

Sustainable entrepreneurship: Finland`s perspective

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Key topics for today:

- Sustainable entrepreneurship
- Start-ups support in Finland
- Sut. Entrepreneurship /start-ups examples
- Sust. Business ideas

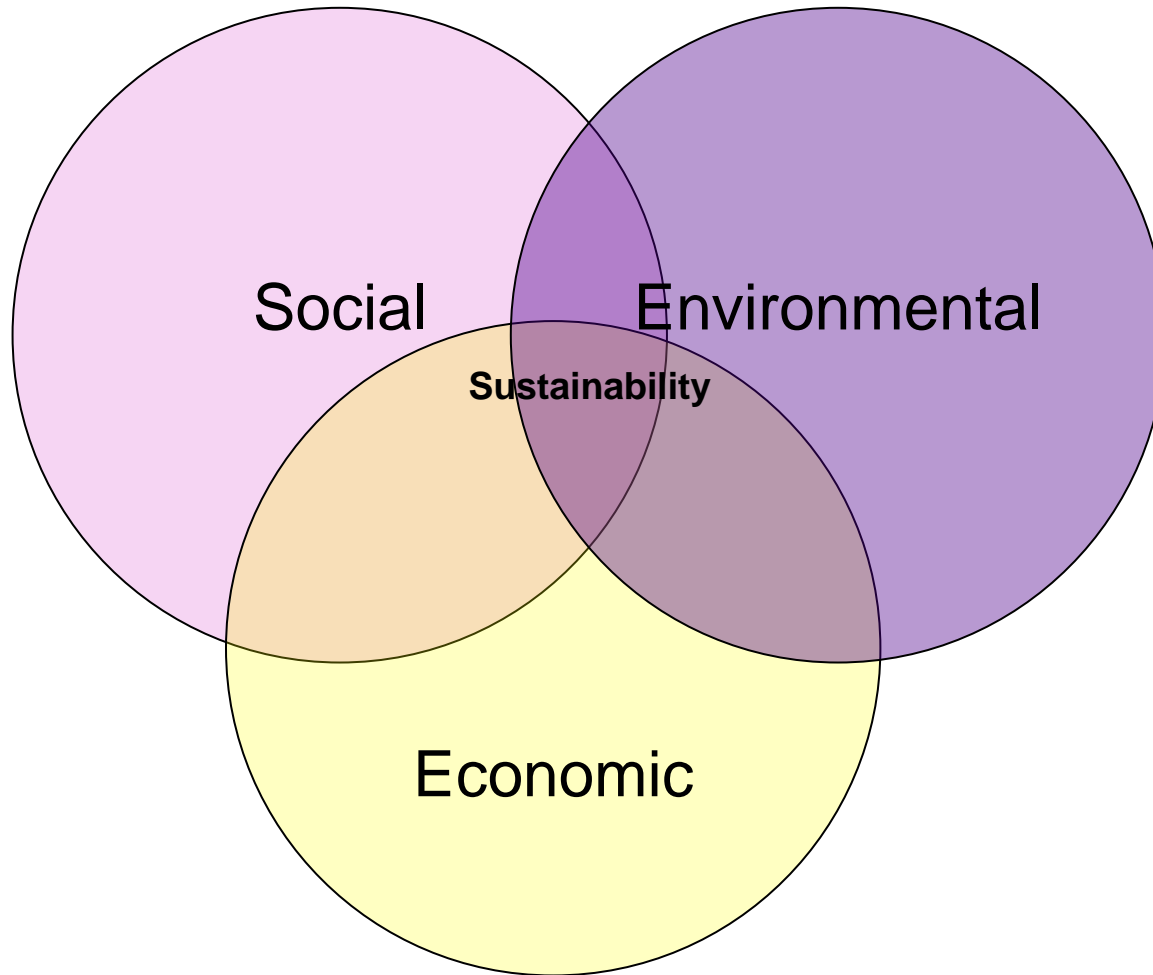


Sustainable entrepreneurship

- To preserve nature, life support, and community in the pursuit of opportunities to bring into existence future products, processes, and services for economic and non-economic gains to individuals, the economy, and society (Shepherd & Patzelt, 2011)
- Opportunities, entrepreneurs, impact of entrepreneurial activities (economic, psychological, social, and environmental consequences)
- sustainability entrepreneurial ecosystem - ecosystems with high shares of startups that are active in industries which address the Sustainable Development Goals through innovations (Tiba et al., 2021)
- A set of actors, accelerators, resources, employees, location, financiers, etc.



The Triple Bottom Line Elkington (1999)



Start-ups support in Finland

Examples:

The Shortcut



- Helsinki-based non-profit org.
- events, coaching, training programs, online learning programs

Boost Turku



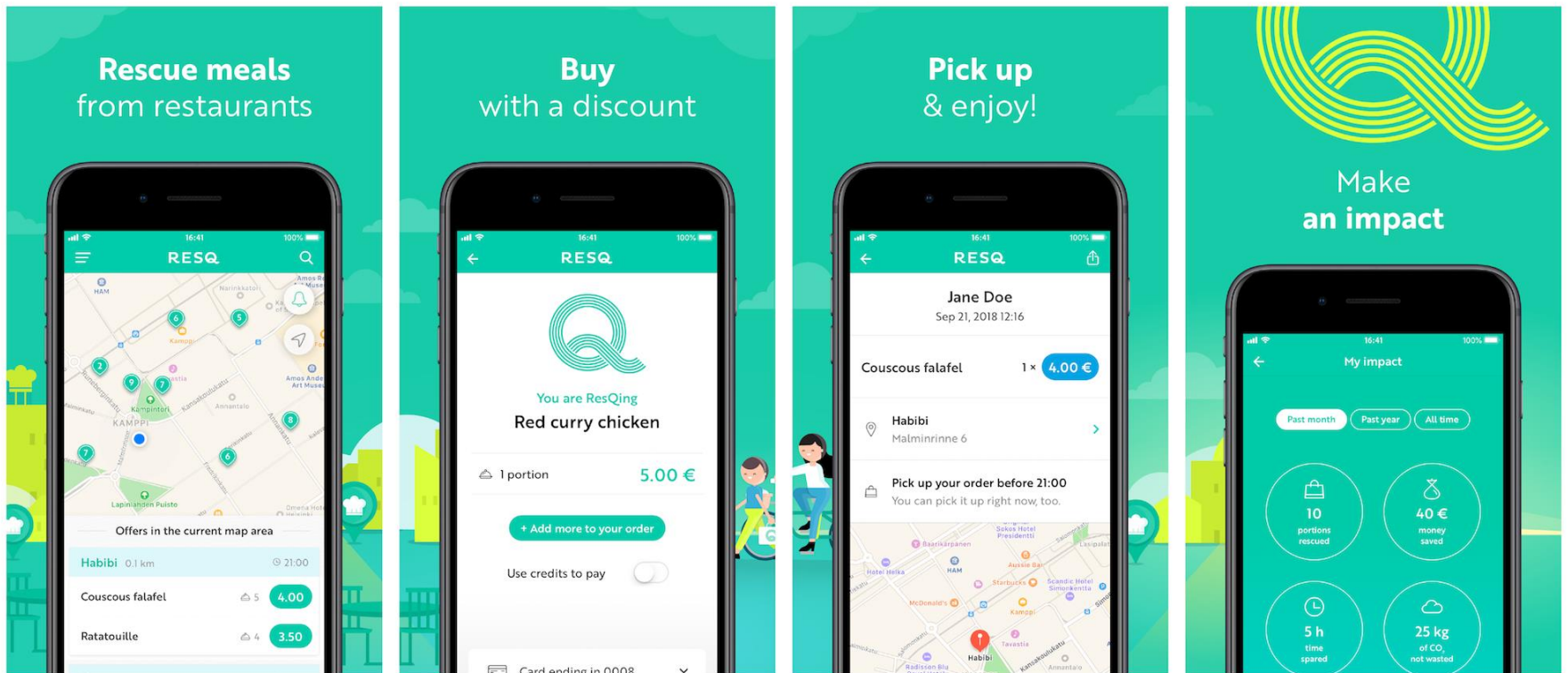
- Student entrepreneurship
- student-run organization who organize entrepreneurship-related events, accelerator programs and offer mentoring sessions for startups and for founders-to-be.

Sut. Entrepreneurship & start-ups examples from Finland

RESQ CLUB

“Save your city from restaurant food waste”

ResQ Club is a digital marketplace for surplus food



plantui

SMART GARDEN™



- Lower carbon footprint than commercially purchased plants
- 100% recyclable material
- Low energy consumption - less than a light bulb a year



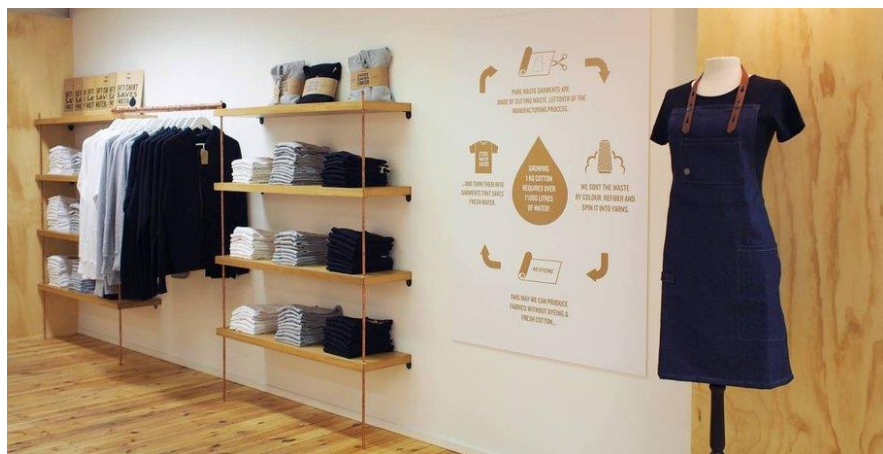
“We create recycled products and closed-loop solutions to inspire change towards a world without textile waste.”

100% recycled fibers, including a blend of cotton off-cuts from sewing factories or occasionally discarded clothes and polyester from recycled PET bottles.



PURE WASTE

100% RECYCLED TEXTILES





- Sustainable clothing solutions by borrowing
- other sustainable clothing services, such as clothes recycling, and the repair and alteration services





Manufactures trainers from materials such as *recycled plastic and used coffee grounds*

Helsinki-based startup Rens Original established in 2018

hs.fi: *“Work harder and I’ll give you a permanent contract so you can get a longer visa”* – Many immigrants employed by Finnish start-ups are being treated badly.

Problems: low wages, termination of employment during the probation period, unpaid overtime work and exploitation of vulnerable foreign workers.



the other danish guy™



- Smoothshell™ light, extremely comfortable, breathable, fast-drying and refined fabric
- regenerated nylon ECONYL®

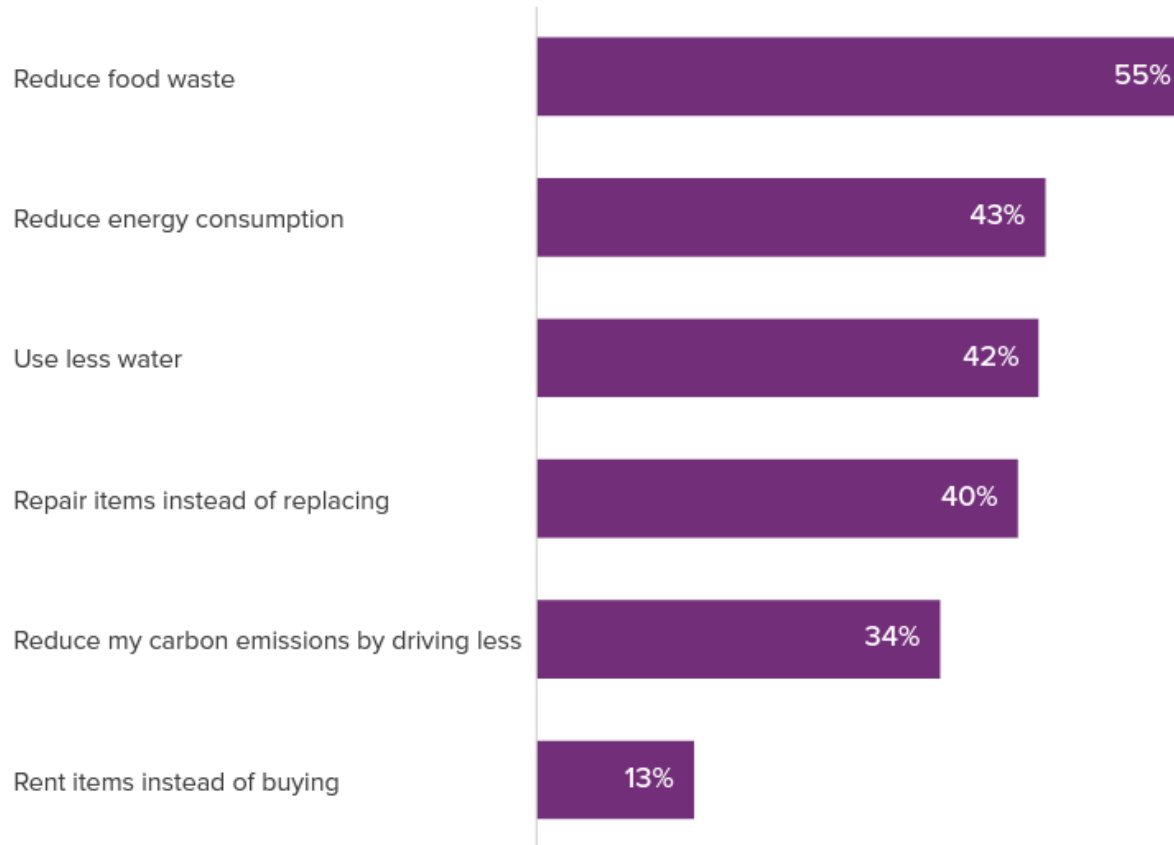


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Eco Economic trends

Green Activities and Sustainable Consumption

% of respondents



Sust. Business ideas

Games of sustainable minds

- **Loop:** a digital platform that brings together sustainably conscious customers with companies that sell sustainable fashion and furnishing
- **Försti:** rent boats with a monthly fee
- **GreenBox:** recycled plastic packages for electronics
- **Smoist:** real time information about water usage
- **Clothes`R`Us:** clothing company, based on using leftover materials and recycled fibers
- **Poolio:** app that matched drives and passengers
- **Drips:** eco-friendly dishwasher detergent
- **Miniwaste:** wastebins that help to recycle waste

Games of sustainable minds

- Electric cars logistics
- Food sets for cooking at home
- Eco/natural cosmetics, refills
- Educational programs/games about eco-lifestyle
- Connect local framers with customers



Games of sustainable minds

- Certificate/consulting companies
- App:s on sharing, borrowing, renting, etc.
- Experience: eco-tourism
- Alternative materials to replace plastics



Challenges & opportunities

- Are customers ready to pay premium price?
- What is currently in trend?
- Some start-up are already addressing sustainability challenges

Thank you!

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