

## Making Ecopreneurs: Developing Sustainable Entrepreneurship

Written by Administrator

Tuesday, 03 June 2008 18:33 - Last Updated Monday, 18 August 2008 18:43

---

Schaper, Michael (Ed.) (2005) *Making Ecopreneurs: Developing Sustainable Entrepreneurship* (Corporate Social Responsibility Series) , Burlington, VT:  
Ashgate Publishing

Governments around the world are increasingly relying on market forces to generate economic growth whilst still protecting the environment. Key to this approach are 'ecopreneurs' --environmental entrepreneurs who are still utilising green issues as a competitive advantage for their firms. Who are these ecopreneurs? How do they differ from other entrepreneurs? How do ecopreneurs work and what lessons can be learnt from their achievements to date? With contributions from researchers on four continents this book examines the role entrepreneurial individuals play in the adoption of sustainable business practices. The book concludes with five detailed case studies of ecopreneural ventures that have met with varying degrees of success. (From back cover of the book)