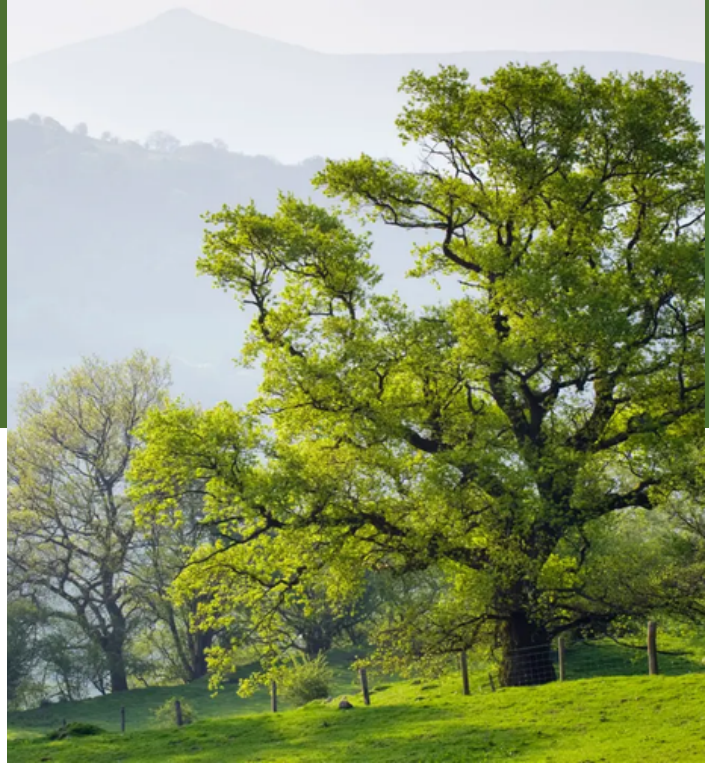



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SUSTAINABLE BUSINESS

ACTIVE ENTREPRENEURSHIP



Active entrepreneurship involves actively identifying, creating, and pursuing business opportunities with proactive decision-making, innovation, and adaptability for sustainable growth and success.

Active entrepreneurship often requires a combination of creativity, passion, resilience, and strategic thinking to navigate challenges and capitalize on opportunities in the dynamic and competitive business environment.

Entrepreneurship and Sustainability

Sustainability in entrepreneurship refers to the ability of a business to achieve long-term success and growth while minimizing its negative impact on the environment, society, and economy. Sustainable entrepreneurship involves creating and managing a business that not only generates profits but also considers environmental conservation, social responsibility, and ethical practices.

It focuses on balancing economic viability with social and environmental stewardship, ensuring that the business meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable entrepreneurs aim to create businesses that are financially sound, socially responsible, and environmentally friendly, contributing positively to the overall well-being of the planet and its inhabitants.



TYPES OF ENTREPRENEURSHIP

01. FRANCHISOR

A franchise entrepreneur is an individual who operates a business using the established brand, products, and services of a franchisor.

They follow the franchisor's guidelines while managing their own outlet. This model allows entrepreneurs to benefit from an established brand and support system, increasing their chances of success compared to starting a business from scratch.

02. BUYER AND RESELLER

A buyer and reseller entrepreneur is someone who acquires products from suppliers and sells them to customers, earning a profit through the sales process. This entrepreneurial model involves identifying market demands, sourcing products at competitive prices, and strategically pricing them to make a profit. These entrepreneurs excel in market research, negotiation, and efficient inventory management.

03. SERIAL

A serial entrepreneur is someone who starts and operates multiple businesses over their career, often in different industries. They continuously come up with new business ideas, launch ventures, and then either sell or move on to the next project. Serial entrepreneurs are known for their ability to innovate, take risks, and manage various businesses simultaneously.

04. SOCIAL

Social entrepreneurs are individuals or organizations that apply innovative and sustainable approaches to address social and environmental issues. They combine entrepreneurial skills with a deep passion for societal change. Their goal is to create positive and lasting improvement to their environment by introducing new ideas, products, or services that benefit communities and people's lives.

05. INNOVATIVE

Innovative entrepreneurs are individuals who introduce new ideas, products, services, or processes to the market. They are driven by creativity and a desire to solve problems or meet needs in novel ways. These entrepreneurs constantly seek opportunities for innovation, whether it's through groundbreaking technologies, unique business models, or creative solutions to existing challenges.



TYPES OF ENTREPRENEURSHIP

06. CULTURAL

Cultural entrepreneurs create cultural industries such as arts, music, fashion, and entertainment. They bring to the market cultural and creative products or service. they contribute indirectly to the creation of an innovative and creative environment.

07. GREEN

Green entrepreneurs develop the process of creating and growing a business that aims to solve environmental or social problems, while generating economic values. They prioritise sustainably and environmental friendly practices.

08. HUSTLER

Hustler entrepreneur are willing to work hard and put in a constant effort are considered. they start small and work towards growing a bigger business with hard work rather than capital.

09. SCALABLE STARTUP

Scalable startup entrepreneur requires external capital and risk, it launch its business on a small scale with the goal of expanding rapidly and becoming an extremely profitable company.

10. NON PROFIT

Non profit are usually companies and organizations that choose to use their power for social good. They rely on fundraising and grants to support their missions



TYPES OF ENTREPRENEURSHIP

11. SMALL BUSINESS

Small business entrepreneurship involves starting a business without expanding it into a large corporation or multiple chains.

Examples include single-location restaurants, grocery shops, or retail stores.

Entrepreneurs are individuals who initiate and manage these privately owned businesses with a limited workforce and modest sales goals.

12. CORPORATE

Corporate entrepreneurship fosters innovation and revenue growth within organizations, creating new business opportunities, products, or services. It involves entrepreneurial actions by experienced professionals, often part of top executive teams.

Companies like Google, Microsoft, and Samsung exemplify corporate entrepreneurship.

13. FREE STYLE

Lifestyle entrepreneurship centers on creating a career aligned with personal passions and interests, aiming to change one's lifestyle rather than solely focusing on profit.

Entrepreneurs pursue activities like blogging, photography, writing, teaching, cooking, or training, shaping their businesses around their desired way of life.

14. ONLINE

Online entrepreneurs operate businesses on the internet, taking risks to launch their own ventures. They employ various models, like podcasting, blogging, digital retailing, and online courses. Examples include virtual assistants, graphic designers, and other freelancers.

15. TECH

Technology entrepreneurship identifies tech-driven opportunities, gathers resources, and manages rapid growth using real-time decision-making. To become a tech entrepreneur, one needs vision, resilience, customer focus, agility, team building, and continuous learning.



AIR BASED ENTREPRENEURSHIP



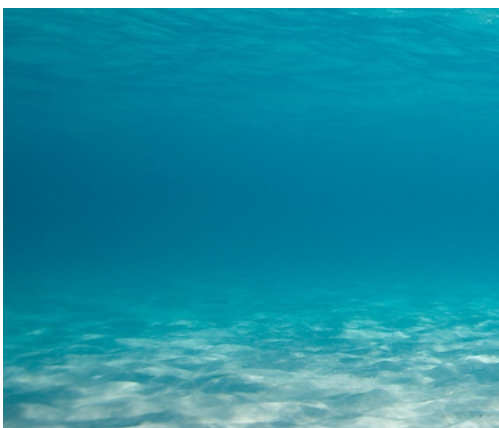
Air-based entrepreneurship refers to business initiatives that involve providing services or products related to activities conducted in the atmosphere, such as paragliding, skydiving, hot air ballooning etc. This form of entrepreneurship capitalizes on people's desire for adventure, thrill-seeking, and experiencing the freedom of flight most of the times. Such initiatives, tap into the growing demand for adventure and unique experiences. With careful consideration of market potential, safety measures, regulatory compliance, and effective marketing strategies, entrepreneurs can create successful and sustainable air-based ventures.

LAND BASED ENTREPRENEURSHIP

Rural entrepreneurship refers to the development of a new enterprise which pioneers new products and services, creates a new market for its offerings or uses advanced technology, in the rural area. Rural entrepreneurs may also face unique challenges and opportunities in comparisons to urban ones. Challenges like limited capital and infrastructure, marketing and distribution difficulties. And opportunities and opportunities: job creation, retention of urban relocation, fulfilling a local need.



WATER BASED ENTREPRENEURSHIP



Water initiatives encompass a wide range of efforts aimed at conserving, managing, and ensuring equitable access to freshwater resources. They often include projects focused on improving water quality, increasing water efficiency in agriculture and industry, and enhancing access to safe drinking water and sanitation for underserved communities. Moreover, initiatives like watershed management, rainwater harvesting, and wastewater treatment contribute to sustainable water use. Overall, water initiatives are instrumental in safeguarding this precious resource for current and future generations while mitigating the impacts of water scarcity and pollution.

ULTRA MAGIC BALLOONS



Ultramagic S.A. company started flying balloons in 1978 with a used balloon. Straight after this they designed and built their own much bigger balloon for an expedition to Africa. This trip in 1980, lasting 11 months, involved 40 flights and was from Zanzibar (Tanzania) to Kisiangani (Zaire).

Hot air balloons use propane gas. Propane is non-toxic and insoluble in water, so poses no threat to aquifers or the groundwater supply. It is also not harmful to soil and is one of the lightest hydrocarbons in existence; it is one of the cleanest burning of all alternative fuels.

ULTRA MAGIC BALLOONS

Ultramagic are proud to have introduced a special range of EcoMagic balloons made with a unique insulation balloon fabric aerofabrix®. This fabric is only available in hot air balloons designed and manufactured by Ultramagic. EcoMagic balloons have a lightweight insulation layer of aerofabrix® inside in addition to special aluminised fabric on the outside. here is no doubt that the insulation used in EcoMagic balloons ensures a greater duration of flight. This opens up the opportunity of using these balloons for attempting to break duration records.



THE WORLD'S MOST FUEL EFFICIENT HOT AIR BALLOONS:ECOMAGIC BALLOONS ARE VERY SPECIAL.

Using less fuel can mean that less fuel is required to be carried. This can mean that extra passengers can be taken on board instead of fuel.

- Needing to burn less opens up the opportunity to fly an EcoMagic balloon with smaller and lighter weight burners.
- Less burning allows a more silent flight. Less disturbance to livestock and horses.
- Lower operating temperatures can result in longer envelope life.
- Environmentally friendly and energy efficient technology – can help find related sponsors..

The annual production has now increased to between 80 and 100 balloons with approximately 80% being for export. Exporting to every part of the world including Japan, North America, South America, Europe and of course where it all began – Africa. Ultramagic Balloons are now firmly established as the leader in balloon design and are one of the largest balloon manufacturers in the world.

The standard durable 65 gram fabric is the finest quality polyurethane coated rip-stop nylon. This is specially produced and treated so as to resist fading and fungal attack and to maintain its very high strength.

AJ HACKETT BUNGY NZ



The company Bungy is operating since 1988. They are a Kiwi (New Zealand native) organisation, with innovation, life experience in what they do.

Company operates across six sites in three iconic Kiwi destinations – Queenstown, Auckland and Taupo. With 13 ground-breaking products on offer – from giant swings to bridge climbs, ziprides to catapults and five unique bungy experiences – they are well and truly holding their place at the cutting edge of global adventure tourism.

ENVIRONMENTAL ETHOS

The stunning natural environments they're located in are central to their epic experiences. That's why they don't just want to minimise the impact on the environment, they want to enhance it by the initiatives and commitments they made.

Carbon Neutral by 2030

It is their goal to be carbon neutral by 2030 and they are developing roadmaps and programmes to deliver this. As part of this long-term goal they are focused on delivering; energy efficiencies, emission reductions and renewable energy. To guide them through this, they are constantly monitoring and evaluating their performance and taking the necessary actions to ensure they stay on track.

Waste management

Bungy are committed to minimalizing waste wherever they can. To help deliver on this, they have established a Sustainability Committee whose purpose is to:

- Reduce their consumption of resources
- Reuse as many resources as they can
- Recycle resources they cannot use

This committee meets quarterly to ensure short and long term waste management objectives are being met.

Protecting resources

It is their responsibility to protect and make a positive impact on the environments they work in. Through their partnership with GSD they are enabling the production of predator-free traps across the Southern Lakes regions and in doing so are protecting the native bird life population.



Tiaki Promi

The Tiaki Promise is a commitment to care for New Zealand, for now and future generations. It focuses on caring for the land, traveling safely and respecting their culture. They deliver on their commitment to the Tiaki Promise by acting as guardians for their environments, sharing Māori culture as it relates to them and paying back to local communities through their Social – Communities initiatives.

SELIGARTEN LESUM



Seilgarten lesum is a non-profit association which has been offering groups of all kinds the opportunity to go up together on the ropes course, find solutions together and provide each other with safety and support for over ten years. Between heaven and earth, the focus is not just on the intense, personal experience; The ropes course also serves as a medium for teaching important key skills.

IT IS LOCATED IN THE BEAUTIFUL PARK AREA PARK AREA OF FRIEDEHORSTG.

The purpose of the association is to promote youth welfare, experiential education and personal development. The purpose of the association is to promote youth welfare, experiential education and personal development. The association's work is supported by both individuals and institutions. All members work on a voluntary basis. Our trainers are also active in the club.



Most of the trainers that we work with are volunteering in this project. Nature and especially forests are our priority. Creating this park wasn't just an idea in order to increase tourism but also to protect nature from pollution.

Here we don't only help people learn how to climb but also how to protect forests and in general nature from the bad habits that people have.

Membership is open to everyone. The current annual membership fee is €25 for individuals or €100 for institutions. If you would like to support our work in the form of a donation, this is also possible. Donations to us are tax deductible.



HENRI WILLIG GROUP



WHAT IS OUR MISSION?

The Henri Willig Group, as a cheese maker, brings honest and distinctive quality products to the consumer and is a professional, sustainable partner for its customers, employees and suppliers, with respect for people, animals and nature.

"HAPPY COWS = GOOD MILK = DELICIOUS MILK!"

When creating this company, Henry Willig strongly believed that the secret to succeed in this market was to take good care of his animals. From the beginning, the health and well-being of the cows was his biggest concern. Henri Willig Group also focuses on restoring the biodiversity of the Dutch landscape. There are four areas of vital importance in our environment: the soil, the meadows, the ditches and the fences, all of which harbor a bio-diverse ecosystem of flora and fauna. At Henri Willig we have a great passion for organic farming methods to maintain a healthy ecological balance. Some of the actions they take are:



- Maintaining pastures without chemical fertilizers or pesticides;
- Making cheese from Jersey cow's milk, which produce more milk with less food and producing less manure;
- Taking good care of their animals, guaranteeing they have great health and are free to show natural behavior.
- Increasing the number of solar panels in their farms;
- Using only green energy sources and dealing responsibly with clean water.



WHERE ARE WE LOCATED?

The organic dairy farms are located in the fertile agricultural land of North Holland. Henri Willig exports its special cheeses to more than 35 countries and receives millions of visitors each year in his own stores and cheese farms.



TAMAR PROJECT

PROMOTING THE RECOVERY OF SEA TURTLES THROUGH RESEARCH, CONSERVATION AND SOCIAL INCLUSION ACTIONS.

Fundação Projeto Tamar is a private, non-profit entity that has been operating on the Brazilian coast since the 1980s.

It is present in 23 locations spread across eight states, between coastal areas and oceanic islands. It develops research, management and protection actions for the five species of sea turtles that occur in Brazil, in addition to community involvement activities, social inclusion, environmental awareness and education, appreciation of local culture and generation of work and income opportunities.



WHY SUSTAINABLE?

Fundação Projeto Tamar develops various activities aimed at social inclusion and community involvement, as well as environmental awareness and education, respecting the needs, vocations, characteristics and traditions of each place.

Combined with educational campaigns and actions, alternatives are created to generate work and income for local communities. Training possibilities, opportunities for women to make Tamar products, craft groups and other initiatives are some examples of activities supported by TAMAR. The practices of manifestations and expressions of local and regional cultures are also encouraged.

TAMAR IN NUMBERS

- Trend of recovery of populations of 4 species of sea turtles and one remaining stable;
- Presence in 23 locations in 8 Brazilian states;
- Around 25 thousand nests protected each nesting season;
- Around 40 years of systematic collection of standardized data;
- 1,800 job opportunities (pre-pandemic)
- 1 million people per year in Visitor Centers.

THE EXPERIENCE

TAMAR has seven visitor centers with different attractions, like water tanks with species from the region, educational tours about the environment and themed rooms with games for kids. It also has the project "Biologist for a day", where people have the experience of learning about and following the work that Fundação Projeto Tamar develops to protect sea turtles.



POLYOLA



As surfers we have a direct connection to the ocean and can feel the impact of plastic pollution and climate change daily.

In 2018, the two of us decided to turn our frustration into something positive and figure out how to make the shaping process more environmentally friendly.

This iterative process has now finally produced the first 100% recyclable PU blanks for surfboards, made from recycled and less toxic materials. These can be ordered from Polyola and through their partners.

Our company has created a lot of stores in different countries all over the Europe even the smaller ones. In order to find us you just have to put your location in our website and the closest shop to you will appear immediately.

At Polyola, sustainability is not just a buzzword or a marketing tool but has been the thought for inception and a guideline towards building the company and creating the materials from the start. We understand that in order to create a better future, we must take responsibility for the impact our business has on the environment, society, and the economy



PERFORMANCE

materials that reduce the environmental impact

resilience and end-of-life solution of the materials

progress and growth in a local, sustainable way

PLANET

resource conservation

local engagement

tackle plastic pollution and climate change

reduce waste, minimize the environmental impact

PEOPLE

honesty, transparency and collaboration

supporting the surf culture in a respectful and responsible way

locally sourced and manufactured products





Erasmus+ Youth Exchange

Deportivo Chañe
Íscar
Valladolid, España