Nachhaltiges Unternehmertum in Europa

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Sustainable Lifestyles 2.0: End User Innovation and Entrepreneurship
Key Idea

“... to investigate the **innovative** and **entrepreneurial roles of users** in developing novel sustainable products, services and systems (Sustainable Lifestyles 2.0).”
Gesamtdesign

WP 6 Policy Design for SL 2.0

WP 5 Measuring Trends SL 2.0

WP 3 Company Sustainability Innovation Integrating Users

WP 4 User Sustainable Innovation and Entrepreneurship

WP 2 Future of SL 2.0

WP 1 Past and Present of SL 2.0
<table>
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<tr>
<th>Activity</th>
<th>Code</th>
<th>Complete</th>
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<td>4.1. Case Examples</td>
<td>M01-04</td>
<td>✔️</td>
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<td>4.2. Case Studies</td>
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<td>4.3. Online survey</td>
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<td>4.4. Systematic comparison</td>
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<td>4.5. Quantitative study</td>
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“... how opportunities to bring into existence future goods and services are recognized, developed, and exploited by whom, and with what economic, social and ecological gains.”

Research Question

How does the entrepreneurial process in the context of sustainability look like?
Research Design and Methods

Multiple Case Study Design

Unit of Analysis: Process, activities, events, outcomes

Purposeful Sampling: TBL, Foundation < 10 years

Data Collection: interviews, structure laying technique (SLT), archival data (real time!)

Data Analysis: Maxqda/NVivo, inductive coding, negotiated agreement approach, time- and concept-ordered displays
Food
Living
Mobility
Energy
Case Study Polarstern
Recognizing ecological problems

Recognizing ecological opportunity

Developing double bottom line solution (ecol & econ)

Developing triple bottom line solution

Funding and forming of a sustainable enterprise

Creating or entering a sustainable market

Recognizing social problems

Recognizing social opportunity

Developing double bottom line solution (social & econ)

Emerging Topics & Theory

Forms, contingencies and outcomes of SE

Community-Based Entrepreneurship (CBE)

Hybrid organizations

Institutional Entrepreneurship

Founder Identity

...
Research with Impact

Sustainable Lifestyles 2.0:
End User Integration, Innovation and Entrepreneurship

An Introduction for Scientists & Researchers

An Introduction for Business & Society