

# Entrepreneurship and Sustainable Development

Manisha Goel\*, Bhagwati Prasad Joshi\*\*

## Abstract

Sustainopreneurship is an emerging issue as society is looking for solutions leading to sustainable development. For sustainable development, environmental issues related to degradation and depletion, public health care issues related to availability and distribution of medicine for public welfare along with economic issues related to unemployment and dearness offer opportunity for entrepreneurs. Sustainopreneurship can help to resolve these issues. The present study is focused on various aspects of sustainable development. The paper explores how sustainopreneurship can lead to a socially, economically, and environmentally sustainable society.

**Keywords:** Entrepreneurship, Sustainopreneurship, Sustainable Society, Economic System

## Introduction

Sustainable development is development that fulfills the needs of the present, without negotiating the skill and ability of future generations to meet their own needs. The concept of sustainable development can be defined in many other ways, but it is a core approach to development that looks to balance challenging needs against an awareness of the environmental, social and economic limitations we face as a society. Usually, development is motivated by one particular need, without fully considering the wider or future impacts. We are already watching the damage this kind of attitude can cause, from a big scale financial disasters caused by irresponsible banking, to changes in global climate resulting from our dependence on fossil fuel-based energy sources. The longer we shadow unsustainable development, the more repeated and severe its concerns are about to become, so we need to take stroke right now. Thus the aims of economic and social development must be well-defined in terms of sustainability in all countries whether it is developed or developing, market-oriented or centrally planned. Explanations will differ, but core concern must flow from a consensus on the basic concept

of sustainable development and on a broad planned structure for achieving it. This paper does not try to offer answers to all questions, but reasonably sets a stage for conversation, exploring various ways in which sustainable innovative entrepreneurship used in connection with sustainable development.

## Literature Review

Modern concept of entrepreneurship is all about exercising creativity in business activities, product development, process development, problem solutions, and change management at large (Schumpeter, 1934; Drucker, 1964; Rahman, 1997; Robinson, 2004). Main focus of entrepreneurship development is to develop capacity of innovation in a potential or existing businessperson commonly termed as entrepreneur. The concept of sustainopreneurship is not out of creative area; here an entrepreneur will exercise innovation for a noble cause mostly for socio-economic development and environmental protection. The most simplified form of the concept is “entrepreneurship and innovation for sustainability - business with a cause” (Abrahamsson, 2006). The key issue here is innovation for sustainable development (Gerlach, 2003). Sustainopreneurship warrants voluntary actions for pro-active change in business practices through innovative solutions of problem or exploring opportunities on poverty, health and sanitation, recycling, world peace and justice, human security issues etc. The concept merges entrepreneurship with social and ecological development and to some extent is similar to social entrepreneurship suggested by Dr. Muhammad Yunus (Abrahamsson, 2006). Sustainability concept refers to entrepreneurial or intreprenurial approaches that aids an integrated development of social, environmental, and economic issues that help an organisation to continue its business for the long run (Schaltegger & Burritt, 2005; Whiteman, Walker, & Perego, 2013). According to Abrahamsson (2007), sustainopreneurship concept should work in the area of health, education, entrepreneurship development, digital unification and sustainable distribution of energy.

\* Associate Professor, YMCA-UST, Faridabad, Haryana, India. Email: [singla\\_maisha@rediffmail.com](mailto:singla_maisha@rediffmail.com)

\*\* Researcher, YMCA-UST, Faridabad, Haryana, India. Email: [bpjoshie@gmail.com](mailto:bpjoshie@gmail.com)

## Entrepreneurship

Entrepreneurship is the inner will of a person to take risks and develop, establish, and manage a business undertaking in a competitive global marketplace that is constantly developing. Entrepreneurs are innovators, leaders and inventors. “Generally most people think being an entrepreneur is all about coming up with an idea awareness, but that’s just one part,” Amini told Business News Daily. “It’s also important to know, right from the start, how you will reach interested customers in an effective and affordable way.”

The word “entrepreneur” is derived from French and can be taken to mean “taking the initiative to bridge”. Entrepreneurs are the compound who brings together money, people, ideas, etc. to build value creating networks. Whereas all entrepreneurs deal with linking activities between suppliers and customers to create and change markets, sustainable entrepreneurs differ from conventional entrepreneurs in that they also build links between environmental progress and market success.

“An entrepreneur is someone who can take any idea, whether it be a product or service, and have the skill set, will and courage to take great risk to do whatever it takes to turn that idea into reality and not only bring it to market, but make it a practicable product or service that people want or need,” Gottlieb said.

## Innovation and Entrepreneurship

Innovation and entrepreneurship have been identified as success keys to neutralise sustainability demands. In this substantial context of analysis, we will discuss the consideration of sustainable entrepreneurship into the movement towards sustainable development.

## Traits of Business Organiser to Build Sustainability

- 1) Compassion: It means doing whatever is essential in any situation. It’s a behaviour of putting others before you.
- 2) Diverse Background: It is not related with the formal job, normal project or internships, it needs experience. Portfolio of experience is important whether it’s a non-profit or for profit experience.

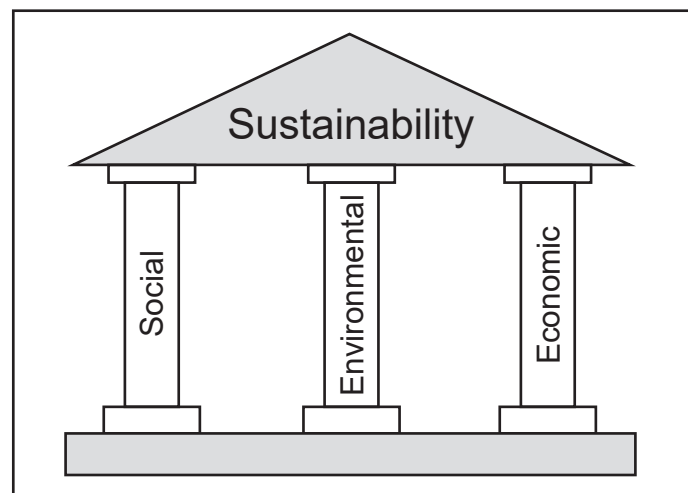
- 3) Capability to Lead Change: Change management directs an organisation towards its development, but it’s difficult to apply and manage change in the organisation. Sustainability hires change agents, so the organisation must have someone who is tough as nails.
- 4) Specialisation: Several organisations have started their sustainability departments, there’s increase in specialised roles to enter these departments. There are several other traits of business organiser like empathy, authenticity, humility, slowdown, beware of future generation, visionary, flexible, learn from leaders, nurturing, don’t run, be truthful, be passionate, be vulnerable, recognise the power and sacredness and many more.

## Sustainopreneurship

Concepts of sustainable entrepreneurship is based on three core concepts:

1. Social entrepreneurship,
2. Environmental, and
3. Economic entrepreneurship.

**Fig.1: Pillars of Sustainability**



Source: <http://www.thwink.org>

Sustainable entrepreneurship is in principle the awareness of sustainability innovations aimed at the mass market and providing assistance to the larger part of society. By understanding such sustainability innovations sustainable entrepreneurs frequently address the demand of a larger group of stakeholders. Stakeholders are groups or individuals that substantially affects or are affected by a

firm’s activities (Freeman, 1984). Stakeholder demands go beyond narrow economic interests of shareholders and are the crucial sources of entrepreneurial opportunities for sustainability innovation (Figgie et al., 2002) discovery and exploitation of which is at the core of sustainable entrepreneurship (Dean & McMullen, 2007).

For doing a successful business, sustainable development requires sustainability innovation. And entrepreneurs who have abilities to achieve environmental or social goals with superior products or processes they are successful in the marketplace of typical customers. Market innovations motivating sustainable development do not essentially occur by accident but can be created by leaders who put them into the primary of their business activities. The companies who are making environmental progress to their core business can be called sustainable entrepreneurs. They produce new products, services, techniques and organisational modes which significantly reduce environmental influences and increase the quality of life. Economics and management theory overlooked the phenomenon of entrepreneurship for a long time. However, during the last couple of years, more and more authors have started to compact with entrepreneurship following the work of Schumpeter (1934) and Kirzner (1973) and this has partially contributed to the increasing focus on sustainable entrepreneurship as a specific type of entrepreneurship.

## A Positioning of Sustainable Entrepreneurship

It can be seen that companies subsidise most to the sustainable development of an economy and society if their core business deals with resolutions to environmental and social problems, if they supply environmentally and socially superior products, and if their innovations influence the mass market and society substantially. A positive sustainability impact by companies calls for a real and extensive role to a sustainability progress. so in turn these require sustainability innovations. Real development can only be made if the production processes, products, and services are superior. An extensive involvement requires that the company can exercise both, a large market impact and a large social or political impact. A large market impact can be based on a large market share or by influencing competitors and other market suppliers to adopt greater sustainability solutions. A large social and political impact includes the development of styles, fashion, values and political opinions, institutions, regulations, and frameworks. Both dimensions of sustainability management can be further subdivided.

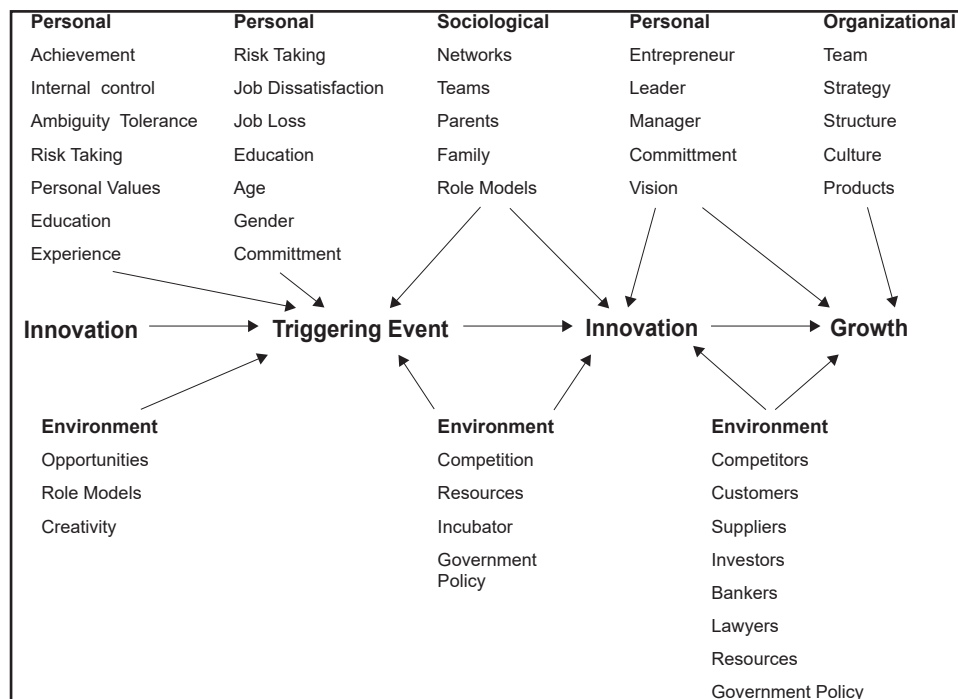


Fig. 2: Framework of Environmental Sustainability

## Environmental Sustainability

Sustainable business initiatives can communicate to social, corporate and environmental sustainability. Mutually, they involve examining business processes and practices in terms of people, planet and profit. And looking for ways to create a positive impression in each of these areas. While improving working conditions and protecting the environment are certainly excellent goals, they haven't also proven to be good business strategies. For example,

implementing environmentally sustainable practices and green supply chain management have the potential to abolish waste and create cost savings, leading to a stronger bottom line. In addition, with many consumers dedicated to "going green," eco-friendly businesses often value from favourable public opinion and greater customer loyalty. Some well-known and highly successful companies are proving to be leaders in the fields of environmental sustainability and green supply chain management. Following are the ways by which these organisations are helping the environment and earning the rewards.



**Fig. 3: Environmental Sustainability**

Source: <http://www.usanfranonline.com/.jpg>

### Companies with Best Practices in Environmental Sustainability

#### eBay eco-sustainability

A prospective example of a company with an environmental sustainability attention built right into its business plan is eBay. This online retail site retail makes it easy for people all over the world to exchange and reuse goods rather than throwing them away, thereby growing the life cycle of these products. So they don't breeze up as trash. The company also declared an eBay Classifieds section, where individuals can buy and sell used household appliances, furniture and other hard-to-ship items within their local community, removing the need for shipping and packaging, and keeping functional items out of landfills.

Moreover, since most of the environmental influence of eBay business, the company targeted the logistics and delivery aspects of green supply chain management by partnering with the United States Postal Service (USPS).

Together, eBay and the USPS created a co-branded line of environmentally friendly Importance Mail packaging that has earned Cradle-to-Cradle certification.

#### PepsiCo Go Green

One more company that has given its big efforts in the principles of environmental sustainability is PepsiCo. Preservation of water resources and enabling access to safe water by 20 percent per unit of production by 2015. It is providing access to safe water to 3 million people in developing country. It has also emphasis to build a strategy to minimise the impact on land. It also continues to lead the industry by incorporating at least 10 percent recycled polyethylene terephthalate in its primary soft drink containers in the US. It also looks for packaging and reduce packaging weight by 350 million pounds. Major focus is given by it on climate change by reducing effect of carbon footprint. It improved electricity usage efficiency by 20 percent per unit of production and fuel intensity by 25 percent unit of production.

### Google's Eco-Friendly System

Google is generally known as a business innovator. It has given its major hand in the environment sustainability. It has taken initiatives such as powering its facilities with renewable energy sources, bringing in goats to sleek the grass, and hosting farmer's markets and sustainable-cooking seminars. Google has established an environmentally aware corporate culture and set its reputation as one of the world's most forward-thinking companies.

### Social Sustainability

Social sustainability is one aspect of sustainability or sustainable development. Social sustainability is concerned with human rights, labour rights, and corporate governance. In common with environmental sustainability, social sustainability is the idea that future generations should have the same or greater contact to social resources as the current generation while there should also be equal access to social resources inside the current generation. Social resources include ideas as broad as other cultures and basic human rights.

### Human Rights

Social sustainability is to identify and manage business impacts, both positive and negative, on people. The quality of a company's relationships and commitment with its stakeholders is critical. Directly or indirectly companies affect what happens to employees, workers in the value chain, customers and local communities, and it is important to manage impacts proactively.



**Fig. 4: Human Rights**

Source: <http://www.parliament.scot>

Human rights are universal and every person around the world deserves to be treated with dignity and equality.

Basic rights include freedom of speech, privacy, health, life, liberty and security, as well as an adequate standard of living. While governments have the duty to protect individuals against human rights abuses by third parties, businesses are recognising their legal, moral and commercial need to get involved.

Businesses have minimum responsibilities to meet to respect human rights. They must act with due diligence to avoid overstepping the rights of others. This means they must address any negative human rights impacts related to their business. They must also abide by international standards and avoid causing or contributing to adverse human rights impacts through their activities and relationships.

### Labour

Mere economic growth is not enough to certify equity, social progress and to eliminate poverty. All employees around the world should have decent working conditions. However, child labour and forced labour still exist today, as global supply chains extend to reserved regions. Hazardous workplaces continue to exist and discrimination remains a challenge. Companies need to defend labour standards across their own operations and value chains. Decent work involves employment that is productive and delivers a reasonable income. It also should ensure better workplace for personal development and social combination. Businesses should also focus on non-discrimination, equal opportunities and treatment (including for men and women), and freedom to express workplace concerns. Decent work is good for society and for business.



**Fig. 5: Safe Working Environment**

Source: <http://images.financialexpress.com>

Improving workplace practices beyond legal agreement

can result in higher morale and job satisfaction, and temporary creativity and innovation. Joining with workers and protection freedom of association and can contribute to more effective trade relations. In value chains this will also lower social inspecting costs. Helping to tackle youth unemployment can also be an important contribution to peace and a more stable business environment.

## Education

Investing in education is important to developing a skilled workforce for the future and improving economic growth. Although the number of children in the world has gone up but the number in primary schools has not changed. Even those who do attend school don't have good reading and writing skills. Discrimination which is prevailing still keeps away some children and adults from quality learning prospects. This occurs despite international affirmation of the right to education.

Reservation of resources and poverty often limit access to education. Additionally, the skills students learn in school don't always tie up with workplace needs. This contributes to unemployment and removes businesses of the talent they need and that will drive wider economic growth.



**Fig. 6: Education**

Source: <https://static1.squarespace.com>

Business leaders around the world have familiarise education as one of the most urgent sustainability challenges. However, business investments in education have often been small, short-term, ungraceful and unequally distributed. Increasing smart investment in education over the longer term is needed. Investment in education increases business occasions, generating new markets and customer centres. It also results in a more

skilled workforce, growing productivity and driving business progress. A more educated personnel leads to better wages and more disposable income for spending of consumer. As a balance, not as a substitute for valuing rights, businesses can also take supplementary steps:

- Contribute in other ways to recover the lives of the people they affect, such as by generating decent jobs, goods and services that help meet basic needs, and more comprehensive value chains.
- Make strategic social investments and encourage public policies that support social sustainability.
- Partner with other businesses, sharing strengths to make a greater positive impression.

## Economic Sustainability

Economic sustainability can be defined as adopting a various strategy to use available resources to their best advantage. The idea is to promote the use of those resources that will provide long term benefit. In the case of a business operation, it appeals for using resources so that the business continues to function over a number of years, while reliably returning a profit. Generally economic sustainability is offered in monetary terms. The value of assets and resources in dollar figures is common, as is recognising the amount of return generated by the efficient use of those resources. The idea is to find out area of the operation in which resources are not being utilised in the most efficient manner and take the reasonable steps to correct the situation. Doing so means to engage in a strategy known as cross-sectorial coordination, which involves classifying what effect changes in one area of the operation will have on subsequent phases of the production process.



**Fig. 8: Economic Sustainability**

Source: <http://www.chambersfederation.com>

### Aid to Agricultural Sector

The efforts taken by community can preserve agricultural land, encourage sustainable agricultural practices, motivate local food producers, and facilitate the production and distribution of locally produced food through farmer's markets and cooperative food buying programmes.

### Marine Life Preservation

Marine wildlife plays a major role in sustaining healthy marine and freshwater ecosystems. So it is important that communities linked with fisheries and marine ecosystems reliably manage these resources

### Forest Wildlife System

Trees play a big role in maintaining the ecosystem of both urban and rural. Mature and developed trees maintain desirable micro climates and shelter wildlife. Trees also have economic value as a raw material which can be used in producing paper, buildings, furniture, and other wood products.

### Small and Medium Enterprise

Small and medium enterprises are sources of employment. They also providers and consumers of goods and services that sustain the local economy. Their business operation should maintain the local ecosystem, reduce energy use and waste, and utilise recycled products and resources.

### Technology Enhancement

Technological enhancement in business, health, education, and the environment provide new occasions for societies. More information products are available and some may have environmental implications. Communities must guide their economies accordingly.

### Conclusion

In this paper, we defined the various aspects of sustainable entrepreneurship and explored its links to sustainability innovation. It has emerged as an influential concept for entrepreneurship policy, practice, and theory. Concern is to define the aspects to sustainability that is environmental, social and economy. We have drawn various considerations

in the area, that suggest the relationship between sustainable development and entrepreneurship. By defining sustainable entrepreneurship, the paper provides a basis for exploring where future research can make a contribution to the development in this field.

### References

- Abrahamsson, A. (2004). Personal Homepage. Retrieved from <http://www.andersabrahamsson.info>. (accessed 2007-04-24).
- Abrahamsson, A. (2006). Sustainopreneurship - Business with a Cause. in Science for Sustainable Development – Starting Points and Critical Reflections, Uppsala: VHU – Föreningen Vetenskap för Hållbar Utveckling (Swedish Society for Sustainable Development), pp. 21-30.
- Abrahamsson, A. (2007) Sustainopreneurship – Business with a Cause: Conceptualizing Entrepreneurship for Sustainability. [Master Thesis in Business Administration.] Växjö: Reports from Växjö University: Business administration and economics. Retrieved from <http://www.diva-portal.org/vxu/abstract.xsql?dbid=1254>, (accessed 2007-05-25).
- Agterbosch, S., Vermeulen, W., & Glasbergen, P. (2004). Implementation of wind energy in the Netherlands: the importance of the social - institutional setting. *Energy Policy*, 32(18). 2049-2066.
- Ahmad, S. (Sep. 6, 2001). Pro logo: Why brands are good for you. *The Economist*.
- Alvesson. M., & Sköldberg, K. (1994). *Tolkning och Reflektion. Vetenskapsfilosofi och kvalitativ metod*. Lund: Studentlitteratur.
- Argyris, C., Putnam, R., & Smith, D. M. (1985). *Action science: Concepts, methods, and skills for research and intervention*. San Francisco: Jossey-Bass.
- Argyris. C., & Schön, D. (1974). *Theory in Practice: Increasing professional effectiveness*. San Francisco: Jossey-Bass
- Argyris. C., & Schön. D. (1978). *Organizational learning: A theory of action perspective*. Reading, Mass.: Addison Wesley.
- Argyris. C., & Schön. D. (1996). *Organizational learning II: Theory method and practice, reading*. Mass: AddisonWesley.

- Balunywa. W. (1998). *Entrepreneurship and Small Business Enterprise Growth in Uganda*. Paper presented at the conference Supporting Growing Businesses in Africa. Nairobi. Kenya. 17-20 October 1998.
- Barabasi, A.-L. (2002). *Linked: The new science of networks. How everything is connected to everything else and what it means for science, business and everyday life*. Cambridge. Mass.: Perseus Books.
- Bennett. S. J. (1991). *Ecopreneuring: The complete guide to small business, opportunities from the environmental revolution*. New York: Wiley.
- Berger, P., & Luckmann, T. (1966). *The social construction of reality*. New York: Doubleday
- Berle. G. (1991). *The green entrepreneur: Business opportunities that can save the earth and make you money*. Blue Ridge Summit Pennsylvania: Liberty Hall Press.
- Biggs, M. (2004). Learning from Experience: Approaches to the experiential component of practice-based research. In: Karlsson. H. (ed.) *Forskning-Reflektion-Utveckling*. Stockholm: Swedish Research Council. 2004. pp. 6-21.
- Biggs, M. A. R. (2004). Learning from Experience: Approaches to the experiential component of practice-based research. *Forskning. Reflektion. Utveckling*, 6-21. Stockholm: Vetenskapsrådet.
- Blue. J. (1990). *Ecopreneuring: Managing for results*. London: Scott Foresman.
- Bornstein, D. (2004). *How to change the world: Social entrepreneurs and the power of new ideas*. New York: Oxford University Press.
- Buame, S. K. (1996). *Entrepreneurship: A contextual perspective*. Lund. Sweden: Lund University Press 1996. (Doctoral Dissertation).
- Bygrave, W. D. (1989). The entrepreneurship paradigm: A philosophical look at its research methodologies. *Entrepreneurship Theory and Practice*, 14(1), 1-26.
- Bygrave, W. D. (1989). The entrepreneurship paradigm: A philosophical look at its research methodologies. *Entrepreneurship Theory and Practice*, 14(1), 1-26.
- Cantillon. R. (1680-1734). *Essai Sur la Nature du Commerce en Général*. 1755. in Landström. H. (1999).
- CFM (2007) Community Friendly Movement. Retrieved from <http://www.whycfm.org>. (accessed 2007-04-23).
- CIWI. Creative Minds Worldwide (2005-) Virtual Community of Practice. <http://www.ciwi.biz>. (accessed 2007-04-25).
- Cope. J. (2011). Entrepreneurial learning from failure: An interpretative phenomenological analysis. *Journal of Business Venturing*, 26(6), 604-623.
- Cox. L. W. (1997). *International Entrepreneurship: A Literature Review*. paper presented at 1997 USASBE Annual National Conference.
- Dawkins. R. (1976). *The Selfish Gene*. Oxford: Oxford University Press.
- Dean, T. J., & McMullen J. S. (2007). Toward a theory of sustainable entrepreneurship: reducing environmental degradation through entrepreneurial action. *Journal of Business Venturing*, 22, 50-76.
- Derman & Levin. (1994). Extracted from Van Vuuren. J. J.. & Nieman. G. (1999. June). *Entrepreneurship education and training: A model for syllabi/curriculum development*. In 44th ICSB World Conference Proceedings.
- Elkington. J. (1998). Cannibals with forks: the triple bottom line of 21st century business. Oxford: Capstone.
- Elkington. J. (2001). *The chrysalis economy: how citizen CEOs and corporations can fuse values and value creation*. Oxford: Capstone
- Ellis, C., & Bochner, A. P. (2000). *Autoethnography, Personal Narrative, Reflexivity*. Researcher as Subject.
- Emerson. J. (2000). The Nature of Returns: A Social Capital Markets Inquiry into Elements of Investment and The Blended Value Proposition. Social Enterprise Series No. 17 (Working Paper). Boston. Ma. Harvard Business School.
- First Mile Solutions. Retrieved from <http://www.firstmilesolutions.com>. (accessed 2007-04-18).
- Figge, F., Hahn, T., Schaltegger, S., & Wagner, M. (2002). The sustainability balanced scorecard: Linking sustainability management to business strategy. *Business Strategy and the Environment*, 11, 269-284.
- Forslund. M. (2001) Det omöjliggjorda entreprenörskapet: om förnyelsekraft och företagsamhet på golvet. (Entrepreneurship made impossible: On renewal and

action on the shop floor). PhD Dissertation. Växjö: Växjö University Press

Freeman, R. E. (1984). *Strategic management: A stakeholder approach*. Boston, MA: Pitman.

Gerlach, A. (2003). Sustainable entrepreneurship and innovation. *Corporate Social Responsibility and Environmental Management*, 29-30.

Hart, S. L. (2005). *Capitalism at the crossroads: The unlimited business opportunities in solving the world's most difficult problems*. Pearson Education.

Hoegl, M., & Parboteeah, K. P. (2007). Creativity in innovative projects: How teamwork matters. *Journal of Engineering and Technology Management*, 24(1), 148-166.

Johannisson, B. (2010). The agony of the Swedish school when confronted by entrepreneurship. *Creativity and Innovation: Preconditions for Entrepreneurial Education*. Tapir Academic Press. Trondheim. 91-105.

Kirzner, I. (1973). *Competition and entrepreneurship*. University of Chicago Press: Chicago, IL.

Kotler, P., Kartajaya, H., & Setiawan, I. (2010). *Marketing 3.0: From products to customers to the human spirit*. John Wiley & Sons.

Lawrence, T., Phillips, N., & Tracey, P. (2012). *Entrepreneurial education*. Stanford Social Innovation Review.

Denzin, N. K., & Lincoln, Y. S. (eds.). *Handbook of qualitative research* (2nd Ed.). Thousand Oaks, Calif.: SAGE Publications.

Pittaway, L., & Cope, J. (2007). Entrepreneurship education a systematic review of the evidence. *International Small Business Journal*, 25(5), 479-510.

Prahalad, C. K. (2004). The Aravind eye care system: delivering the most precious gift. The fortune at the bottom of the pyramid: Eradicating poverty through profits.

Robinson, J. (2004). Squaring the circle? Some thoughts on the idea of sustainable development. *Ecological Economics*, 48(4), 369-384.

Schaltegger, S., & Burritt, R. L. (2005). Corporate sustainability. In H. Folmer & T. Tietenberg Eds.), *The international yearbook of environmental and resource economics 2005/2006*. A survey of current issues. Cheltenham: Edward Elgar Publishing. pp.185-222.

Sexton, D. L., & Kasarda, J. D. (1992). *The state of the art of entrepreneurship*. PWS-KENT Publishing.

Welsch, P. H. (1993). *Entrepreneurship education and training infrastructure: External interventions in the classroom*. Proceedings of the IntEnt93 Conference Vienna, July 05-07.

Whiteman, G., Walker, B., & Perego, P. (2013). Planetary boundaries: Ecological foundations for corporate sustainability. *Journal of Management Studies*, 50(2), 307-336.

## Web References

<http://www.sustainable.org/economy>

<https://www.unglobalcompact.org/what-is-gc/our-work/social>

<http://www.wisegeek.org/what-is-economic-sustainability.htm>

[husseinpatel.com](http://husseinpatel.com)

[www.Asmgap.org](http://www.Asmgap.org)

[www.crunchbase.com](http://www.crunchbase.com)

[www.Knoxville.getyourmbd.com](http://www.Knoxville.getyourmbd.com)

[www.pichot.edu](http://www.pichot.edu)

[www.slideshare.net](http://www.slideshare.net)

[www.yacenter.org](http://www.yacenter.org)

[www.Youth.co.za](http://www.Youth.co.za)