

Sustainable Entrepreneurship

How
entrepreneurs
create value
from sustainable
opportunities

edited by

Francesca Masciarelli

Simona Leonelli

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How Entrepreneurs Create
Value from Sustainable
Opportunities

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FOREWORD

During the last decades, entrepreneurs have become increasingly conscious that competitiveness and sustainability go hand in hand. In many sectors, companies are integrating sustainable choices into their business strategies. In this respect, entrepreneurial companies work constantly to reduce the potentially negative effects of their activity on the environment. At the same time, they should keep creating value for the venture, other stakeholders, and the society in general.

In this context, the work of Francesca Masciarelli and Simona Leonelli offers an overview of the more recent studies on the topic, combined with novel and interesting findings, and provides new perspectives that allow us to see what entrepreneurs should do in terms of sustainability. The book is rich with ideas and original empirical evidence that advance the field. An important contribution of this book is the several case studies that are presented and discussed in detail. All case studies belong to the fashion industry, a multidisciplinary context that is tightly related to the topic of sustainability.

Overall, this book sheds light on the role of sustainable entrepreneurship in the development of firms. The two authors discuss the characteristics and the role of the sustainable entrepreneurs, document the interplay between innovation and sustainable entrepreneurial opportunities, and analyze sustainable entrepreneurial ecosystems. In this sense, this book contributes significantly to opening new perspectives for future research on the role of sustainability, in particular,

with regard to the environment. Therefore, it should be in the reading list of anyone interested in sustainability.

Finally, I encourage readers not to just read the book, but also to implement the solutions that are described inside. Sustainable and inclusive business models are the future; these are the only way to keep our planet alive for a long time.

Prof Vangelis Souitaris – Full Professor of Entrepreneurship – Cass Business School (London) and Member of the editorial board of *Journal of Business Venturing*.

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