

Business, Environment and Social Responsibility:

A Case Study of Five Women-owned Sustainable Enterprises

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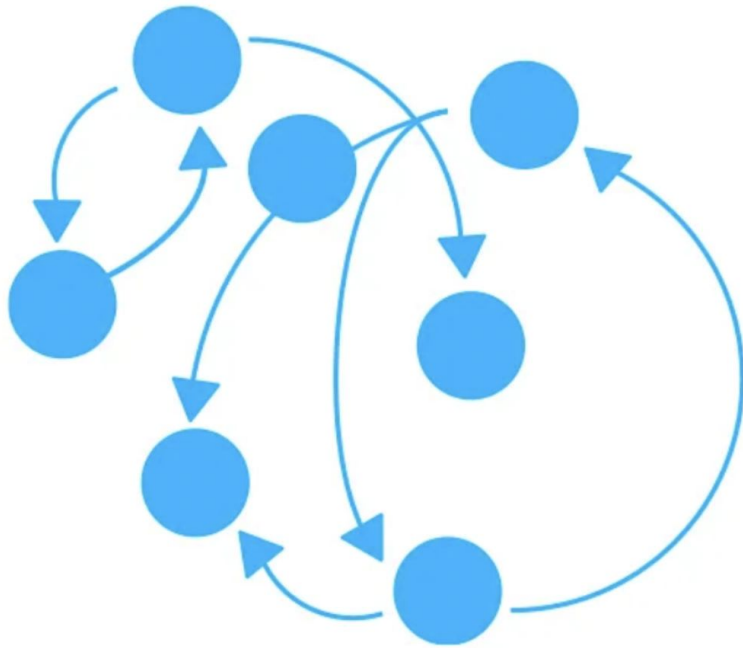




Selamawit Zewdie, Ph.D.

Sustainability Organizational Psychologist

Using the **Practitioner / Researcher** model, my work focuses on finding solutions that enhance people's well-being while also protecting the environment.



As a practitioner, I use whole systems thinking to build integrated and flourishing programs for an organization, the people that work in the organization, and the community the organization serves.



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Madison startup completing
100 solar setups in rural Africa

Written By: [David Tenenbaum](#)

Departments:
Engineering Physics | Materials Science & Engineering

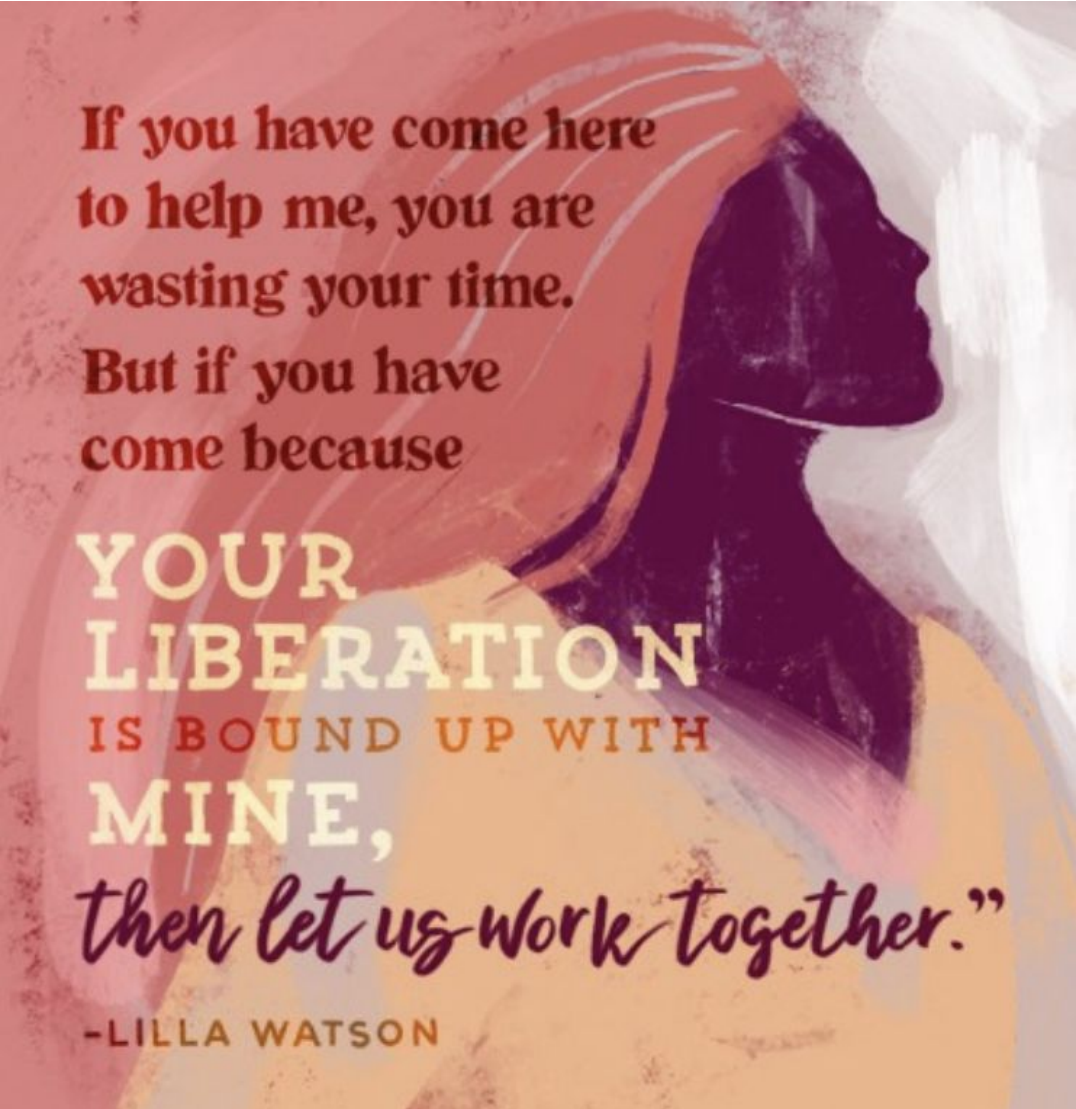
I helped develop an off-grid solar business that offers clean and affordable electricity to communities in Africa through a decentralized local entrepreneurship program.

This initiative replace harmful kerosene lamps and improves both the environment and health outcomes.



Currently, I am collaborating with a team to create a **sustainable workforce** for a Native American community.

Our aim is to fulfill the employment needs of a **Gold LEED-Certified** Health Center.



If you have come here
to help me, you are
wasting your time.
But if you have
come because

**YOUR
LIBERATION
IS BOUND UP WITH
MINE,**

then let us work together."

-LILLA WATSON

Practitioner / Researcher

Lilla Watson ~ Aboriginal Educator and Activist

If everyone in the world lived the way
Americans do today, it would take
five Earths to sustain the planet.





With roughly half of the world's population living in extreme poverty...

- If the economic principles that **largely pulled industrialized nations out of poverty cannot and should not be expanded** due to their adverse impacts,
 - How then can economically-marginalized communities and nations **gain agency and access to economic prosperity and mobility?**
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Sustainable Business Entrepreneurs (SBEs):

- SBEs create innovative initiatives, reconstruct social institutions, and mobilize resources to **establish legitimate alternative approaches to business that are profitable, have positive social impact, and protect the environment.**
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Gap in Research

Although the importance of sustainable business entrepreneurship has been firmly established as an alternative profit-first business model,

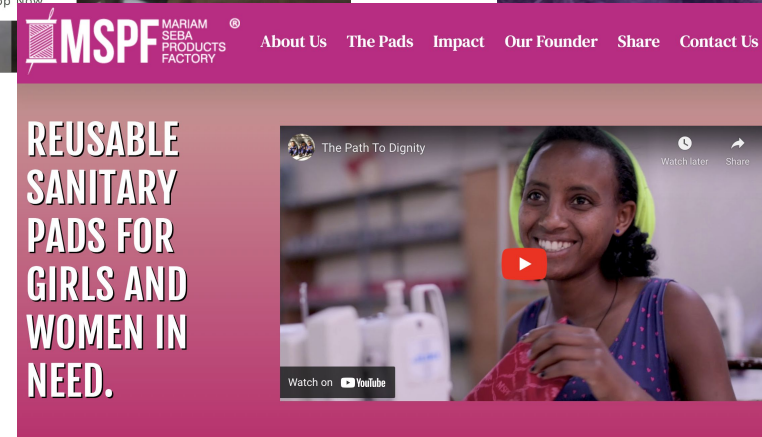
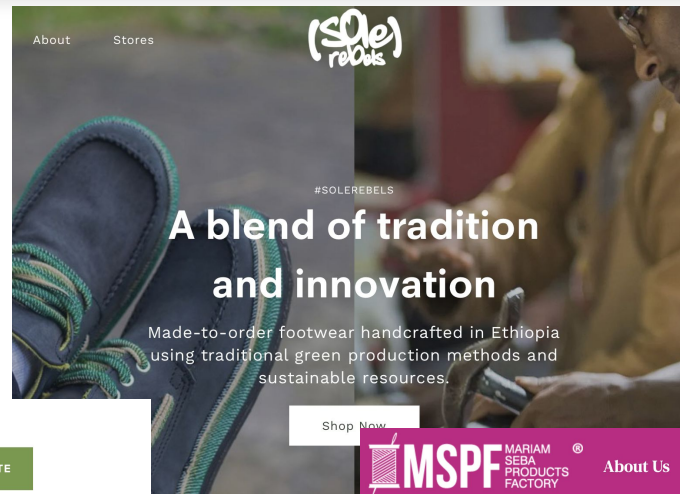
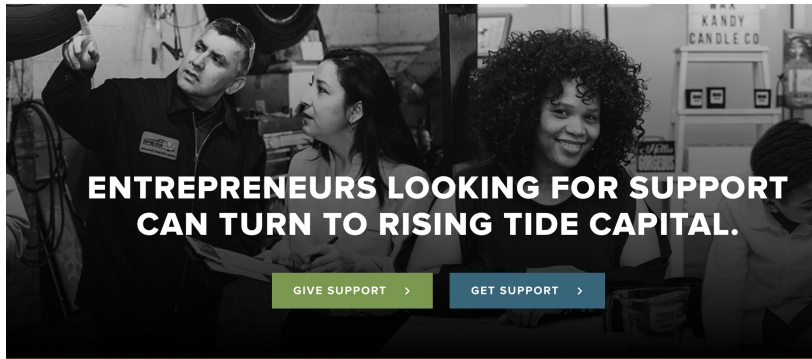
- there have been very few studies conducted on sustainable women entrepreneurs.
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Five Women SBEs

Five cases have been recognized by local and national authorities in their respective fields—**covering two continents, five countries, and five different industries.**

A Case Study of Five Women Sustainable Business Enterprises






SBE Success Factors

Type
Visionary Leader
Locality
Collaborative Internal Teams
Symbiotic External Partnerships
Technology



Conclusion

- The success factors identified in this study demonstrate the importance reciprocal interactions play in establishing a new system or organization in society.
 - These elements are not static, but ongoing processes often working in development with one another.
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Practitioners interested in advancing **Sustainable Business Entrepreneurship** impact should focus on creating systems that are governed by shared meanings within the organization and shared purposes across the organization.

Thank You

