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## **SUSTAINABILITY AND ENTREPRENEURSHIP**

### **Abstract:**

Humanity is at the parting of the ways because of the climate change taking place in the whole planet, draining of world's resources and destructions which are not easy to redeem. As a result of the activities of people during the past century, it has spread into the atmosphere in large amounts of carbon dioxide and other greenhouse gases. Global warming has negatively effect on environment, our water resources, agricultural conditions, energy production and transport system, our health and safety. The outcomes of the effects should be taken into consideration. Rapidly changing world order brings back changing of the business model in the business world. In this study, the necessity of the sustainability and the action that are taken to achieve this aim will be examined.

### **Keywords:**

Sustainability, Entrepreneurship, Environmental

**JEL Classification:** L26

## **1.SUSTAINABILITY, ENVIRONMENT AND ENTREPRENEURSHIP**

In the last century, global warming has negative effects on environment, water resources, agricultural conditions, energy production, transportation systems, health and security. As is known, the climate changes take hold of every living creatures in the planet (Capital/Green business, 2015). While the environmental degenerations occurring as the result of misuse of the earth resources and the global disasters aroused from this degeneration cause the humankind to understand that the natural resources are not limited (Kuşat,2013:4898); it took the humankind to a junctions related with the limits of the planet (<http://ekoIQ.com/arsiv/ekoIQsayi48.pdf>, March 2015,13.01.2016).

Now, the agenda of the whole world has the question of how a livable planet is left to the future generations by decreasing the damage given to the environment by the human activities (<http://ekoIQ.com/arsiv/ekoIQsayi48.pdf>, June 2015,02.01.2016).

The most and first important step which was made in international field against the effect of the destruction caused by the man-made activities on the climate, is the United Nations Framework Convention on Climate Change (UNFCCC) was opened for signature in UN Environment and Development Conference held in Rio De Janeiro on 1992. European Union (EU) is a party of the agreement which became effective in 21 March 1994 as well as 195 countries including Turkey. State parties of UNFCCC have undertaken differentiated responsibilities by considering the development priorities and special conditions of the countries for decreasing the oscillation of sera gases by leading the state parties for making cooperation on research and technology, protecting the sera gas sinks (for example; forests, oceans, lakes) and decreasing the sera gas oscillation. In addition to this, upon the continuation of the sera gas oscillations in every place of the world and felling the negative effects of the climate changes more each day, the state parties of UNFCCC have discussed Kyoto Protocol (KP) for strengthening the qualification of current agreement and for having the developed counties to take stable and binding liabilities. As the result of the discussion of two and half years long, the protocol has been accepted in Parties Conference held in Kyoto on 1997 (Republic Of Turkey Ministry Of Foreign Affairs, <http://www.mfa.gov.tr/default.tr.mfa>, 04.01.2016).

Kyoto Protocol has been signed within United Nations Framework Convention on Climate Change as a framework for fighting against the global warming and climate change (Erel,2014:42-43).

The most important step in the global size related with the environment again is Stockholm Declaration (Kuşat,2013:4898-4900). In Stockholm Declaration which has been adopted as the result of United Nations Environment and Development Conference, it has been first declared that the human has the right to live in a honorable environment and therefore a new period, a new process has been started in this subject (Dinç,2008:7-8).

At the end of 20<sup>th</sup> century, the outcomes of rapid globalization and the experienced breakdowns have been collected and the development of actual solution suggestions has occurred in 21<sup>st</sup> century (Kuşat,2013:4898-4900).

The fact that the world resources and environment move towards the exhaustion limits as the result of the human activities, makes the sustainability concept important in the agenda of almost every sector and both product range and business manner of each sector has been reformed in accordance with the sustainability fact (Yavuz,2010:64). The raw materials used in the production at this stage have gained a critical importance, the existence of the newly recovered economical system based on the resource and renewable energy usage has been nearly a necessity (<http://ekoIQ.com/arsiv/ekoIQsayi48.pdf>, March 2015,21.01.2016).

The sustainability is perceived as the talent of continuing the functions, processes and performances of the ecology and ecologic systems in future (Yavuz,2010:64).

The sustainability expresses the guaranteeing way of the situation of long term “win-win” rather than the competition between the economic growth and environment protection. In general terms, the sustainable development requires balancing the three different variables which are associated with each other. These are; economic and commercial obligations which meet the needs of the consumers in efficient form by providing richness; environmental concerns which shall protect the current situation of the world biosphere and shall provide its development in possible places and to protect the individual and social needs or the social justice factors with the hypothesis that no progression shall be provided in both subjects if there are no motivations or intention in throughout the society for doing the necessary (Schaper,2002:527-531).

According to Hart (1999) there are three components which form the sustainability. These are economy, environment and society. According to Hart, the economy takes place within the society. The society exists within the environment together with the economy. Finally, the method of reaching the sustainability can be possible with the solutions where the environment, society and economy are handled as a whole (Özmehmet,2012:3-4).

Shallegger identifies the entrepreneur as a catalyzer who brings the money, persons, ideas and resources together (Shallegger,2002). The work implementations depending on the environmental responsibility may be considered as new opportunity fields for the entrepreneurs. The acts for a sustainable work gives opportunity to the entrepreneur individuals and companies in numerous niche for actualizing their successful determination and services (Schaper,2002:27-29).

In the last years, the eco-entrepreneurship becomes an important source of inspiration for the small and big businesses (<http://docplayer.biz.tr/2768050-Green-entrepreneurship-yesil-girisimcilik-projesi-egitim-kitabi-avrupa-birligi-bakanligi-hayat-boyu-ogrenme-programi.html>, 22.02.2016).

The transition to a sustainable business structure provides numerous positions for the individuals and companies in search of entrepreneurship to introduce themselves and

provide services in a successful form. To develop new product and services, to increase the efficiency of the current companies, to develop new marketing methods, to re-design the current business models and implementations can be considered among them (Schaper,2010:7).

A company which desires to have a positive effect against the environment, shall make an actual and important contribution to the development of the environment. An actual development may be created with the perfection of only the production processes, productions and services in terms of environment. To make an important contribution requires the company to have an important share in the market or have an important effect on the other market players like its competitors and suppliers for reaching to perfect environmental solutions. The entrepreneurs who are sensitive to the environment, manage companies which fulfill the these whole needs and as an ideal, while these entrepreneurs drag the whole market to further environmental processes, they try to obtain their business success by trying to bring environmental solutions for the mass market (Shaltagger,2002:48-49).

The entrepreneurs who initiate the businesses based on the sustainability principle, sell the products and services which have green values on the basis. These entrepreneurs not only make contributions to small markets with the investments for the recycle of the energy but also they make sustainable activities for the whole industry (Silajdzic,v.d, 2015:377).

They frequently aim to wipe off the negative effects of their products and services on the environment and to convert these gaps into business opportunities ([www.switch-asia.eu/fileadmin/user\\_upload/Green\\_Entrepreneurship\\_screen.pdf](http://www.switch-asia.eu/fileadmin/user_upload/Green_Entrepreneurship_screen.pdf), 25.01.2016).

When Pastakia (1998) has mentioned about these business opportunities and implementation, he has researched the eco-entrepreneurs in agriculture sector at a sustainable society in root level. Accordingly, he presented two entrepreneur typologies as to be commercial eco-entrepreneurs and social eco-entrepreneurs. He identifies the commercial eco-entrepreneurs as the persons who try to maximize their individual (or organizational) incomes by defining the green business opportunities and to convert these into applicable business ventures. In contrast to this, he identifies "social eco-entrepreneurs" (or social eco-entrepreneur organizations) as the persons who introduce eco-friendly ideas, products and technologies through nonmarket ways or with market ways (Pastakia,1998:158).

Although green life and beginnings, the ideal type of eco-entrepreneurship emphasizes a definite (sometimes unintentionally) strategy for expanding the sector working in accordance with the sustainability, it is possible to have marginal eco-entrepreneurship having the aim for decreasing the materiality through the effects which make contribution to sustainability and reducing the resource usage. The eco-entrepreneurs are the entrepreneurs who are aware of product and service need, decrease the finite natural resources (<http://docplayer.biz.tr/2768050-Green-entrepreneurship-yesil-girisimcilik-projesi-egitim-kitabi-avrupa-birligi-bakanligi-hayat-boyu-ogrenme-programi.html>, 27.02.2016).

## CONCLUSION

The existence of irreparable destructions caused by the human activities, prompts the whole humanity to take precautions. While the rapidly changing world order presents the necessity of changing the business models in business world, a business world with common sense is required for fighting against the subjects like hunger, poverty, climate change, rapid exhaustion of the natural resources. All of them caused many sectors to take the concept of sustainability into their agenda.

It can be expressed that new ideas and process are gathered under the title of sustainability for solving the economic, social and environmental crises which show themselves more apparently in the second half of the last century. Green Business Practices which occur as the result of the change in the business models and implementation made by companies within the frame of sustainability, are included to the agenda of the entrepreneurs in 1990s. On the one hand, the entrepreneurs realized that the ecological movement caused new and profitable markets, on the other hand they established new companies which try to solve the environmental problems with innovative approaches. The entrepreneurs who have ethical values and are sensible to the environment, lead the other entrepreneurs with many activities. These entrepreneurs make activities which do not give priority to the profit but to the activities which do not give harm to the environment and give importance to the renewable activities and social benefit. There are numerous examples related with this in the whole world. For example, it can be said that a new entrepreneurship model is formed under the frame of green entrepreneurship which emphasize to the fields like low carbon usage, energy efficiency and saving, renewable resources, recycle and clean technology. When it is considered that the green business becomes a new sector, it is claimed that the green entrepreneurship is the combination of the sensitivity to the environmental and social subjects with the entrepreneurship. The green entrepreneurs continue to offer business models in different fields which try not to pollute the world (<http://ekoiq.com/arsiv/ekoiqsayi48.pdf>, February 2015, 13.03.2016).

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