


Chapter 4

Navigating Obstacles, Hurdles, and Risks in the Organizational Development of Sustainability Startups

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ABSTRACT

This chapter studied sustainability start-ups' unique traits and critical role in tackling global concerns at the nexus of economic progress, environmental responsibility, and social impact. It underlines their complexity, including finance, compliance, and sustainable innovation market acceptance. Financial strategies, personnel acquisition, supply chain management, regulatory compliance, and social and environmental impact monitoring are covered in depth. It analyzes regulatory systems and legal tactics. It stresses taking advantage of legislative incentives and promoting favourable rules and innovation's role in overcoming difficulties. It encourages corporate and environmental stewardship improvements.

INTRODUCTION

Sustainability has emerged as a pillar of modern business and entrepreneurship as environmental concerns continue to escalate and the finite nature of our planet's resources becomes more apparent. With a dual commitment to profitability and

DOI: 10.4018/978-1-6684-9872-9.ch004

positive environmental and social impacts, sustainability startups have become transformative economic forces on a global scale. These inventive endeavours address urgent ecological and social issues while pursuing economic expansion. However, the path to success for startups focusing on sustainability is complex. Tajpour et al. (2023) find that fostering innovation, knowledge sharing, and effective communication positively impacts digital startup sustainability. Sustainability firms comprise diverse enterprises that place economic, environmental, and social sustainability at the forefront of their operations and business models.

These nascent enterprises prioritize the creation of inventive resolutions to urgent worldwide issues, including climate change, depletion of natural resources, social inequality, and environmental deterioration. Renewable energy, waste management, sustainable agriculture, eco-friendly products and services, circular economy initiatives, green technology, social enterprises, and ethical fashion are just a few sectors in which sustainability ventures are active. Social media acts as a mediator, enhancing employee engagement and interactions and aiding business resilience in a dynamic market. This chapter sheds light on the multidimensional nature of these issues, providing valuable insight into the unique challenges encountered by entrepreneurs and organizations committed to cultivating sustainability.

Prihadyanti et al. (2023) unveil agri-tech startups' vital role in advancing social innovation for sustainable agriculture in Indonesia. Furthermore, the study meticulously explores the role of business entities, exemplified by agri-tech startups, in nurturing SI. It meticulously dissects diffusion models and innovation-decision processes, uncovering three distinct models that lead to varying decision-making and communication channels. An array of internal and external factors intricately shapes these models. Notably, the study underscores how these startups assume diverse bridging roles contingent on their unique attributes, ultimately providing valuable practical insights for the successful development of SI (Sustainable Innovation).

Sustainability startups operate at the intersection of business, innovation, and environmental and social responsibility. Due to shifting consumer preferences, stringent regulatory requirements, and the imperative to address urgent global issues such as climate change, resource depletion, and social inequities, they must navigate a swiftly transforming landscape. As these businesses strive to develop innovative solutions and sustainable business models, they confront several organizational challenges, such as acquiring funding, cultivating a dedicated workforce, establishing efficient supply chains, and forging alliances with like-minded organizations.

This chapter serves as a platform for researchers, practitioners, and policymakers to investigate the complexities of sustainability startups by thoroughly examining the risks, challenges, and barriers they face. Looking at real-world case studies, empirical research, and expert perspectives, this compilation of chapters aims to

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