

SHIFT at ISPIM 2015:
**SUPPORT SYSTEMS FOR
SUSTAINABLE ENTREPRENEURSHIP
AND ECO-INNOVATION**



FACILITATED BY SHIFT-PARTNERS BORDERSTEP INSTITUTE (DE), AALTO UNIVERSITY (FI) & LINKÖPING UNIVERSITY (SE)

This session explores how support systems for entrepreneurship (e.g. universities, incubators, business development organisations, design service providers, funding programmes and financial actors) currently meet the specific needs of entrepreneurs developing eco-innovation and how support might need to be adapted to better meet these needs. The SHIFT project, which is funded through the European research programme ECO-INNOVERA, is seeking to identify existing deficits and gaps as well as recommend changes, strategies and policy development for more effective support of entrepreneurs, start-ups and MSMEs developing innovative green products and services (e.g. renewable energies, recycling, resource efficiency). To this end, empirical analyses of the status quo in the project countries – Finland, Germany and Sweden – and the identification of best practice internationally are carried out. The project partners will present results of the ECO-INNOVERA project as part of their dissemination activities and engage in a discussion on the explanatory power of these results. The session is for researchers, policy makers and practitioners involved in the entrepreneurial eco-system who are interested in entrepreneurs developing eco-innovation for a green economy.

WELCOME

INTRODUCTION TO THE SHIFT PROJECT: ENTREPRENEURIAL SUPPORT SYSTEMS AND THEIR IMPACT

Klaus Fichter,
Professor at Oldenburg University
Director at Borderstep Institute for Innovation and Sustainability (DE)



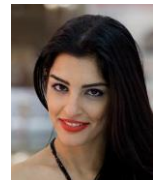
THE CONTRIBUTION OF SPECIFIC ACTORS & APPROACHES: PRESENTATIONS & DISCUSSION

THE ROLE OF INCUBATORS

What are the strengths and weaknesses of business incubators in relation to sustainable entrepreneurship? A survey of incubators in Finland, Germany and Sweden along with case studies suggest that a green profile is important for many incubators and they tend to evaluate sustainability aspects when screening businesses prior to offering support, however they seldom provide specific sustainability-related services to supported businesses.

Presenter: Natasha Bank,
PhD Candidate at Department of Management and Engineering, Linköping University (SE)

Feedback: Erik G. Hansen, Visiting Professor at Leuphana University Lüneburg



THE ROLE OF INVESTORS AND PUBLIC FUNDING PROGRAMMES

How does (and should) entrepreneurial finance and public funding for green start-ups differ from that of other start-ups? Exploratory interviews and a survey of start-ups with green products and services in Finland, Germany and Sweden suggest that these may have specific challenges in their access to finance.

Presenter: Linda Bergset,
Researcher at Borderstep Institute for Innovation and Sustainability
PhD Candidate at Oldenburg University (DE)



Feedback: [Reviewer tbc]