

Christina Weidinger • Franz Fischler •
René Schmidpeter
Editors

Sustainable Entrepreneurship

Business Success through Sustainability

 Springer

Contents

Linking Business and Society: An Overview	1
René Schmidpeter and Christina Weidinger	
Part I Sustainability, Innovation and Society	
Sustainability: The Concept for Modern Society	13
Franz Fischler	
Sustainability: Challenges for the Future	23
Estelle L.A. Herlyn and Franz Josef Radermacher	
Innovation and Entrepreneurship: The Invisible Cycle	39
Robert B. Rosenfeld	
Sustainability: Ethical Perspectives	51
Clemens Sedmak	
International Perspective on Sustainable Entrepreneurship	67
Liangrong Zu	
Part II Business Related Concepts	
Sustainable Entrepreneurship: A Driver for Social Innovation	103
Thomas Osburg	
Entrepreneurship: Introducing Shared Innovation into the Business Model	117
Bradley Googins and Manuel Escudero	
The Evolution of CSR from Compliance to Sustainable Entrepreneurship	127
René Schmidpeter	

Sustainable Entrepreneurship: Next Stage of Responsible Business	135
Mara Del Baldo	

Opening the Door to Opportunities: How to Design CR Strategies that Optimize Impact for Business and Society	155
Michael Fürst	

Part III Implementation and Instruments

Embedding Sustainable Entrepreneurship in Companies: The Eternal Internal Challenge	177
Aileen Ionescu-Somers	

Fostering Sustainable Innovation Within Organizations	191
Peter Vogel and Ursula Fischler-Strasak	

Corporate Capability Management: Collective Intelligence in Use for Improvement on a Company's Sustainability, Innovativeness and Competiveness	207
Daniel Velásquez Norrman, Martin Riester, and Wilfried Sihm	

Greening the Bottom Line	223
Marc R. Pacheco	

Sustainability Reporting: A Challenge Worthwhile	235
Matthias S. Fifka	

Part IV Statements

Plant-for-the-Planet: A Worldwide Children's and Youth Movement	251
Felix Finkbeiner	

Doing Sustainable Business Through a Strong Set of Values	257
Walter Rothensteiner	

Sustainable Entrepreneurship: Europe Should Market Its Expertise Better	261
Markus J. Beyrer	

Sustainability and SMEs: The Next Steps	265
Almgren Gunilla	

CSR Europe: Sustainability and Business	269
Stefan Crets	

Future-Oriented Actions	271
Jakob von Uexkull	

We Are Living Beyond Our Means	275
Claudia Kemfert	
Responsible Entrepreneurship	279
Katherina Reiche	
Part V Looking Ahead	
We Have to Embed Egoism	283
Ernst Ulrich von Weizsäcker	
Business Success Through Sustainability	287
Christina Weidinger	
About the Authors	303