

# INNOVATIVE ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT

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**Abstract** The aim of this presentation is to highlight sustainable development challenges and opportunities for innovative entrepreneurs and investors interested in start-ups that have green agendas. One perspective in the sustainable development discourse is focused on reversing the globalization trend and developing the self-sufficiency of local communities. Innovative start-up logic is however focused on scalable business models and digital tools for engaging entrepreneurs and customers in different countries to save and recycle resources. Global campaigns such as World Cleanup Day can inspire innovative entrepreneurs in different regions. Even initiatives from small countries can build bridges between communities at a global scale, including all levels of society – from citizens to business and government institutions. Sustainable development goals assume matching values of organizations and young people eager to contribute to innovation. Sustainability motivation is based on the synergy between competence, autonomy, and relatedness of all stakeholders. Calls to limit consumption are not enough to create sustainable motivation. The success of creative start-up entrepreneurship assumes aligning the vision to contribute to the sustainable development path of the World and the change management process that makes a start-up business itself more sustainable. Regeneration of ecological systems in a socially sustainable way is a crucial challenge for innovators that have to overcome the “not in my backyard” mentality. Agility has to be balanced with long-term potential problem analysis. International networking contributes to knowledge sharing and financial sustainability.

**Keywords:**

sustainability,  
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