


Chapter 2

Building Green– Crafting Sustainable Business Models for a Resilient Future

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ABSTRACT

This chapter delves into the essential function of sustainability in developing contemporary business strategies. With the global economy confronting escalating environmental, social, and economic issues, businesses must implement sustainable practices to succeed. This work underscores the vital elements of sustainable business models, emphasizing incorporating environmental, social, and economic factors into fundamental operations. It investigates emerging trends in green entrepreneurship, eco-friendly innovations, and the significance of aligning with international models like the United Nations Sustainable Development Goals (SDGs). The paper stresses the importance of entrepreneurs adopting sustainability as a long-term approach, encouraging innovation, strengthening supply chains, and emphasizing transparency and accountability. Entrepreneurs can create a greener and more equitable future for subsequent generations by designing business models that advocate for sustainability.

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INTRODUCTION

The emergence of green entrepreneurship has become a vital component of the global economy, propelled by the urgent necessity to tackle environmental degradation, climate change, and the depletion of resources. This concept involves identifying, developing, and managing ventures emphasizing environmental sustainability without sacrificing profitability. It signifies a departure from conventional business methods and aims to generate value for society and the environment. With the growing interconnection of the global economy, green entrepreneurship has garnered considerable momentum as a means to foster economic growth that is both inclusive and sustainable (Meshram et al., 2021). The importance of green entrepreneurship stems from its potential to tackle some of the most critical issues facing our time. The urgent challenges of climate change, dwindling resources, and the loss of biodiversity necessitate the development of innovative business models that emphasize sustainable resource utilization and minimize environmental harm. The transition towards sustainability is significantly propelled by entrepreneurs who introduce practices, products, and services aimed at reducing waste, conserving energy, and encouraging the use of renewable resources.

The emergence of renewable energy firms, including manufacturers of solar panels and providers of wind turbines, illustrates how green entrepreneurship can disrupt conventional industries while simultaneously driving economic expansion. Likewise, the circular economy—a framework that prioritizes recycling, reuse, and waste elimination—has gained traction, with innovative solutions such as biodegradable packaging and second-life product design pioneered by green entrepreneurs. These initiatives mitigate environmental damage, generate employment, invigorate local economies, and draw investments in sustainable technologies (Tariq, 2024). Beyond their ecological advantages, green entrepreneurship is vital in enhancing economic resilience. Companies that emphasize sustainability are more adept at managing the challenges linked to environmental regulations, shifting consumer preferences, and supply chain disruptions. A competitive edge is being established for green entrepreneurs as investors and consumers progressively lean towards businesses that showcase robust environmental, social, and governance performance. Additionally, governments around the globe are enacting policies and incentives to promote sustainable business practices, highlighting the crucial role of green entrepreneurship in influencing the future of the global economy (Tariq, 2025).

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