


# Chapter 13

## The Intersection of Social Entrepreneurship and Green Entrepreneurship: A Pathway to Sustainable Development

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### **ABSTRACT**

*In light of the increasing global challenges posed by environmental degradation, social inequality, and climate change, social and green entrepreneurship have emerged as transformative approaches to addressing these issues. Although traditionally regarded as distinct fields, the integration of these approaches presents an opportunity for enhanced impact, enabling businesses to address environmental and social challenges simultaneously. Through an in-depth literature review, this paper explores the synergies between social and green entrepreneurship, emphasizing their role in advancing eco-social innovation, fostering sustainable business models, and contributing to the achievement of the Sustainable Development Goals (SDGs).*

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## INTRODUCTION

In response to escalating global challenges such as environmental degradation, social inequality, and climate change, sustainability has become a central priority in policy, business, and academic discourse. Among the various strategies designed to address these pressing issues, two mission-driven entrepreneurial approaches have gained increasing attention: social entrepreneurship and green entrepreneurship. While social entrepreneurship aims to tackle social problems such as poverty, education gaps, and healthcare inequities through inclusive business models (Dixit et al., 2025), green entrepreneurship focuses on promoting environmental sustainability via eco-innovative products, services, and practices (Olanipekun & Oderinde, 2023). These approaches offer not only alternatives to traditional profit-maximizing business models but also mechanisms for addressing systemic inequalities and ecological crises in tandem.

The integration of social and green entrepreneurship holds considerable promise for advancing transformative change across social, environmental, and economic dimensions. Yet, there remains an absence of comprehensive frameworks that account for their combined impacts—environmental, and social—within a unified model (Sagar et al., 2025). While social entrepreneurship touches on sustainability, the specific dimension of social sustainability is underexplored in relation to environmental goals (Kamaludin, 2023). Similarly, there's a need to understand how green entrepreneurial practices specifically impact sustainability (Olanipekun & Oderinde, 2023). This fragmented approach constrains a deeper understanding of how their integration could catalyze the systemic shifts necessary to achieve the Sustainable Development Goals (SDGs).

Responding to this critical gap, the present study examines how the convergence of social and green entrepreneurship can be leveraged to support sustainable development. Specifically, it addresses the following central research question: *How can the integration of social and green entrepreneurship foster sustainable and inclusive development outcomes?* The study aims to uncover the mechanisms through which this integration drives systemic change, promotes the alignment with the Sustainable Development Goals (SDGs).

To address this question, the study employs a qualitative, literature-based methodology. It conducts a comprehensive review of peer-reviewed journal articles, empirical studies, and global policy frameworks to synthesize current knowledge on the principles, applications, and impacts of social and green entrepreneurship.

The remainder of the article is structured as follows: the first section outlines the theoretical framework, presenting the key theories that explain the convergence of social and green entrepreneurship and its role in fostering sustainable development. The second section develops a conceptual framework of these concepts, emphasizing

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