



SUSTAINABILITY ENTREPRENEURSHIP: INNOVATIONS IN THE LOGICS OF ORGANIZING

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ABSTRACT

Sustainability entrepreneurs seek to use private enterprise as a tool for sustainable development. A study of leading sustainability entrepreneurs from Europe, North America, East Africa, and Asia-Pacific regions provides an insider's look at the critical drivers of success. This research identifies five unique principles of problem solving and enterprise design that have allowed these entrepreneurs to successfully capitalize on market opportunities in the service of ecosystems and communities. This innovative approach to enterprise design suggests the emergence of a new organizing logic that eschews the dichotomy between opportunistic business and altruistic charity in favor of a new logic based on the co-production of multiple benefit streams through the perpetuation of human and natural resource quality. Thus, far from being a middling compromise between business and charity, the organizational forms being pioneered by sustainability entrepreneurs represent innovative organizational solutions that resolve the shortcoming inherent in conventional organizing logics.