

# BORN SUSTAINABLE: PROMOTED BY THE ECOSYSTEM FOR SUSTAINABLE ENTREPRENEURSHIP

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**Abstract** The institutions and resource endowments for entrepreneurial engagement with sustainability in a country are forming a ‘national ecosystem for sustainable entrepreneurship.’ The ecosystem for sustainable entrepreneurship is a context for businesses pursuing sustainability. Little is known, however, about the effect of the system on business pursuits of sustainability. We explored whether the ecosystem promotes businesses that are born sustainable in that they, from their start, are pursuing strategies and practices for sustainability. The national ecosystems for sustainable entrepreneurship in 47 countries, with a large representative sample of starting and operating businesses, were surveyed in 2021 by the Global Entrepreneurship Monitor. Hypotheses about the effect of an ecosystem on business engagement with sustainability were tested by hierarchical linear modeling. Elaboration of national ecosystems for sustainable entrepreneurship is found to promote sustainability pursuits in newborn businesses more than in older businesses. This finding contributes to evidence-based theorizing of the nexus between entrepreneurial ecosystems and business pursuits of sustainability.

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