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Sustainable Entrepreneurship and Innovation: A Catalyst for the Transition Towards a Green and Blue Economy

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Abstract

In a rapidly evolving global economy, sustainable entrepreneurship plays a crucial role in accelerating the transition towards a green and blue economy. By integrating environmental responsibility and social impact into business models, sustainable startups are reshaping traditional industries through innovative solutions. However, the scalability and financial viability of these ventures remain unevenly distributed across economies at different stages of development. This study examines the extent to which sustainable entrepreneurship contributes to economic resilience and environmental sustainability, using key indicators such as the Green Growth Index, Global Innovation Index, and Environmental Performance Index to assess the impact of sustainability-driven business initiatives.

Despite a growing emphasis on sustainability, startups face structural challenges, including limited access to green finance, fragmented regulatory frameworks, and market reluctance towards ecoinnovations. A key factor in overcoming these barriers is the rise of Sustainable Finance and Socially Responsible Investment (SRI). This research explores how impact-driven financial instruments—such as green bonds, sustainability-linked loans, and venture capital dedicated to responsible entrepreneurship—influence the growth and resilience of startups operating in the green and blue economy sectors.

Preliminary findings indicate that economies with higher green investment ratios, well-structured fiscal incentives, and robust sustainability policies exhibit greater entrepreneurial dynamism in sustainability-driven sectors. Moreover, the alignment of SRI strategies with innovation ecosystems significantly enhances startup survival rates and long-term value creation. By analyzing data trends and empirical case studies, this research highlights the transformative potential of blended finance models and ESG (Environmental, Social, and Governance) criteria in fostering sustainable entrepreneurship.

Ultimately, this study provides actionable insights for policymakers, investors, and entrepreneurs, bridging the gap between financial mechanisms and sustainable business development. By offering strategic recommendations on impact-driven investment, risk

mitigation, and regulatory improvements, this research aims to contribute to the formulation of an inclusive and resilient entrepreneurial ecosystem capable of fostering long-term sustainable growth. Strengthening regulatory frameworks and enhancing transparency in sustainable finance are critical to mitigating risks such as greenwashing and ensuring that capital is directed toward genuinely impactful projects. Additionally, fostering specialized incubation programs, green accelerators, and financial incentives tailored for sustainability-driven startups can enhance market access and innovation capacity. Embedding sustainability indicators—such as the Green Growth Index and Global Innovation Index— into policy frameworks can provide clearer benchmarks for progress. Furthermore, targeting Base of the Pyramid (BoP) markets through inclusive business models and impact-driven investments can unlock new opportunities for sustainable entrepreneurship while addressing socio-economic disparities. Encouraging cross-sector collaboration and multi-stakeholder governance will further reinforce the accountability and efficiency of sustainable investment strategies, accelerating the transition towards a resilient and inclusive green and blue economy.

Keywords: Sustainable Entrepreneurship,Green and Blue Economy,Impact Investment, Sustainability, Green Finance,Innovation Ecosystem,Bottom of the Pyramid ,SRI , GGI,EPI, Eco-innovation.