



# FROM AN ENTREPRENEURIAL PROJECT TO A PEDAGOGICAL CASE STUDY

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## InnovLocal

An Interdisciplinary project



## An Entrepreneurial project

Atelier CIRCULR



## Book chapter

Breaks and strategic innovations: the role of sustainable entrepreneurs



## Scientific paper in progress

Diversity and coordination of support for sustainable student-entrepreneurs



## Book chapter

### Breaks and strategic innovations: the role of sustainable entrepreneurs

#### OBJECTIVES

- Understand entrepreneurship in a decarbonized environment
- Examine the opportunities and challenges of sustainable entrepreneurship and its support
- Understand the collaborative dynamics of sustainable entrepreneurs
- Understand sustainable entrepreneurship as the future of organizations



## CONTENTS

### 1. Sustainable entrepreneurship within its ecosystem

- Definition of sustainable entrepreneurship
- Developing sustainable entrepreneurship in its ecosystem

### 2. An example of sustainable entrepreneurship

- Starting a sustainable business project
- Deploying the project within its ecosystem

### 3. Sustainable entrepreneurship, the future of organizations?

- Balancing the three objectives of sustainable entrepreneurship
- The entrepreneurial ecosystem versus the sustainable entrepreneurial ecosystem
- The sustainable entrepreneur: a source of inspiration for organizations?

# 1. Sustainable entrepreneurship within its ecosystem

- Definition of sustainable entrepreneurship

Types of entrepreneurship	Objectives		
	Economic	Social	Environmental
Commercial	✓		
Environmental	✓		✓
Social	✓	✓	
Sustainable	✓	✓	✓

- Developing sustainable entrepreneurship in its ecosystem
  - Importance of the entrepreneurial ecosystem
  - Large companies are working with start-ups to develop their innovation culture

## 2. An example of sustainable entrepreneurship



### **Chocoffré project**

Case study

Manufacture of chocolate boxes from coffee grounds and skins

Data collection

15 Semi-directive interviews  
19 observations  
Secondary data (website, press articles, site visit)

Topics of interview

- Purpose of the project
- Actors involved and their contribution

Data analysis

Thematic content coding:  
1) project model  
2) involving actors in the project ;  
3) contributions from entrepreneurial support structures

Nivo Software



## 15 interviews

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Interviews	Function
4	Actors involved in the project
2	Partners of the project : coffee grounds supplier and customer
9	Entrepreneurial support structures : Tango & Scan ; Pépité ETENA ; Antigone ; La Fabrique ; Fondation de France ; Grand-Est region; Strasbourg Eurometropolis ; University of Strasbourg
Sum : 9 hours	

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## 19 Observations

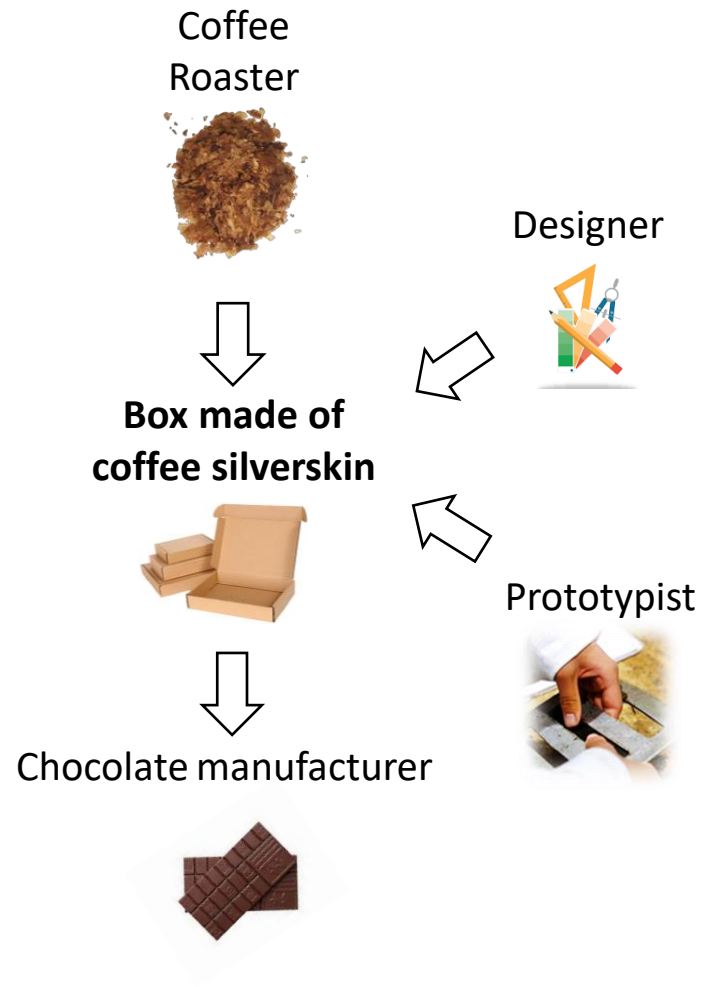
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Observations	Type
16	Chocoffré project : meetings, site visits, partner visits
2	Entrepreneurial training
1	Entrepreneurial event
Sum : 43 hours	

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- Starting a sustainable business project





- Deploying the project within its ecosystem: entrepreneurial support structures

Entrepreneurial support structures	Period	Support for the sustainable dimension	Contribution of the project
Start-up de territoire	Since 03/2023	Yes	Training on regulatory complexities Networking
Pépité Etena	09/2021 – 09/2023	No	Coworking spaces
Live for Good	09/2021 – 06/2022	Yes	Training, advice, and specific networks for sustainable enterprises
Antigone	03/2021 – 10/2022	Yes	Administrative, legal, and accounting management Common values

- Deploying the project within its ecosystem: subsidies obtained

Support	Criteria	Sustainable criteria	Funder	Amount
Entrepreneurial des jeunes	Project leader < 30 years old	No	Grand Est region	5 000 €
Déclics Jeunes contest	Project leader < 30 years old	Yes	Fondation de France	6 000 €
Pépité Etena award	Project with impact Student-entrepreneur status	No	Pépité Etena	2 000 €
SEVE	Student or enterprise of Strasbourg Eurometropolis	Yes	Strasbourg Eurometropolis	7 100 €
Tango&Scan	Creative project of Strasbourg Eurometropolis	No	Accro	14 000 €
FERED project call	Interdisciplinary project	Yes	FERED	9 000 €
Zero Déchet project call	Waste reduction project	Yes	Strasbourg Eurometropolis	8 100 €
<b>Total</b>				<b>51 200€</b>



### 3. Sustainable entrepreneurship, the future of organizations?

- Balancing the three objectives of sustainable entrepreneurship
  - Pursue all three objectives simultaneously: economic, social, environmental
  - Relationships with ecosystem players are very important
- The entrepreneurial ecosystem versus the sustainable entrepreneurial ecosystem
  - Support for the pre-existing entrepreneurial ecosystem : acces of resources, spaces, competences, creation of relationship
  - Importance of specific supports on sustainability
- The sustainable entrepreneur: a source of inspiration for organizations?
  - Sustainable entrepreneurship calls for close collaboration between players from different business sectors
  - These collaborations can enable them to rethink their business models, and strengthen the social and environmental responsibility of established companies



# Scientific paper in progress

Diversity and coordination of support for sustainable student-entrepreneurs

## KEY POINTS

- Sustainable student-entrepreneurs, who have specific profiles, develop their projects in an increasingly complex and dense entrepreneurial support context
- Benefits of the accumulation of several entrepreneurial supports :
  - be supported in the many dimensions of their sustainable
  - accessibility of resources from different networks
  - develop a broad entrepreneurial culture enabling them to understand the richness and complexity of their ecosystem
- Disadvantages :
  - information redundancy
  - dispersion



# Scientific paper in progress

Diversity and coordination of support for sustainable student-entrepreneurs

## KEY POINTS

- Support structures need to :
  - encourage students to explore their ecosystem by combining several forms of support simultaneously and thoughtfully
  - make students aware of the risks associated with over-commitment
- Challenge for Universities and Government: develop a coherent, integrated approach between pre-existing entrepreneurship support initiatives and those focused on sustainable entrepreneurship



# Thank you for your attention

**ANY QUESTIONS?** Feel free to contact us

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