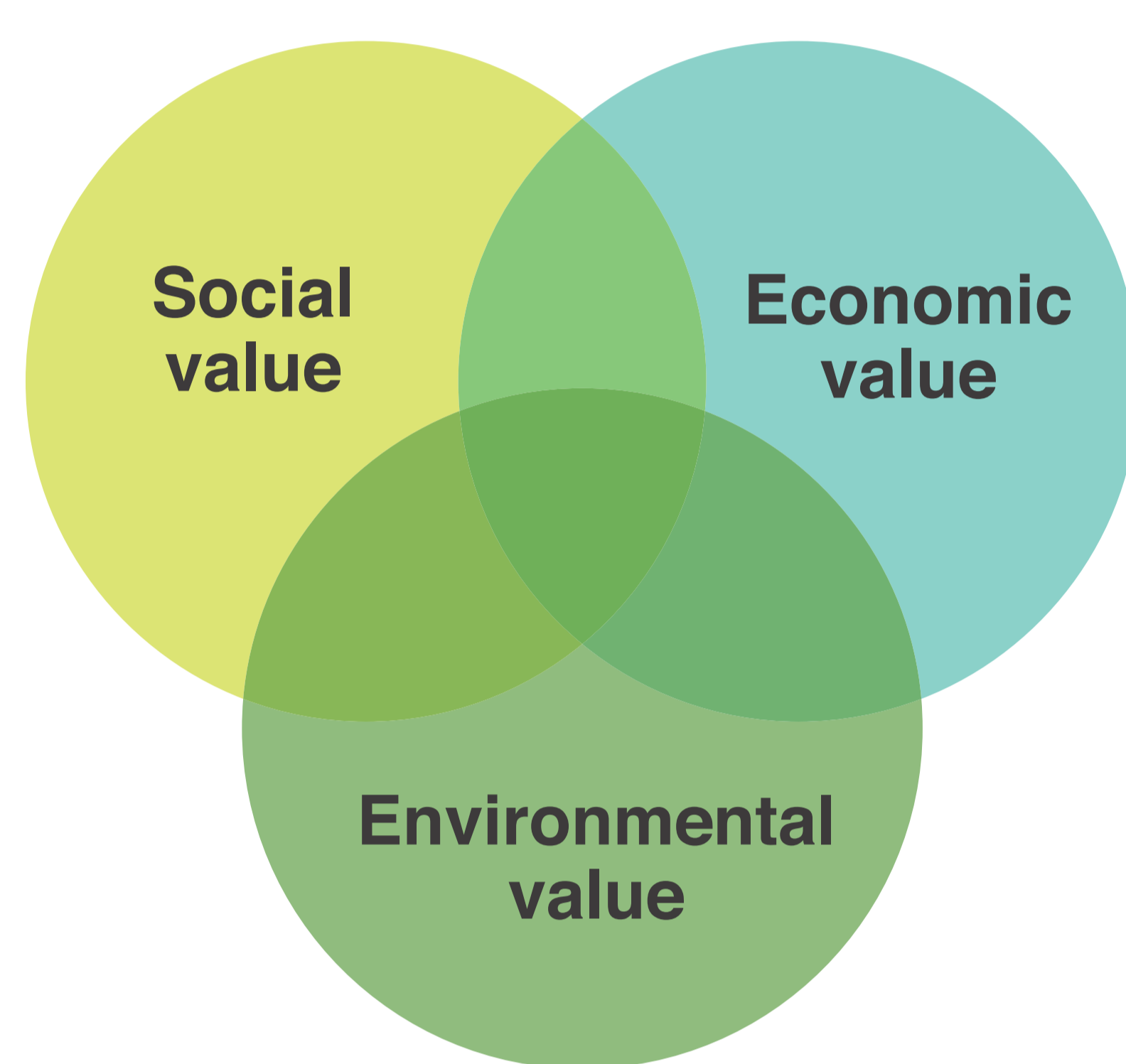


WHY green entrepreneurship?

Green entrepreneurs propose business models which use the tools and principles of business, to generate environmental and social value and transform their industries through systemic change and scalable models. They measure their success mostly in terms of environmental impact while seeking economic sustainability. Green entrepreneurs are increasingly being recognized worldwide as valuable rolemodels to follow, especially in the current context of coinciding environmental, social and economic crisis.



The Mediterranean is not an exception, as the region's rapidly expanding environmental challenges directly threaten its economic and social development and stability. Green entrepreneurs can reconcile business with sustainable development while being a source of innovation and competitiveness for Mediterranean economies.

WHY a supporting ecosystem?



Green entrepreneurs, despite their flourishing in the last decade, are still a minority phenomenon. Achieving economic sustainability is usually harder and takes longer for them than for mainstream businesses. Hence, promoting successful ecostart-ups and scaling up of existing ecoenterprises requires specific support from organizations which altogether form an ecosystem, that is, a network of interacting organizations with complementary and interdependent roles. Indeed, countries with rich supporting ecosystems - such as Anglosaxon ones - tend to showcase more green entrepreneurs starting up, and higher success rates. A healthy supporting ecosystem for green entrepreneurs should fulfill the following 6 roles:

