

Towards a deeper understanding of sustainopreneurship - identifying core dimensions and aspects of sustainability innovations

by Anders Abrahamsson, Freelance Researcher, Växjö University and SLICE Services and Publishing, anders@slice.nu

Following the outlined and proposed research agenda presented at the 13th AISDRC, where a definition of "sustainopreneurship" was introduced, this paper, beyond the rehearsal of key elements of the definition, takes the conversation deeper, focusing one core element of the conceptualization of entrepreneurship for sustainability - i. e. "*sustainability innovations*". After a brief literature review of generic innovation theory and some key sources related to the sustainability agenda, some key dimensions and aspects of sustainability innovations are introduced. "Hard" and "soft" innovations are discussed, together with "degree of discontinuity". The "sustainability imperatives" are presented, together with concepts "dematerialization" and "resocialization". All these strands of conversations and different concepts gets unified into a tentative model that aims to grasp key dimensions and aspects in a framework that holds a promise to work as a template to categorize different sustainability innovations and relate them to each other in a generic taxonomy. Some crucial points regards intellectual property rights are made, defining open vs. closed sustainability innovations, a discussion relevant regards innovation diffusion, through e. g. licensing and franchising and what it means for the adaptation and proliferation. In order to challenge the model with a first test, some sustainopreneurial case studies are introduced as illustrations, and their respective core sustainability innovations are described. These sustainability innovations are within the "SEEDS" areas, coined by the author - *Strengthening of Health, Education, Entrepreneurship, Digital Unification and Sustainable Distributed Energy*. A more distinct and defined research proposal is introduced, where it is suggested that the model gets tested more systematically, together with moving the agenda further in both idea development and applied interaction with reflective practice through practicing sustainopreneurship.