



**GEF Green**  
**FORUMS Entrepreneurship**  
*Co-Creating Our Sustainable Future*

# Green Entrepreneurship (GreEn)

## An introduction

When we talk about Green Entrepreneurship, or GreEn as we call it, we think of it as being green to the power of action. GreEn is a mind-set which can best be encompassed by the four Ps.

**Planet**, (resources)  
**Personal**, (individual/Passion)  
**People**, (social)  
**Profit** (commercial).

We believe that the challenges of our world today require us to apply the Four P's test, - Is this sustainable? - to all that we do in our lives at home and at work. This attitude of positive action, effecting change in small "individual" steps, as inspirational actors, and then joining up the dots to create massive change, is what the GreEn Forum, hosted by Generation Europe Foundation, set out to facilitate.

### Why now?

American futurist and inventor Buckminster Fuller once said:

"You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."

When we look at the world around us, we could be forgiven for feeling powerless to improve the situation, but we would be wrong! Never before have we all been so **interconnected** via the escalating climate change, the current financial crisis and the global information revolution. This common impact of positive and negative factors in our lives allows and calls for **collaboration!**

### Finding empowering ways forward

If you take a moment to look around you will find that there are many new models being built by inspirational individuals and cutting edge organisations. Rather than be defeated by the enormity of the task, they have looked at the **opportunities** the situation offered and found **empowering** ways forward.

This **mind-shift, from wanting more to appreciating what we already have**, is the first step in creating a consciousness for "**sustainability**" in everything we do and say, at home and at work.

## What does sustainability mean to us?

The **natural environment** is probably at the top of the list, for it encompasses the “resources” on which we all depend and it brings the **joy**, the balance and the sense of **belonging** that is at the core of our **human wellbeing**.

Equally constituent for our human environment is our **civilisation**, of which politics, economics and entertainment are just a few of the inseparable parts. How are these systems being adapted to contribute to sustainability and long-term plans?

## A new definition of entrepreneurship

Green Entrepreneurship is not primarily about starting a business but about taking responsibility for your life choices. Once you feel responsible for your environment, who you are and what you do, you might discover an opportunity or an opening in a market or you might just find a more sustainable process at work.

**It is this attitude of positive action that defines entrepreneurship to us.**

If we extend this new sense of **personal responsibility** and consider what that might mean **in a business sense**, we need to not only remember the sustainability test but also consider the long-term perspective.

## Sustainability and Long Term perspective in Business

A successful business has typically been judged by its “bottom line” – i.e. profit in total disconnect of the broader environmental and social cost of production and consumption. For our new sustainable and long term enterprise we need to expand this bottom line to include the four Ps.

This then is no longer the “triple bottom line”, which is the oft’ used term in CSR reports. The four P’s become the “**quadruple bottom line**” for GreEn. And this is the bottom line for sustainable entrepreneurship: adopting new practices to promote not only profit but also environmental, social and personal sustainability and long-term performance.

## Joining up the dots

Finally, how can we all come together as individuals and **greentrepreneurs** to co-create our new socio-economic model and join up the dots?

There are many wonderful initiatives working to bring about a mindshift and guide concrete actions towards a sustainable society. We have created the GreEn Forum, as a platform where we can all meet to exchange best practices, co-create partnerships and enable others to join and themselves become passionate changemakers in their own communities.

This is a call for partnership, a quest to collaborate, to jointly bring about and co-create this empowering future.

Looking forward to your input

The GreEn Team  
February 2011



massive

**P**  
 People  
 Personal  
 Planet  
 Profit

**ask**  
 is this sustainable?

individual steps

collective

**POSITIVE ACTION**

**MIND-SHIFT**

**green entrepreneurship**

powerless  
 appreciate what we have  
**BUT**

home work

demands

**collaboration**

You never change anything by fighting the existing reality. To change something build a new model.

**interconnectivity**

financial crisis

**climate**

**BUSINESS**

**BUCKMINSTER FULLER**

resources

nature

civilisation

**environment**

Profit the bottom line

People

Planet

Personal

the **QUADruple** bottom line