

# Chapter 11

## Sustainable Entrepreneurship in Urban Planning and Management: AI as an Enabler for Green Startups

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### **ABSTRACT**

*As environmental issues increasingly affect global economies, sustainable entrepreneurship, especially within the green startup context, has gained respect as an essential component of modern business. The importance of artificial intelligence (AI) in developing these businesses cannot be ignored. Artificial intelligence is a*

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*powerful game-changer in improving operational efficiency, reducing carbon footprints, optimizing resource utilization, and creating innovative green business ideas. This chapter delves into sustainable entrepreneurship and AI, investigating how artificial intelligence (AI) technologies empower green startups to succeed within a competitive, environmentally-minded market landscape. The insights provided in this chapter and the analysis and scope of what AI can do provide some foundational understanding of how green startups can take advantage of AI to promote sustainability and growth in profitability.*

## **INTRODUCTION**

Sustainable entrepreneurship is a paradigm shift in conventional business that focuses on making a profit like any other business and aims to create a positive social and environmental impact. Essentially, it embeds sustainability into business models to ensure that the value companies create protects and enhances the planet and society (Füller et al., 2022). It acknowledges that the days of purely running a business on economic growth, profit, and market expansion without considering consequences to the planet or society are over (Perifanis & Kitsios, 2023). Today, plenty of entrepreneurs realize that the profit first and people second approach is not just unethical but also shortsighted in the face of global issues like climate change, depletion of resources, and degradation of ecosystems (Javaid et al., 2022). Also, Sustainable entrepreneurship has become popular due to increasing awareness and concern about the environmental destruction caused by industrializing, agriculture, over-consumption of natural resources, and carbon emission (Hmoud & Varallyai, 2023). As a result of these crises, an evident trend has moved businesses towards sustainable practices: environmentally benign products and renewable energy solutions, circular economy models where goods are recycled back into their production lifecycle, and ethical labor as priorities (Tambe et al., 2019). Therefore, sustainable entrepreneurship is not just a trend but an evolution necessary for the survival of businesses and our planet. Many entrepreneurs with sustainability-oriented practices do this out of a moral obligation to the world: to minimize their environmental footprint and to create a greener and fairer future for everyone. Sustainable entrepreneurship is underpinned by ideas such as the Triple Bottom Line (TBL) framework, which advocates that sustainable value can be created by considering three general pillars: economic, environmental, and social. In this Model, a company is not just evaluated based on its financial performance but also its positive impact on society and the reduction of harm it can do to the environment. Therefore, a sustainable

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