

IEEC2021 ONLINE
the 15th International Entrepreneurship
Educators Conference
8-10 September
Online

Entrepreneurship & the Sustainability Challenge: the need for Harmonious Entrepreneurship Education

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<https://harmonious-entrepreneurship.org/>

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Introduction: the Sustainability challenge



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- Entrepreneurship has the potential to address sustainability issues (Villar and Miralles, 2019)
- Not doing so
 - Despite ecopreneurship, humane entrepreneurship and social entrepreneurship
 - Raised questions - Are sustainability and entrepreneurship compatible? (Gawel, 2012)
 - Ongoing search for new models (Schaltegger, et. al 2016)
- Reason
 - Planet is an ecosystem and sustainability challenge is multi-faceted
 - Needs to
 - be treated as a closed system (von Bertalanffy, 2015)
 - Adopt Ashby's 1968 Law of Requisite variety – only variety can absorb variety



Proposed Solution: the need for Harmony



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- **Harmonious Entrepreneurship** (Kirby and El-Kaffass, 2021)
 - Treats sustainability challenge as a system
 - Applies the Harmony Principles of HRH Prince of Wales et. al (2012)
 - Harmonises/integrates economic, eco, humane and social entrepreneurship
 - Results in a holistic business model
 - Embraces Elkington's Triple Bottom Line of Profit, People and Planet

- **Based on SEKEM Holding in Egypt** (Mair and Seelos, 2006)
 - 2003 Winner of The Right Livelihood Award (Alternative Nobel Peace Prize)
 - *“Shows how a modern business can combine profitability and engagement in world markets with a humanistic and spiritual approach to people and respect for the natural environment”*

- 40 case studies exemplifying the model (<https://harmonious-entrepreneurship.org/>)
 - Linked to the SDGs



Implications for Entrepreneurship Education



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Need to add to the traditional EE content/curriculum

- **Change the mindset -recognise**

Importance of both economic and non-economic goals (Villar and Miralles, 2019)

Business not just about “making as much money as possible” (Friedman, 1970)

- **Change the content – introduce**

Sustainability and its importance

Systems thinking

Harmonious entrepreneurship

Business ethics and spiritual awareness

- **Change the learning pedagogy of learning** (Lans et al 2014; Ploum et al 2018)

Experiential Learning

Multi-disciplinary teams



Conclusion: What next?

MOOC - 'Principles of Harmonious Entrepreneurship



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Harmonious Entrepreneurship



Reshaping 'Enterprise' Education



What, Why, & the How of Entrepreneurship



Entrepreneurship for a Sustainable Society



Value Creation through the SDGs



Systems Thinking



Ashby's Law of Requisite Variety



Harmonious Ethics



Harmonious Creativity

<https://harmonious-entrepreneurship.org/mooc/>



'Principles of Harmonious Entrepreneurship'

Online Foundation MOOC

Welcome to all

Supported by
Enterprise Educator's Richard Beresford
Bursary & The Harmony Institute & IICED

& competition to follow



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