a result of dedicated contribution made by many authors, compiled by Michael Schaper, Professor, Massey University. The book highlights on understanding the importance of sustainable Green business practices and provides readers with a better understanding of the entrepreneurial perspective in the sustainability debate.

Many live cases and examples of practicing entrepreneurs and business are the major highlight of this book, which provides the interested reader with a snapshot of the current level of understanding of 'Ecopreneurship'. It seeks to analyze and explain the behavior of Ecopreneur in holistic view to pass on lessons and advise that they can give other prospective

business ventures, and assess the macro-level frameworks that can help or hinder Green entrepreneurship.

Part one of the book examines the framework of 'Ecopreneurs' and typical features of entrepreneurs. This section highlights a brief history of research work in the field of entrepreneurship. The author suggests models that can be used to help define categories and explain the notion of 'Ecopreneurship' in a generic sense. In part two, the factors motivating and inhibiting environmental entrepreneurship is discussed at length. It also examines some pre-conditions needed to foster ecopreneurship in developing countries. Regulators and policy makers will be guided towards promoting Greener and more entrepreneurial firms in different countries and regions. Finally part three of the book concludes with relevant case studies that highlights environmental enterprises in action. Leigh Holland, explains the creation of a micro business venture in UK. Thierry Volery's tale of 'Earth Sanctuaries' shows how a larger green ventures can be created and listed on stock exchange. Gabrielle-Kruks-Wisner, discusses Ecopreneurs in the non-profit sector where social entrepreneurs can establish and grow sustainable conservation projects that delivers environmental, social and financial returns for local communities.

This book edited by Michael Schaper "Making Ecopreneurs: Developing Sustainable Entrepreneurship" portrays 'ecopreneurship' as an exciting area to get anchored. At its best,

entrepreneurship is about harnessing the enthusiasm, initiative and creative energy of individuals. When this dynamics is applied to developing business models, it helps in retaining, promoting natural habitat and avoiding harmful impact on environment. Such sustainable pathways will always be cherished and looked up to.

CONCLUSION

“Making Ecopreneurs: Developing sustainable entrepreneurship” talks not only what it says on the cover, but also does more on highlighting how Ecopreneurs can boost the economical sustainability for the country. It is a highly specialized and a serious book for youngsters who want to become future entrepreneurs, researchers in the field of sustainable business development, academicians, policy makers within government and NGO sector. The book, highlights in my opinion technical and critical ecological concern for today’s entrepreneurs to sustain future development of the country in particular and world in general.