

ECOPRENEURSHIP IS A NEW APPROACH TO MANAGING ENVIRONMENTAL PROBLEMS IN CREATING ECOLOGICAL EQUILIBRIUM

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Abstract. Media or academic discussions on issues about environmental reform have shown increasing appeal with what is called "Green Entrepreneurship" or Ecopreneurship. Entrepreneurial collaboration and ecopreneurship are considered capable of overcoming business and the environment as well as being a key driver in environmental innovation. The ecopreneurship study aims to capture the trend of this issue in business activities. The ecopreneurship concept can be studied through the elaboration of the green political concept with economics or entrepreneurs. This view of the impact of ecopreneurship is rooted in the literature on conventional entrepreneurs, the study of entrepreneurship, most closely related to its founder, Joseph Schumpeter (1934) [1]. He sees entrepreneurial activity as an agent of change, forging new ways of doing competitive things by overhauling the traditional way of doing things. In recent years there has been an increase in well-known ecopreneurs, such as The Blue Angel Form Germany, and KEITI From the Republic of Korea. Sustainable solutions in the collaboration of the business world and the environment present innovations that are used to realize environmental improvements and realize goals regarding ecological equilibrium.

Keywords : Ecopreneur Approach, Green Politics, Environment, Ecological Equilibrium

I. INTRODUCTION

The idiom about entrepreneurship is an answer to the large inequality gap in population growth rates. Entrepreneurship development is an opportunity for one solution in solving the problem of inequality between the high population growth rate and opportunities in the world of work. The increasing entrepreneurial activity will have an impact in various ways. One side of the community's economic conditions will improve along with the development of the entrepreneurial world. However, this contradicts the impact, especially on the environmental impact resulting from entrepreneurial activities, particularly activities related to the industrial sector. The problem of environmental impact is often overlooked. Whereas the development of the entrepreneurial world leads to the exploitation of existing resources and tends to damage the environment. This condition is increasingly interesting the definition of sustainable. Therefore, it is necessary to have a concept that can connect the entrepreneurial concept with the concept of a sustainable environment. Activities resulting from entrepreneurs so far are only oriented to the amount of output or profit generated. So that good ethics in producing these products becomes less responsible. Therefore, it is necessary to have an entrepreneurial concept that is oriented not only to focus on profit, but also ethically and morally to demonstrate ecologically responsible behavior. Therefore, in this article I will try to explain the elaboration of the concept between Entrepreneur and Green Politics becomes "**Eco - preneurship**" as a concept that bridges economic and environmental aspects. This discussion originated from my concern about entrepreneurial practices that ignore ethical and moral values for the environment.

The background for this ecopreneur image is the paradigm of ecological modernization that is increasingly important for environmental policies and practices of industrialized countries (Dryzek, 1997) [2]. The main premise of ecological modernization is that economic and environmental goals are positive numbers play; that the health of one depends entirely on the health of the other, and most importantly that the current capitalist system is seen to have the capacity to develop sustainable solutions to environmental problems - that capitalism drive for innovation can be harnessed to bring about environmental improvements. From this point of view, it is argued that the market is driving the "**greening**" of the industrial sector through increasing demand for environmentally friendly products and services. The creation of this "**green market**" is increasingly driven by the increasing need for environmental technology to meet increasingly stringent regulations. In turn, this has created space, and an increasing need for a form of business that seems to work on two logics often considered incompatible-commercial and environmental or green. The emerging literature on eco-preneurship aims to capture this trend in business activities.

II. BASIC THEORY

Entrepreneurship can be translated to mean entrepreneurship, according to Hisrich (2008) entrepreneurship is the process of creating a new something, requires time and effort, is brave enough to take risks both in financial, physical, and social risks followed by the rewards you get [3]. Another definition stated by Sri Edi Swasno (1978) in Suryana (2003) is that entrepreneurship is a pioneer in business, an innovator, a risk bearer, who has a vision for the future, and has an advantage in achieving in the business field [4]. A more specific description is put forward by Frederick (2006) in Wijatno (2009) emphasizing that there are 17 characteristics inherent in entrepreneurial actors, including: (1) commitment, (2) strong motivation to achieve, (3) oriented to opportunities and goals, (4) initiative and

In the development of global dynamics around environmental aspects it has been a relatively long highlight, however, until now this problem is still a topic that is rarely discussed and followed up. Even though the contemporary world will always feel the negative impact that occurs on the environment along with all life activities that cannot be separated from the environment. According to Apriawan (2009), environmental problems during the 60s and 70s have become a global issue that lives with the world community. The protests that started from a minority of environmentalists brought this issue to the attention of the international community [6]. At the same time, Green Politics Theory (GPT), whose thinkers called themselves The Greens, began to develop. Environmental problems do not only affect one country, but have spread in every country with different crucial levels. Like it or not, all countries in the world are flocking to find solutions to the environmental crisis. The issue of the global environment is the third most important issue accompanying the classical agenda in international politics, namely regarding security and the economy (Suharko, 1998) [7]. Green Politics Theory has a main focus on ensuring environmental sustainability for the next generation (Apriawan, 2009) [8]. Patterson (1996) in explaining GPT provides clear boundaries between GPT and environmentalism [9]. Environmentalism accepts a

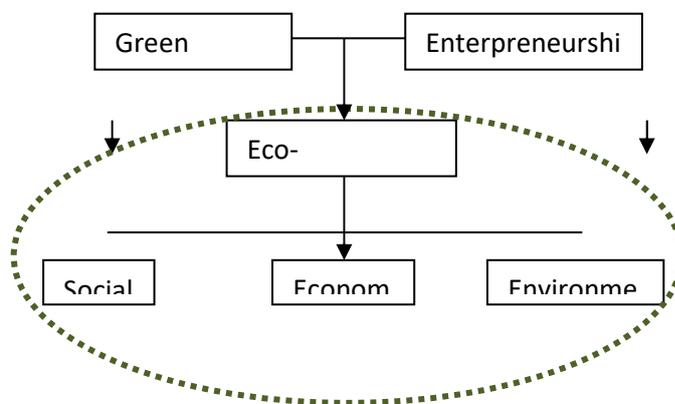
A. Entrepreneur

responsibility, (5) decision making, (6) seeking feedback, (7) internal focus control, (8) tolerance for ambiguity, (9) calculated risk taking, (10) integrity and reliability, (11) tolerance of failure, (12) high level of energy, (13) creative and innovative, (14) vision, (15) independent, (16) confident and optimistic, (17) team building [5]. That way, universally actors who have an entrepreneurial spirit are people who dare to open up an independent business opportunity and have good capabilities in creating and managing existing opportunities. Entrepreneurial development can deliver a person to achieve prosperity amid existing economic gaps. The development of the entrepreneurial world can also reduce the number of unemployed people through labor absorption and the employment opportunities it generates.

B. Green Politics

framework in political, social, and economic realities. This movement tries to fix environmental problems with existing structures.

Meanwhile, the GPT considers that the existing structure is the main basis for the emergence of the environmental crisis. Green Politics separates anthropocentrism from ecocentrism. The main idea of the GPT is ecocentrism and rejects views that are anthropocentrism. Ecocentrism in other words is a form of emancipation of all entities that have been given. Therefore, humans are not free to dominate the natural balance. The green theory shows that economic growth is the root cause of the current environmental crisis. GPT shows its concern over the global ecological crisis which has become increasingly crucial and shows its tendency towards efforts to deal with the crisis. In GPT sustainability, what is meant is not the development, but the ecological balance, humans and other living things. GPT believes that maintaining ecological balance and saving it from crisis, which is basically to protect the people themselves. Because what we get from nature will return to nature and ourselves. So that sustainability that must be maintained is an effort to maintain environmental balance, not on the sustainability of the development target. The following is an overview of the framework of the collaboration of Green politics and entrepreneurship :



Triple Bottom Line
 Fig 1. Green Politics and Entrepreneurship collaboration skema

III. METHOD

The method used in this research is descriptive - analytical method, which is a method used to describe, classify, and analyze the symptoms or phenomena that occur in the environment. By referring to the framework and concept theory used. In this study, an analysis is needed to find out how "ecopreneurship" is used as an approach to dealing with environmental problems. Because so far the sentiment regarding environmental issues has not been paid attention to, even though in fact environmental problems have reached a crucial point and have had many negative impacts on the sustainability of life. The literature study conducted by the author is to search for various print and digital sources in the form of books, archives, magazines, articles and journals, as well as documents relevant to the study under study. So that the information obtained from this literature study is used as a reference to strengthen the explanation of existing concepts. This literature study is carried out by researchers after determining the research topic and determining the formulation of the problem then collecting the data needed to strengthen it in the discussion chapter.

IV. DISCUSS

A. Phenomenal of Environmental Problems

Referring to the concern over the development of entrepreneurship in a world colored by turbulent problems and selfish practices of industrial actors who only focus on profit without thinking about their responsibility to the environment to continue to create a stable and balanced environmental condition between business and the environment. In fact, environmental balance should also be achieved for the sake of empowering the current community and future generations. If left untreated, the negative impacts arising from entrepreneurial activities will

have a very broad impact. The condition of the damage that occurs indicates that the economic activities carried out raise concerns as a factor causing changes in the natural environment, starting from climate change, reduction and destruction of natural resources on earth, pollution, damage to habitats and ecosystems (Cohen and Winn, 2007) [10]. The environmental crisis that occurred became the public spotlight to be more aware of the urgency of maintaining environmental balance. Countries around the world have exploited forests, fisheries, excessive mining, pollution on the pretext of accelerating the wheels of economic growth and solely for the welfare of their citizens. Based on records, air pollution from industrial emissions, vehicle exhaust gases, and fuel kills more than 2.7 million people each year (UNDP, 1998) [11]. Can faster or slower economic growth guarantee protection of capital? In fact, the same fast or slow economic growth has contributed to environmental degradation. For example, China, which is the 15th city of the 20 most polluted cities in the world (World Bank, 1995) [12]. Countries that experienced rapid growth in economic reforms in the 1980s, such as China, Korea, Malaysia, Thailand, saw their carbon dioxide emissions doubled or even tripled after economic growth and reform took place. Even more than that, here are the records of environmental degradation that have occurred in the world:

1. Market leader, Oil palm in Indonesia

World consumption of palm oil reaches 27.5 percent, more than soybean oil, which is only 23.9 percent. From an economic point of view, palm oil has indeed contributed as much as 1.4 US dollars, but behind it all forces biodiversity to be eliminated. The Bornean orangutan is one example, whose population has decreased by as much as 50 percent due to the expansion of oil palm plantations (National Geographic Indonesia) [13].



Fig 2. Orangutan Kalimantan, National Geographic Indonesia

2. Bangladesh

This country is dubbed the country with the worst living environment in the world. This country is the center of the major textile industry in Asia. According to a report by The New York Times, factories in Bangladesh flow toxic waste to local water sources, destroying rice fields,

bad fish stocks, and disrupting drinking water supplies (The Dailystar) [14].

3. Pakistan

More than 310,000 mortality figures are recorded each year due to pollution. This is due to the absence of an air filter in industrial companies (Cimate Ability News) [15]. And there are many more crises faced by the

environment as a result of economic industrial activities that ignore morals on the environment. A real picture of the Environmental damage that has occurred is also shown in a documentary film entitled "A Plastic Ocean (2016)". The film begins with a journalist named Craig Leeson who then return to nature will come back to us, for that if we want feedback, take it and return it well to nature and vice versa, that's the cycle.



Fig 3. A Plastic Ocean Film Poster

A. International Law

Thinking about pure environmental protection only started in 1930. This condition was marked by the signing of "The 1933 London Conventions Relative to The Preservation of Fauna and Flora in their Natural State" which was enforced in the African region. The second convention that emerged was "The Convention of Nature Protection and Wildwife Preservation in the Western Hemisphere". After that, many conventions that regulate pollution began to emerge, especially in the sea. Then in 1954 a convention was signed called "Marine Pollution" which was also followed by other agreements regarding pollution. Thus at that time, a new era began to support the growth and enforcement of international environmental law. In 1972 the United Nations began its movement to protect the environment by holding a world conference on the environment in Stockholm. The need for this conference is due to pollution known as "Black Tides" due to the sinking of the tanker Torrey Canyon on the coasts of France, England and Belgium (Melda, 1998) [16].

The Stockholm Declaration on the Human Environment states that:

"... man is at once the creature and molder of his environment: the natural element and the man made are essential to his well-being and to the full enjoyment of basic human rights, even the rights to life itself".

And the declaration recognizes that:

"... the natural growth of world population consistently poses a problem for the preservation of the environment" (Stockholm Declaration, 1972) [17].

Another important outcome of the Stockholm Declaration is "the Action Plan for the Human

wants to find a blue whale but it is really sad what he found, namely a pile of plastic waste that fills the Indian Ocean, Sri Lanka Coast. The reality that is shown in the film teaches a lesson that what we take from nature and

Environment" which consists of 109 resolutions. At the suggestion of the Stockholm Conference in 1977, the United Nations General Assembly then established a special body called the "United Nations Environment Program (UNEP). Starting from these conferences, many countries in the world have also ratified international environmental law into their state regulations. However, it is still very unfortunate that there is bias towards the ratification of these regulations which are merely formality and legality. This is because in fact many have ratified but are practicing environmental damage. An example is America, which is one of the largest gas emitters in the world, stating that its country has left the Paris Agreement which regulates gas emissions. That is just one example of the contradiction of existing regulations with the practices being implemented, and there are many other similar phenomena that occur in the world.

B. Ecopreneurship

Ecopreneurship is an entrepreneurial concept that emphasizes moral responsibility to maintain environmental balance and life sustainability by paying attention to good production and distribution processes. The implementation of the ecopreneurship concept requires the contribution of all parties amid the "wild" flow of entrepreneurship to realize ecological, social and economic aspects. Both the economic industry actors, the community, institutions, and the government have an important role in the process of achieving ecopreneurship. Especially the government which has the highest authority in making policies related to environmental issues in running a business which is expected to provide boundaries for managing business with environmental ethics. Between business and the environment the two cannot be separated, because they are

related to each other; unite in the dimensions of time and space. The concept of ecopreneurship is a means that can bridge environmental and economic aspects. The anxiety that arises from industrial actors with all fraudulent practices that are not environmentally friendly is that the benefits that will be obtained will be much smaller if they apply ecological principles to their business. In fact, this can be proven by the success of ecopreneurship and being able to reduce the adverse effects of environmental damage due to industrial activities.

1. The appreciation of Bali as the Green Province in 2010 at the 11th World Environment Meeting Forum in Nusa Dua. This success is motivated because Bali is able to maintain the original culture of its ancestors through tourism services and the spa industry in Bali by using natural ingredients and of course environmentally friendly (UNEP, 2010) [18]

2. The Blue Angel, Germany

There was an increase in the market share for ecolabel paints from one percent in 1982 to 60 percent in 1995, 20

percent in the craft sector, and a significant reduction in organic solvents in paints and carbon emissions (THE BLUE ANGEL) [19].

3. The Nordic countries print paper and the composition of detergents and cleaners that are produced according to the ecolabel criteria and are felt to have created consumer awareness and comfort from the use of ecolabels (Annual General Meeting, 2015) [20]

4. KEITI in the Republic of Korea, ecolabel plays a central role in the practice of public procurement of green products which has a positive impact in the form of reducing the amount of carbon gas emissions of approximately three million tons of greenhouse gases (KEITI) [21].

The balance between business activities and the environment can be described in a chart scheme called the Triple Bottom Line popularized by John Elkington, as follows:



Fig 4. Triple Bottom Line, John Elkington

1. People, the community acts as a stakeholder and the closest part of an entrepreneurial activity. Which means being a responsible producer, distributor and consumer who is aware of the urgency of environmental balance.

2. Profit, as we all know this aspect is the main goal for the formation of the business world. However, apart from returning to the first point, environmental balance also needs to be the main focus in economic industrial activities.

3. Planet, is a part that is always side by side with all human activities. Both are a causality relationship, in which humans are the main actors who carry out the mandate in environmental management and preservation.

Seeing the data above shows that ecopreneurship through ecolabeling or environmentally friendly product certification is able to realize healthy and environmentally friendly business practices. As a result, economic industry actors who have successfully implemented ecopreneurship have contributed to encouraging environmental balance. You can imagine if all industrial actors in the world carry out green business practices, how big and influential it will be to restore the earth and the environment to a better

condition, it will be very effective. That way, a harmony is achieved between environmental and business aspects with the creation of environmental balance.

V. CONCLUSION

Entrepreneurial activity is an answer to economic inequality that occurs in the world along with the rate of population growth. Entrepreneur development can indeed improve the welfare of society, but it cannot be denied that all business activities also increase fatal environmental damage due to a lack of ethics and morals in practice. Actors in the industrial sector of the economy often ignore the negative impact and are only fully oriented towards business profits. In fact, if the negative impact is allowed to continue, the feedback will return to us as industry actors, both now and in the future. Ecopreneurship is a concept of entrepreneurial development by paying attention to ecological, social, and economic balance. Ecopreneurship is able to answer the challenges of environmental crisis side by side with the business world, such as Blue Angel in Germany, KEITI in the Republic of Korea, and others. Therefore, ecopreneurship is a new approach to dealing with environmental crises in order to create environmental

balance. However, this concept will be implemented properly and effectively if all parties participate in developing it. It is hoped that the ecopreneurship concept can be a concept for developing the world of entrepreneurs that can be studied and applied again in the future both in a substantive and concrete terms.

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