

Publication date: January 2017

Source: Technological Forecasting and Social Change, Volume 114

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This research focuses on a little studied area within the future of global sustainability, that of grassroots ecopreneurs. While living and working in resource-constrained environments these entrepreneurs strive to create economic value by combining social and environmental goals. Relying on inductive methodology based on eight cases, the paper analyses how innovations are being crafted with little or no resources, yet provoking a great impact in their local communities and beyond. We find the grassroots ecopreneurs pursuing a triple bottom line approach, from the harmonic combination of economic, social and environmental goals that have the potential to shape the future of sustainability on global basis.

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