Abstract

The goal of this project is to support social enterprises in efforts to improve their sustainability by promoting exemplary businesses that have already progressed towards this ideal. Social Entrepreneurs in the Øresund region possess admirable passion and commitment towards achieving the UN Sustainable Development Goals, specifically goal number 13. Goal 13 entails adapting to climate change while investing in decreasing the atmospheric abundance of carbon. Research and interviews with social entrepreneurs revealed economic and climate related challenges that these groups face as well as creative ways that they have overcome these challenges. With the support of our sponsors, Social Entrepreneurs in Denmark and Gaia Trust, summaries of fifty social enterprises were written and thirty-one interviews of entrepreneurs were conducted. The information gathered may assist other enterprises with increasing their efforts in fighting climate change and creating an environmentally sustainable future.

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Documenting Climate Actions of Social Enterprises
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With the changing economic landscape and growing concern over sustainability, social entrepreneurship may be the business model of the future with its greater focus on sustainable practices. Goals for global sustainability have been outlined by the United Nations in their 17 Sustainable Development Goals and encompass all aspects of sustainability, including the three main pillars as shown in Figure 1: economic, environmental, and social. Goal thirteen focuses specifically on climate change, describing the fluctuating global climate and its impending threat to both the longevity of our planet, and the continuation of the human race. This goal is the lens through which the efforts of social enterprises have been examined. These enterprises combine a motivation to improve society with business structure, with sustainable business practices close to heart. The success of social enterprises can be utilized as a model for businesses that are not sustainable by demonstrating that a business can succeed while minimizing their carbon footprint.

Denmark is one of the most environmentally sustainable countries in the world. Energy consumption accounts for most emissions globally and Denmark is ranked as the country providing the most sustainable energy in the world, based on the Energy Trilemma Index. Social enterprises are an interesting market to examine with regards to this sustainability index, as their consumption of resources may differ - many of them pay more attention to their environmental impact than most other economic players.

One sponsor of this project, the Social Entrepreneurs in Denmark, or SED, is an organization of like-minded social entrepreneurs striving to follow the 17 UN Sustainable Development Goals, while providing support and resources for new social enterprises. The SED feels that it could inspire new social enterprises by

![Figure 1: A visual representation of the three essential parts of a successful social enterprise.](image-url)
showcasing some of the best practices to subvert challenges to environmental sustainability. The business structures vary greatly among over 150 registered social enterprises in the country, even within the nationally recognized parameters of social entrepreneurship. Despite greater government support for these enterprises than in most other countries, they still suffer from issues plaguing small businesses, not just in Denmark, but globally. There is little visibility for their businesses, and competition for resources is harsh.

Our project goal was to identify some of these organizations’ best practices, and increase their outreach by creating a series of introductory videos of the most inspiring companies. Through interviews and discussions with social entrepreneurs, we have found economic and climate related challenges that these groups face and creative ways that they have overcome these challenges. We have also created two press release videos to be utilized by our sponsors in the future, which summarize the exemplary steps enterprises have taken to increase their sustainability. Furthermore, we have generated summaries of fifty different social enterprises to be published on the SED’s website. Through this, we have assisted the mission of the SED in both inspiring social entrepreneurs to increase their efforts in creating a sustainable future, and spreading the concept of social entrepreneurship. Furthermore, by publicizing the best practices of these companies, other businesses can look to these examples to learn how to improve their own sustainability and lower their environmental footprint.

The Paris Climate Agreement and the United Nations Sustainability Goals are the Most Substantial Pieces of Sustainability and Climate Legislation

The United Nations defined sustainability in 1987 as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.”5 Sustainability encompasses economic, social, and environmental cause and effect, and other fields that aid in our planet’s longevity.

The United Nations (UN) has defined ‘17 Sustainability Goals’ (SDGs) to achieve by 2030. These goals are an all-encompassing examination of what the human race must fix in order to continue to function as a society. From inequality, to climate action, to peace and justice, these goals attempt to ensure that no aspect of civilization is left behind as the population strives to resolve our global problems.2 Each goal was set in order to pursue global betterment. The goals are displayed in Figure 2. Goal 13 addresses the rate of

![Figure 2: United Nations 17 Sustainable Goals](image)
increase in greenhouse gas (GHG) emissions, the projected increase of 3°C in surface temperature in the 21st century, and extreme weather patterns. We still have the opportunity to save the planet: as more affordable and sustainable alternatives - such as renewable energy - become more readily available, the more the population begins to shift towards utilizing these alternatives. The necessity for a unified effort caused an international movement to combat climate change, resulting in the Paris Climate Agreement of 2015. Although our chances seem bleak, hope remains, and the UN believes this is “a race we can win.”

In December of 2015, the Paris Climate Agreement was created to help participating countries reduce the rate of climate change. Written at the UN’s Twenty-First Climate Conference, it has one goal: limiting the increase of the global temperature to under 2°C and “pursuing efforts” to keep the increase under 1.5°C. Beyond this goal, all participating countries submit a Nationally Determined Contribution, or NDC. Despite the lack of defined direction for combating climate change, the Paris Climate Agreement is still the definitive piece of legislation. One hundred and eighty-three countries have submitted NDCs, with the EU submitting one for all countries included. The first NDC of the EU is to reduce emissions by forty percent by 2030 compared to 1990. As a member state of the EU, Denmark is bound by this agreement as well. Therefore, climate conscious social entrepreneurs are increasingly aware of this goal, and are fighting to help Denmark achieve it.

Greenhouse Gas Emissions Continue to Increase Despite Legislation

Goal 13 of the UN’s SDGs identifies the need to take action against climate change. Embedded in Goal 13 is an acknowledgement of the importance of awareness of GHGs. As alarming as the rapid progression of climate change may seem, there has been recent progress to mitigate this progression. For example, the Green Climate Fund has been financed by twenty-eight countries. The intended use of this fund is to assist in the generation of national adaptation plans, so that locations facing the consequences of climate change may begin to adapt to their new climate. Although global strides have been made to circumvent the consequences of climate change, the threat has not been eradicated. In 2017, reports from the UN demonstrated that GHG emissions reached new heights, and to meet the 2030 goals, rapid emission reductions and new understandings of these pollutants must occur.

According to the Environmental Protection Agency (EPA), there are four primary GHGs that pollute the atmosphere - listed in order of atmospheric abundance, they are carbon dioxide, methane, nitrous oxide, and fluorinated gases. The global impact of each gas depends on how long it
remains in the atmosphere, the quantity released, and the strength of the gas. Human interference caused the increase in each gas’ concentration. Since the beginning of the industrial era, carbon abundance in the atmosphere has increased dramatically. The burning of fossil fuels is used to produce ninety-six percent of products used everyday. A major use of fossil fuels is for fuel itself as it supplies, “gasoline for cars, jet fuel, heating oil and natural gas used to generate electricity.” Fossil fuels have increased the standard of living by making products more accessible, and creating life saving devices such as MRIs. Therefore, there is evidence that human activities and growth have created the abrupt increase in concentration of these chemicals on a global scale.

The arctic, tropical forests, and marine life indicators show that GHGs are having a severe effect on our planet’s ecosystems

In 2015, NASA conducted seven striking case studies that identified changes in several ecosystems. NASA highlights these cases so that people can learn about and understand the ecosystem’s response to global warming. In the past 50 years, fires in the Arctic region have increased by a factor of ten. Because of the effects of temperature increases via these wildfires, the polar ice cap is melting rapidly. The arctic contains organic carbons that preserve biological remains, which contain more methane and carbon dioxide than is present in the atmosphere today. As stated by NASA’s Carbon in Arctic Reservoirs Vulnerability Experiment, these methane reserves are being released into the atmosphere with the melting polar ice cap, resulting in spikes in methane concentration.

Carbon dioxide that is in the atmosphere is absorbed by plant life through photosynthesis. The gas is used to produce food for plant growth using the organic carbon, thus making large groups of plant life effective in mitigating this greenhouse gas. “Tropical forests are carbon storage heavyweights.” However, the growth rate of trees is slowing, with recent droughts causing the Amazon rainforest to emit more carbon than it absorbed during the drought period. Unfortunately, models predict that droughts such as these will only increase in severity and frequency, so this may be a portent of what is to come.

When carbon dioxide rich air meets less concentrated seawater, it is absorbed into the ocean. This creates a more acidic environment, causing harm to sea-dwelling organisms that require certain ions to survive. Many of these organisms utilize the carbonate ion to create their shells and skeletons. However, this chain of complex chemical reactions drastically lessens the concentration of these ions, thereby depriving the organisms of an essential chemical component for their lives. While this process may reduce pollutants in the atmosphere, it is detrimental to sea creatures and communities that depend on sea life for food and economic sources.

The three sectors with the largest emission rates are transportation, energy production, and agriculture

The Danish Energy Agency (DEA) states that greenhouse gasses in Denmark primarily increase when fossil fuels are combusted for heating, transportation, and electricity purposes. Since 1990, the Danes have decreased their emissions by nearly twenty percent due to utilization of wind and solar power. Their positive direction towards reducing climate change will only advance in the future. According to the Denmark Energy and Climate Outlook (DECO) plan, Denmark hopes to cut forty percent of emissions by the year 2020. Although this 2020 timeline has almost reached its culmination, no official quantitative data has been posted as to how close Denmark is to achieving this goal. Compared to the EU, Denmark has substantially reduced emissions and are projected to be one of the most reduced countries by 2030 as can be seen in Figure 4. Although, in order for humanity to
completely subvert the increase in damages to our planet, everyone must contribute. Fortunately, there is a subset of businesses in the Øresund region that are making it easier for individuals to utilize goods and services that are fabricated with a focus on sustainability. Defined as social entrepreneurs, these businesses are one of the most important catalysts towards preventing further planetary damage.

**Social Entrepreneurships are a Hybrid of Nonprofit and Business Structures**

Social entrepreneurship is a response to the environment that nonprofit organizations (NPOs) operate within. As demands for results increase and funding decreases, nonprofits struggle in today’s economy. The Schwab Foundation for Social Entrepreneurship explains that creating a hybrid of a company and nonprofit organization allows driven members of the general public to resolve social issues. Social entrepreneurship could be viewed as a charity or social movement with business practices applied to ensure success. A social enterprise must change and grow; every enterprise’s goal is to improve the world, and the world’s needs are constantly fluctuating.

Previously, there has been a “false dichotomy” that divides the concepts of charity organizations and businesses. Social enterprises fall between these two definitions, borrowing the results-oriented rigidity of a company and applying it to the desire for change. This allows those making a global impact to utilize business structure to reinforce their mission - established practices such as having a hierarchy of positions and an internal auditing system can have excellent long-term benefits. The Schwab Foundation has identified three types of organizational models that social enterprises will typically fit into: nonprofit, for profit, and hybrid social enterprises.

A non-profit entrepreneurship fills a gap the government or market leaves unfilled. For the organization to prosper, it is important for investors to supply funding continuously. A for-profit social enterprise generates income while serving their mission. Investors are more likely to assist a for-profit enterprise as they may receive both a monetary and social return on investment. Finally, a hybrid social enterprise is an organization that intends to improve the lives of marginalized communities, but runs a business as well to cover the costs of operations. These divisions are typically housed under separate legal entities to ensure clarity of intention of the portions. The primary goal of hybrid social enterprises is to ensure that the socially or environmentally impactful portion of the company is supported by the business side of the enterprise. The central mission and values of the company should always take priority.

Below is an examination of two different social entrepreneurship that are benefiting the environment while assisting impoverished and marginalized communities. Each display characteristics of an organizational model, and possess some, if not all, of the conditions for success.
The first is Komaza, a company rapidly becoming the largest forestry company in Africa by employing “micro-forestry”. Based in San Francisco, California with Kilifi, Kenya housing their operational headquarters, they pay farmers for their property use and physical efforts. Komaza utilizes resources that the population already has access to; they are primarily growing Eucalyptus and Melia trees, which are both native to the areas where the program is in place. Furthermore, their target population is farmers, who already have the tools and knowledge necessary to cultivate their micro-forests. The company is currently structured as a non-profit organization funded by long term investors and grants. Their goal is to become a hybrid entrepreneurship over time, and eliminate reliance on donations and grants by running on their own revenue. Finally, their core intention of minimizing poverty whilst promoting sustainable lumber farming has remained the driving purpose of the business over its ten years of operation.

The second enterprise is d.light, a company increasing solar power accessibility to those lacking sustainable electricity. Through their efforts, they provide carbon-free electricity to over ninety one million individuals throughout sixty-five countries. Founded in 2006 and launched their first product in 2008, d.light has a long list of investors that are targeted towards different markets. While the majority of their products are aimed towards impoverished communities, they can still be useful in homes of those looking to become less reliant on fossil fuels. By keeping their products affordable and globally accessible, they are ensuring that their products are readily available to all. They also have maintained their central ideals throughout their market expansion.

The State of Social Enterprises in Europe and Denmark Has Changed in the Past Twenty Years

Some of the first governmental recognition of social enterprises came in the mid-1990s, when Sweden’s agenda called for ‘social economy, social enterprises, and social capital’ advancements. The European Commission recently examined the social enterprises of twenty nine European countries. A few countries have set thresholds for how much of a social enterprise’s profit must come from market sources; The characterization of a “social aim” differs between countries as well. Italy and Poland state that the company must be

Figure 5: Model for Diversity in Social Enterprises
structured as a non-profit, whereas Lithuania has decided that a social enterprise is not required to reinvest its profits into the business.\textsuperscript{14}

In Denmark, the Committee of Social Enterprises produced a statement in 2013: “social enterprises are privately held and... have the purpose of promoting specific social objectives”.\textsuperscript{15} In 2015, it became possible to have a social enterprise registered in Denmark. Registered enterprises fulfill five purposes:

- Social purpose
- Significant commercial activity
- Independence of public authorities
- Inclusive and responsible governance
- Social management of profits\textsuperscript{15}

A “model for diversity of social enterprises”\textsuperscript{15} was also generated, as shown in Figure 5. This model defines which organizational structures are social entrepreneurship. Reportedly, the challenges facing social enterprises in Denmark are:

- Visibility
- General awareness of the concept
- Access to finance and funding
- Business competencies
- Communication with municipalities
- Documenting social impact\textsuperscript{15}

Proven to be a leader in sustainability, Denmark and the surrounding areas are often looked to as models of best practices in reducing emissions and limiting reliance on pollutant producing practices. Therefore, investigating these social enterprises, specifically in parts of Denmark and Sweden, has the best chance of discovering innovative, sustainable models for small businesses.

Investigating and Publicizing the Environmental Benefits of Social Enterprises in Denmark and Sweden

With the knowledge on GHG emissions, this project identified technical and behavioral aspects of small businesses in Øresund via interview questions. The interviewees returned valuable information.

Figure 6: Methods flowchart
on both the behavioral knowledge and technical ideology of their effects on environmental sustainability. Emissions affect every company and every individual.

Social entrepreneurs were interviewed to find specific ways in which they are combating climate change. With the information from these interviews, videos and written documents were made to publicize this information including innovative methods through which social entrepreneurs have improved their ecological footprint. Other social entrepreneurs around the world can utilize this information to improve their practices. Figure 6 demonstrates specific objectives and the methods executed in achieving them.

**Objective 1 - Collect Data on Social Innovation in Climate Mitigation**

The network of the Social Entrepreneurs of Denmark (SED) supplied the project with access to over 300 different social enterprises that have achieved varying degrees of climate change effectiveness. Thirty-one different social entrepreneurs were interviewed to learn more about the current measures being taken within social enterprises to limit the effects of climate change.

Semi-structured interviews were conducted to establish which enterprises have innovative climate mitigation strategies and what those strategies are. Prior to each interview, preliminary research was performed about the company so appropriate questions could be selected from the pool of pre-written interview questions, since not all questions would be applicable depending on the type of social enterprise the interviewee represented. All interviewees were requested to sign the consent form located in the supplemental materials file prior to their acceptance of an interview. The interview detailed how the businesses have implemented innovative or successful environmentally sustainable business models. Following each interview, the highlights and challenges of their work were compiled into a document to keep track of the key parts of the interview. That data collection document was used to compare social enterprises and keep track of those that were the most climate conscious.

Most of the data and information that was received from interviews was through verbal communication, so it was
imperative that accurate documentation of these interviews was performed. The limitations of physical note taking were taken into consideration, especially to ensure quotes utilized in the future were accurate. Therefore, prior to every interview, the interviewee was asked if they were comfortable with being recorded. A written consent form was presented for the interviewee to sign at the interview to ensure that the entrepreneur’s wishes were not overstepped. When given permission, the interviewee was asked what information could be shared both in the context of the report and in the more public contexts of online presence. These recordings allowed for accurate quotations of the interviewees for use in this project. A list of potential interview questions and consent form documents can be found in the supplemental materials file.

Objective II - Provide Resources in English about Social Entrepreneurship in Denmark

Thirty-one entrepreneurs were interviewed over the course of the project, representing different social enterprises. The task set was to write summaries that would serve as an anthology of all their social innovations. As the overall goal of the SED was to have 50 summaries completed, an additional 19 were generated using the enterprises’ websites and public information. Each company’s mission, products and services, and climate actions are included in these summaries. The summaries have been posted to the SED website and are meant to serve as a resource for businesses of all kinds to find models that they can use to improve their own practices. Please find these summaries in our supplemental materials file. Two samples of these summaries can be found in Appendix A of this booklet.

Objective III - Create Video Summaries to Present Exemplary Social Entrepreneurships and their Innovations

Having collected information through the previously detailed methods, a series of videos were created that showcases the innovative ways that social entrepreneurs have lessened their impact on the climate. Knowledge was gained of some of the best practices that these social entrepreneurship have demonstrated, as well as challenges that they have faced, whether they be financial or societal, in
making their businesses more climate conscious.

Video summaries were generated of nine social enterprises, such as Bike Express shown in Figure 8, that best exemplify what a climate conscious social enterprise should be like. These videos are directed toward other social entrepreneurs who may be looking to improve their practices, and detail specific examples of businesses overcoming challenges and finding creative ways to improve their environmental sustainability.

**Objective IV - Present Findings via a Composite Video**

In mid-October, a composite video was generated to be released at the discretion of our sponsors, Gaia Trust and the SED. Footage from the interviews conducted was edited into two videos - one that served a similar purpose to a movie trailer teaser, and one that was longer and contained more substantial evidence. These videos may be used by the sponsors of this project to promote social enterprises, and encourage the general public to dedicate attention to the climate crisis.

**Objective V - Develop a Guide for Improving Environmental Sustainability Practices**

Identifying a way to measure the success of reaching the UN climate goals within social enterprises in Denmark and Sweden was a primary directive. Based on the interviews conducted, a list entitled ‘Do’s that Don’t Cost’ was developed. This list suggests that every company, from non-profit organizations to corporations, take small, cost effective steps towards reducing their emissions and pollution. These suggestions range from installing LED light bulbs to purchasing furniture secondhand. Please see the full list detailed in our supplementary materials file as well as in the Appendix.

Upon completion of the thirty-one interviews, it became clear that every enterprise spoken to was helping to subvert climate change through their products or services. Whether it be through waste reduction or upcycling of products, each had their own method with which they were contributing to the progress currently being made in the Øresund region. Please see Table 1 for a list of the enterprises discussed in this report, with a list of their field, products, and environmental impact. Information about the remaining enterprises can be found in the supplemental materials file.

Figure 9: Excerpts from the ‘Do’s that Don’t Cost’ list
<table>
<thead>
<tr>
<th>Company</th>
<th>Industry</th>
<th>Product/Service</th>
<th>Climate Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Forks</td>
<td>Food</td>
<td>Generates limited portions of meals, farms their own food with only hand tools</td>
<td>Reduces food waste, Saves electricity</td>
</tr>
<tr>
<td>Restaurant Spill</td>
<td>Food</td>
<td>Generates limited portions of meals, food is made from ‘food waste’ - perfectly good to eat food that the restaurant industry sellers deem isn’t fresh enough</td>
<td>Reduces food waste</td>
</tr>
<tr>
<td>MoveCopenhagen</td>
<td>Food</td>
<td>Accepts ‘food waste’ donations that would have been thrown out</td>
<td>Reduces food waste</td>
</tr>
<tr>
<td>Kaffe Bueno</td>
<td>Food</td>
<td>Creates beauty products from used coffee grounds</td>
<td>Contributes to circular economy, Lowers emissions</td>
</tr>
<tr>
<td>think.dk</td>
<td>Education</td>
<td>A collaborative environment, members can work there and join the conversation about sustainability, Holds a variety of workshops of their own, Rents the space out to other groups on the condition that the group has a focus on sustainability, Lends their knowledge of sustainability through their consultation</td>
<td>Educates public on sustainable practices, Fosters development of social enterprises</td>
</tr>
<tr>
<td>KPH</td>
<td>Education</td>
<td>Innovation hub for all social entrepreneurs looking to make a sustainable future.</td>
<td>Educates public on sustainable practices, Fosters development</td>
</tr>
<tr>
<td>Wair</td>
<td>Fashion</td>
<td>Unique style upcycled shoes that are formed from textile waste with an environmentally oriented factory</td>
<td>Recycling, Contributes to circular economy</td>
</tr>
<tr>
<td>Repamera</td>
<td>Fashion, Packaging</td>
<td>Mail-in clothing repair service, creating new reusable bags for mailing</td>
<td>Reduce emissions, Reduce packaging waste</td>
</tr>
<tr>
<td>Grandma</td>
<td>Packaging</td>
<td>Makes cotton and beeswax wraps that are reusable for food preservation</td>
<td>Reduce emissions, Reduce packaging waste</td>
</tr>
<tr>
<td>Les Marked</td>
<td>Packaging</td>
<td>Produce store with zero excess packaging</td>
<td>Reduce emissions, Reduce packaging waste</td>
</tr>
<tr>
<td>Zenz</td>
<td>Packaging</td>
<td>All plastic packaging will be made out of plastic reclaimed from the ocean by Feb. 2020</td>
<td>Reduce emissions, Reduce packaging waste</td>
</tr>
<tr>
<td>Pargaard</td>
<td>Packaging</td>
<td>Sells products that minimize plastic use</td>
<td>Reduce packaging waste</td>
</tr>
<tr>
<td>Solar Sack</td>
<td>Packaging</td>
<td>Recollects the used plastic from used product and recycles to make new</td>
<td>Recycling</td>
</tr>
<tr>
<td>Flydende By</td>
<td>Art</td>
<td>Uses second hand materials to make art</td>
<td>Recycling, Contributes to circular economy</td>
</tr>
<tr>
<td>eGro</td>
<td>Farming</td>
<td>Grows large forests, harvests peanuts to sell from the forests, and sells carbon credits</td>
<td>Reduces emissions</td>
</tr>
<tr>
<td>Co-Lab</td>
<td>Technology</td>
<td>Uses only donated glassware and equipment in the lab, has sustainability meetings to inform the individuals working in the lab</td>
<td>Recycles, Educates public on sustainable practices</td>
</tr>
<tr>
<td>HumaniTrack</td>
<td>Technology</td>
<td>Platform for spreading technological advances on energy storage and other climate impactful challenges</td>
<td>Educates public on sustainable actions</td>
</tr>
<tr>
<td>Greenspeak</td>
<td>Technology</td>
<td>Reuses old computers, share printers, share location, donates money to charitable organizations working on sustainability projects</td>
<td>Contributes to circular economy</td>
</tr>
<tr>
<td>Growing Pathways</td>
<td>Farming</td>
<td>Develops urban farms, outreach programs and networks between nature and humans</td>
<td>Reduce emissions, Educates public on sustainable actions</td>
</tr>
</tbody>
</table>

Figure 10: Reference of Social Enterprises interviewed
Social Enterprises reveal practices to reduce climate change and increase Sustainability

The concept of sustainability was present in the mind of every entrepreneur interviewed. Many entrepreneurs interpreted that concept through the lens of their work. Whether an enterprise is combating economic struggles, attempting to emphasize environmental messages, or working to subvert societal habits, it is inevitable that the concept of sustainability, in some way, will become relevant. For example, Lili Dreyer, the owner of Wair explained that to ensure that the “life cycle” of the shoes that she manufactures remains sustainable, she must track the entire supply chain, from manufacturing to eventual disposal. To her and her business, sustainability is an essential part of every step in her process. As another example, Oleg Koefoed of Growing Pathways spoke about their “Nature In The City” movement, which strives to strengthen the presence of urban nature in Copenhagen. Although the primary purposes of this mission relate to the perceived lack of space and the problem of increasing property prices in Copenhagen, as well as improving the well-being of the citizens of Copenhagen, Koefoed believes that the movement and sustainability are “inextricably linked” - they are improving the environmental sustainability of the city by introducing more urban nature to the area, in two phases. The first phase is to spread awareness about urban nature, and the second will be primarily focused on the generation of thirteen new nature-based spaces throughout Copenhagen.

The intentions of socially responsible groups are to be more sustainable and impact climate mitigation in a positive way. Reducing emissions, energy usage, and waste tackles a substantial portion of the effort needed to subdue climate change. Social Entrepreneurs reduce emissions through innovation

As greenhouse gas emissions are the primary contributor to our current climate crisis, it is no wonder that social entrepreneurs have contemplated their global effects. ‘Carbon neutrality’ is the concept that one can achieve net zero carbon emissions, and is currently the standard that many corporations and small businesses globally strive to achieve. This can be achieved in a number of ways - ensuring that a business’ green energy contributions outweigh their pollution, or by removing the pollution altogether.

A common, institutionalized way to achieve neutrality is via carbon credits. These permits can be purchased by carbon emitting companies from other organizations that are reducing the carbon in the atmosphere, thus allowing themselves to become ‘carbon neutral’. eGro is a multifaceted organization that plants trees, sells packaged peanuts to promote sustainable food purchasing, whilst attempting to shift the overarching cooperate mindset towards a more environmentally caring perspective. eGro is built upon this concept of carbon neutrality - the forests they plant in Ghana generate carbon credits, which can be sold to companies globally that have high emission rates, allowing these companies to claim neutrality. In an ideal world, these high-emission companies would work to reduce their pollutants, thus ensuring that no environmental harm occurred in the first place. Carbon credits create an easy way for individuals and businesses to make a profit off of planting trees while also improving the atmosphere.
Other social enterprises are making excellent changes to the environment with their products and services. For example, Repamera is a delivery tailoring service that can fix almost anything through experienced tailors. Henning Gilberg, founder of this enterprise, stated that only twenty percent of the carbon dioxide that would have been released into the atmosphere with a new purchase of jeans is actually generated when one utilizes his services to repair an old pair. A few other enterprises such as Kaffe Bueno, MoveCopenhagen, and SolarSack had concrete examples of what their product does to minimize environmental impacts as well. While eGro is helping to reduce the emissions that currently exist by removing carbon from the atmosphere, these companies are striving to present alternative consumer options to the public that have less of an environmental impact than their counterparts. 

Although every individual we spoke to strives to reduce climate change via their goods and services to some extent, very few companies have internal operations to monitor their business’ emissions at all. In fact, none of the companies we studied had an emissions monitoring or regulation system in place. This is not due to a lack of awareness or passion, though - in fact, the majority of entrepreneurs explained that this had been a sacrifice made to ensure sustainability in other areas of the business. Unfortunately, many of these social enterprises have far more pressing financial concerns that must be addressed in order to keep their business afloat. While it is possible that these enterprises may employ emission tracking methods in the future, as of now it is unfeasible.

Social Enterprises Work to Reduce Waste

Waste contributes to significant detrimental effects on the environment, and stems from almost every industry. For example, the food industry affects everyone’s lives and some social entrepreneurs have created their own way of changing the system. The average person produces almost 140kg of food waste per year, according to Erik Andersson, the founder of SPILL Restaurant - but he has greater ambitions than just fixing this problem within Malmö. By subverting the way that the restaurant supply industry works, he believes global food waste can be reduced drastically. This new method of thinking would involve practices such as only supplying food to restaurants that is in season, and ensuring that as much of the food as possible is locally sourced. Other organizations are also interested in mitigating waste through donated food via their own methodology - there are a multitude of enterprises working with this core concept of utilizing surplus ‘food waste’ in order to become more sustainable. Composting is another method for reducing food waste that enterprises have utilized - organic food waste creates soil that can be utilized for farming or gardening. Currently, 700,000 tons of food are thrown in the trash every year while 800 million people worldwide go hungry. Fortunately, there are many inspiring social enterprises working to subvert this fact.

Another culprit of overproduction is the fashion industry. Textile waste contributes to detrimental effects on the environment, but innovative thinkers created a new branch of the industry that produces high end upcycled fashion. Some social entrepreneurs are assisting in taking on this challenge by ensuring that the products manufactured are sturdy enough to last for a long while - the less frequently one has to purchase new clothing, the better for the environment. Other enterprises focus on repairing clothing that a consumer already owns for the same purpose - as stated by Henning Gilberg, from Repamera, although repairing a pair of jeans is not completely emission free, is much less impactful on the environment that purchasing a new pair.

Packaging and shipping is another perpetrator of unnecessary waste production and some organizations in the Øresund region have taken this strongly into account when selling their products. Although there are companies whose central mission is to reduce the utilization
of pollutants such as single use plastics, others either have assisted in this reduction as a secondary goal, or have inadvertently helped with this reduction. For example, SolarSack is a plastic bag that purifies water through the sun’s radiation. The SolarSack can be reused five hundred times, which is about two thousand liters of purified water. If at the end of its life cycle the bag is disposed of improperly instead of recycled, it may still contribute to the issue. However, this bag can produce one thousand days of safe drinking water for one person who would have been drinking out of single use plastic water bottles or burning charcoal to purify water if not for the SolarSack; it’s mission as a product is to purify water in areas with no potable water access, where individuals will be utilizing wood fires to purify their water, or will drink from plastic water bottles as alternatives to tap water. Zenz, LØS Market, Grandma, and Paargard are all assisting more directly to ensure that the excessive use of plastics ceases. Whether by designing alternatives to food wrappers, ensuring that their packaging is completely recycled, or avoiding packaging entirely, this group of motivated individuals, entrepreneurs, and business folk are taking action to reduce plastic and shipping waste, contributing to the halt of polluting the oceans.

Even if the social enterprise is not affecting a specific industry, several organizations have taken a different approach to reducing and recycling waste through innovative and communal methods. For example, Guldången Adventure Playground is instead structured around kids and play. If you give children supplies and teach them how to build their own play structures, they will learn more than if one sets up a traditional playground for them, while utilizing their exceptional imaginations. Guldången also offers environmental educational programs to children, and all of the supplies used to build the Adventure Playground are donated, including wood beams, pressed wood platforms, old bicycle wheels and shipping crates. Barring the few purchases made at a hardware store, the majority of these supplies are recycled. The goal is to teach children at a young age to channel their creativity, while also understanding the importance of knowledge regarding nature and environment. Essentially, organizations such as this are building platforms that create a sense of community and change perspectives around the ideals of sustainable practices.
Sustainable Energy Consumption is not a priority for New Social Enterprises

Surprisingly, not many organizations, due to economic reasons, knew exactly where their energy was coming from, or whether or not it was renewably sourced. Most social enterprises rent their workspaces so control of the electricity provider falls exclusively into the hands of the buildings’ owners. However, organizations like think.dk and the Danish Institute for Sustainable Innovation & Entrepreneurship (DISIE), are examples of innovation hubs that provide a space for curious minds of sustainability to collaborate, reducing their use of electricity, heating and other utilities, that otherwise would have been spread out among many different locations. Both of these communal workspaces make a point to use upcycled furniture, rely on natural lighting or task lighting, sort their waste extensively, and incorporate greenery throughout the establishment. Sharing spaces and ideas has proven to be helpful in a community of people motivated to make a difference in the world.

Public Knowledge of Social Enterprises, Climate Change, and Their Own Actions Allows for Progress

Public awareness of social enterprises and knowledge of the climate crisis are necessary in order for people to become passionate about sustainability, and have the tools to facilitate change with that passion. This may lead them to become a social innovator - their products and services may be new inventions, but the majority are sustainable alternatives to existing products.

One enterprise cannot change the world - in order for climate change to be truly brought under control, enterprises must understand their own limitations. Furthermore, they must accept that changing public habits and opinions in favor of sustainability will be an arduous task. Social enterprises are aware that in order to really make a global impact upon climate change, they must subvert the environmentally negative habits of their clients by helping them to participate in more sustainable choices. One purchase of a sustainable product will not be enough - normal routines must be changed as well. The power to change the world lies in the hands of the general population. Sibani spoke of the importance of affecting even a small number of people because in return it creates a “ripple effect.” Once you have a dedicated, small following, the rest may come with time. When Matan Levy of the farm to table restaurant Two Forks was asked what he felt was the greatest challenge to individuals hoping to engage in environmental change, he answered “{Hesitation.} You wanna do something, do it...Grow a tomato plant on your balcony, or grow some basil. Get outside. Go take a walk in the woods. Go take a walk on the beach. See the environment around you see the climate change ...we can see it. We can see it, and get inspired by that. Ultimately there are two types of people. There are dreamers and there are doers and that's
great because we need both.”

In other words, one should not allow doubt or hesitation to cloud the positive changes they are attempting to make. Whether the idea is as large scale such as creating a new business, starting a global movement, or petitioning larger companies for change, or as small scale as picking up litter in the forest, shopping only at companies that support the circular economy, or installing task lighting using LED bulbs, every effort is essential for dragging the planet back from the edge of disaster.

Furthermore, enterprises can help to educate their clients about their personal environmental impact simply by putting their product into the world. Erik Andersson from SPILL - a restaurant that fabricates its meals from food about to be thrown away - described, it is simply not enough to educate people on food waste. The importance of eating a good meal while simultaneously knowing the ingredients would have otherwise been disposed of, may just be enough to instill new thoughts and change habits. Plus, as Lili Dreyer of Wair said of the awareness her recycled shoes bring into the world, “Understanding the benefits of a circular economy would make [the public] think... before they buy something.” By purchasing her product and understanding her perspective, Dreyer’s clients can take their new knowledge of the circular economy and apply it to their everyday life. As Maxwell Hartman from Humanitrack, a web platform that allows scientifically minded people to connect and start solving global problems, stated, “It’s the choices we make in society, and in what we buy, as that plays into the consumer part, we have a lot of power. It is the governments in our activism and our voting rights and who we elect... We want to enable people to take

Figure 14: A diagram of the cycle of entrepreneurial success
Another example is from Mathilde Thorup, an associate of the revolutionary SolarSack organization. She claims that one of their biggest challenges is getting consumers to understand the product, and changing their perception of buying what's easy instead of buying what is better for the environment. Another challenge Thorup mentions is actually convincing the user that the product works and is effective. Human beings are habitual creatures, and learning to trust these new environmentally friendly goods and services to work as well as their predecessors can be challenging. Despite how daunting it may seem to contribute to this positive global shift, entrepreneurs throughout the interview process continued to stress that a belief in these new products, services, and ideas will always be essential.

**Knowledge and Passion Initiates the Cycle for Entrepreneurial Success**

Knowledge is powerful when it comes to the individuals involved in promoting the Sustainable Development goals and working towards climate mitigation. This knowledge is essential for fueling passion, and for educating potential entrepreneurs as to how to best utilize their passion for good. Most of the organization’s founders, working towards a greener planet, were inspired in some way during their lifetime. Whether it was for personal reasons, a career path, or a childhood memory, an eye opening experience instilled motivation in them to be socially responsible. Figuring out what sustainability means creates the passion behind an organization. It is this kind of temperament that created the desire to not only learn more about what is happening in the world around them, but to actually do something about it. The way social entrepreneurs utilize their passion to kick start their positive impact on the environment, through their organization, is illustrated in Figure 14.

**Family Circumstances Motivate Social Entrepreneurs**

It is common to take everyday struggles with a grain of salt, but a handful of people use these experiences, to develop a movement towards bettering society. For instance, starting a family or having children can change the lens the world is viewed in. Anders Jensen from Greenspeak started an organization that would donate all of its profits to social and sustainable human nature projects after he realized that he could make a positive impact, thereby making the world a better place for his children to live in. In contrast, Matan from Two Forks realized that his long hours of being a chef did not give him the time to share quality dinners with his family. The idea of family and loved ones being safe inspires many people, and in some cases, enough to promote more creativity in their pursuit to act.

**Fulfilling Careers can Create Social Enterprises**

Being passionate for a certain career or field of expertise can leave an individual feeling as though there is also a social responsibility to their line of work. Some social entrepreneurs would not have originally considered themselves as such, but over time developed a deeper
connection with the meaning that lies behind their career. Andersson, the head chef and co-founder of SPILL, produces that-day fresh lunches from food waste, after noticing the trolley in the backroom when visiting one of the food suppliers in Malmö.

The trolley was filled with food ranging in diversity, from vegetables to meat, and in quality, both expired and fresh. His curiosity implemented him to ask where the food waste was going. When Andersson realized it was going nowhere and to no one, he couldn’t help but question why the system was this way.

Andersson then channeled his concern into combining something he loved with his moral compass. This was a common theme throughout the interview process: a chef or a farmer feeling a greater sense of satisfaction knowing their practices are improving environmental sustainability. “You know it’s fresh...you know it was picked this morning or today or this week, and you know that this is the best quality product that I can source for you... that is really important to me as a chef, and as a businessman.”

Levy, a chef, along with his wife Charlotte, a farmer, run the Malmö based restaurant and farm Two Forks. The couple, along with Andersson, stressed the importance that they want to improve the industry not only to better it for their own conscience, but to bring a healthier lifestyle to the people around them and the planet.

Childhood Experiences Influence Social Entrepreneurial Paths

For some social innovators, their ideas sprouted alongside their curiosity at a young age. Lili Dreyer, an advocate for the circular fashion industry, created her platform called Wair as her thesis paper she completed during her education. After talking about the prominent research she did on the fashion industry, Dreyer felt personally connected to her enterprise. She spoke about the memory she never forgot, when her father’s friend gave her big sheets of beautiful textile waste. The utter shock that the fabric she was holding would have been disposed of, became ingrained in her memory. “From there I have been researching about fashion and figuring out what is actually happening. Then it just hits you.”

Dreyer promotes the upcycling of all fashion through her workshops and business model, and her adolescent memories kick started her inspiring work. Although inspiration may be drawn from a single memory, Alejandro Franco was influenced over a longer period of time. “We saw coffee from the perspective that we grew up seeing, which is, how difficult the situation is for the people who we owe the existence of coffee, which are farmers, while the coffee shop owners are filling their pockets.”

Franco now spends his days running Kaffe Bueno, a social enterprise that recycles used coffee grounds into active ingredients for use in skincare and beauty products. The organization’s processes prevent the release of greenhouse gas emissions that would otherwise be released through traditional disposal methods. Franco’s enterprise gives back to the planet while simultaneously addressing his adolescent impressions of the importance of respecting the coffee industry.
Social Enterprises are Formed Through Personal Sense of Responsibility

A personal desire to take a worldly problem upon oneself can contribute to the societal and environmental changes a social entrepreneur creates. Some feel as though their enterprise is responsible for the education of others. Still, other innovators are concerned with the ethicality of building a business model from environmental concerns. Oleg Koefoed of Growing Pathways explored the concept - "There is an ethical concern - is it fair at all to turn [the climate crisis] into a business model? It’s like companies that make money from reconstructing cities that were destroyed by their own war. Sometimes when we stop to think, we realize the worse things turn, the more people will turn to [social entrepreneurs]." Growing Pathways advocates for the connection between human and nature, and helps to develop and connect urban farming projects. Koefoed feels action must be taken immediately with regards to the climate crisis, but his ethical compass wars with the necessity to make a living.

Growing Pathways recognizes that generating a business model based on climate crisis is a challenging subject, but some entrepreneurs simplify it to make their work more comprehensible. Nicolas Sibani of MoveCopenhagen, stated his comprehensive reasoning for becoming involved with a social enterprise. It was simply that he would like to leave the world a better place than when he found it. This sentiment is shared by social entrepreneurs across the Øresund region.

Social Entrepreneurs Recognize Not Every Idea Must be New

As Levy from Two Forks stated, “We are not going to reinvent the wheel…” Not every enterprise must have a new invention to contribute to the market in order to help enact change. Helping to disrupt harmful practices in already existing markets is just as, if not more, valuable than an enterprise creating a brand new product. For example, the social enterprise Grandma produces reusable cloth wrappers, fabricated from cotton, pine resin, and beeswax - a process that produces little to no waste. These wrappers can be used as a replacement for traditional plastic wrap - the wrapper sticks to itself and other packaging, ensuring the freshness of whatever food is contained within. Furthermore, the wraps are reusable for a year, as opposed to their traditional plastic counterpart which must be thrown out after use. Another example of this concept is the produce store LØS Market, in which one can purchase foods with no unsustainable packaging attached. In a traditional grocery store one may find peppers and apples in plastic bags, or nuts stored in disposable containers. In LØS Market, produce is simply stored in baskets on tables, and nuts and other smaller produce are kept in silos mounted on the walls, waiting to be loaded into reusable bags. The concept of food wraps and grocery stores are not new in any way. However, these two companies are advancing sustainability by presenting successful alternatives to traditional destructive constructs. It is imperative that
those with the ambition to advance climate action by creating a social enterprise recognise that not every idea has to be completely new, but has to have a reason behind it. Building upon old concepts and subverting traditional, environmentally damaging habits is equally as important as conceiving new ideas. As long as entrepreneurs remain true to the heart of their enterprise, ensure that their business structure is economically sustainable, and fulfill their purpose, the chances of success are higher than an enterprise with neither of these pillars solidified.

**Economic Sustainability is Essential for the Survival of a Social Enterprise**

Social enterprises may choose whether to be for profit or non profit, but no matter this decision, monetary support is key to survival as a sustainable business. As Jørgen Skjød from Zenz, a company creating sustainable hair care products, put it, “right now it’s more expensive to consider sustainability and take that into consideration when you make your product.” Because, generally, the world has become accustomed to utilizing non-renewable and unsustainable products and materials, sustainable materials are harder to come by and therefore cost more. Sibani from Move Copenhagen supported this assertion by stating “[Move Copenhagen is] always navigating within a limited budget.

Sometimes you have to make a choice between the most sustainable option and economical solutions.” In order to support these more expensive, environmentally friendly options, companies must have enough funding. As shown in Figure 17, funding is actually the biggest challenge facing these enterprises.

There are a multitude of factors that may influence the profit margins of social enterprises. First of all, the public attention a company receives influences how much of their product or service is purchased, and can have a severe impact on their earnings. For example, think.dk is a non-profit knowledge platform, event and project...
space and a co-creative community for people who want to support the acceleration of change towards a sustainable way of living. By applying a holistic approach to sustainability and promoting alternative solutions, the organization spreads awareness and promotes human connection. This company is still seeking members to achieve their sustainable level of economic stability, they have in the past lost money, due to operating costs outweighing their income, per month.⁴³ Because this organization does not wish to compromise on their core values of non-profit orientation, think.dk does not have sufficient operating income, but adheres to their moral code. Conversely, Repamera is a Swedish social enterprise that can be described as a mail-in tailor - customers can send their damaged clothes to the company through the postal service, and receive it via return mail, good as new, within fourteen days. Created in 2017 with the initial model of the founder, Henning Gilberg, riding his bike around to pick up clothing and deliver it to the tailor, the business is so widely used that Gilberg is able to pay all of his employees, make a profit, research new sustainable shipping packages, and reinvest in his business via advertising.⁴⁴ Although these two companies have been around for almost the same amount of time, there is a stark difference in their financial stability.

Another factor that may influence the financial sustainability of social enterprises is the entrepreneur’s personal view on making money. Gilberg, founder of Repamera, stated that he believes some entrepreneurs feel as though earning money undermines their attempts to make the world a better place - they believe that striving to earn money helps to support a capitalist system that, in turn, is supporting climate change. However, Gilberg believes that operating within the current rules of capitalism will allow social enterprises to make change more effectively; “When you understand the game and play the game, you can change a lot of people’s behavior[s] in a short while”.⁴⁴ By accepting the fact that being economically stable and making money must be a priority, Gilberg believes that these entrepreneurs will be setting themselves up for success. Jensen, from Greenspeak, expressed concern that prices on the products sold by social enterprises are unreasonably high, as some social entrepreneurs are only in it for the money. Jensen stated that some entrepreneurs are selling sustainable products thinking they can get rich on it.⁴⁵⁴⁹ Some entrepreneurs may shy away from attempting to make money off of their enterprises because they are uncomfortable with the fact that they may be perceived as simply attempting to make money. On the other hand, companies such as Greenspeak have ensured their fiscal sustainability while still adhering to their mission of supporting other environmentally conscious small businesses and social enterprises. When their cell phone plans generate money, their primary investment is into their business, addressing wages and rent first and foremost. As soon as they fiscally break even, Greenspeak donates all profits to charities and green companies their customers help to select. As Jensen stated, “We are giving karma to our customers because they know, for the first time, they’re doing business with a company that doesn’t want to profit off of them”.⁴⁵⁴⁹

Establishing a fiscal plan to ensure that one’s social enterprise will be economically sustainable should be one of the first things accomplished by a new social entrepreneur. Whether this is accomplished via government grants, crowdfunding, or utilizing personal funding until the company’s product sales accomplish self-sustainability, economic stability is essential for a company to progress.

Social entrepreneurs and innovators are the key to inaugurating change for everyone, in the sector of sustainability and
minimizing climate change. These are some suggestions to further accelerate their encouraging and hopeful work.

Socially responsible organizations should focus on outreach as a main component of their movement.

In order to make an impact on other businesses, organizations, and the public, social entrepreneurs should make raising awareness a main priority. It is the responsibility not only of the people that are aware to spread their findings and experience, but also on the public to be open minded in reflecting and acting on what is disclosed to them. Even small acts can have a ripple effect on the community.

Social enterprises should utilize their passion as inspiration to participate in achieving Goal Thirteen, as well as the other Sustainable Development Goals.

Most of the information discovered by these individuals was presented to them through following their passions and ideals towards what they felt was right. These social innovators have found inspiration through what brings them joy, and they emphasized that if their heart is not fully invested in the cause, it will be difficult to stay motivated and leave them feeling unsatisfied. This is a key component for a social enterprise - the entrepreneur must never forget their central mission, their original intention for founding their business.

Social innovators should solidify a marketable business plan early on with opportunity for growth.

Even though these innovators follow what they believe is their obligation to society, many face the battle of also surviving and making a living. Leaving room for flexibility and development is important, as that is what society and the environment is always doing. Technology, economy, society, and politics are all volatile arenas that are always changing and progressing, and it is important that this volatility is factored into the goals and missions of social enterprises. What an organization chooses to do with their profit or revenue is up to them, however, a successful movement and idea must have a stable and reliable financial model. An enterprise does not always require a perfect salary and business plan to just stay afloat, but those considerations must be made to allow the continuation of their important work.

Social enterprises should focus on collaboration.

Most, if not all, of the organizations made a point to state competition as both a challenge and an opportunity. Competition can push businesses to innovate and improve, collaboration may contribute to more progress with regards to sustainability. Instead, collaboration will accelerate the possibility of a sustainable society and common environmental practices. In other words, effort should be made to reduce quarrels for consumers, produce, funding or anything else that contributes to the organizations environmental success. Moral and ethical activists involved in whatever field or industry they are trying to improve should welcome the thought of their ideas being duplicated and mirrored, as it will take their concept to the next level.
Social Enterprises should review all aspects of their organization to favorably impact the circular economy.

Although some things are out of entrepreneurial control, like the inability to force non-advocates of societal progress to be more sustainable, as well as legislation, they can have a greater influence than they may perceive. Circular economy is all about the life cycle of production and effects on the environment. As shown in Figure 18, this includes shipping, transportation, use, disposal, and any other sectors involved in the chain. When creating a product, innovators should track the supply chain. When creating an event or festival, encourage and simplify local or combined transportation. Try to implement composting or sourcing from local farms when creating a food-based business. These enterprises and innovators bring to the surface aspects of everyday life that are taken for granted, and everyone should follow by evaluating their own footsteps.

Conducting research in the Øresund region, it became clear why Denmark is ranked 3rd and Sweden 5th in the world through the Environmental Performance Index. While the everyday actions of the citizens and the infrastructure as a whole greatly contribute to this ranking, the actions that social enterprises and businesses take in their operations serve as a motivator for all future endeavors. The pool of subjects all shared a common theme, that they fit within both categories of dreamers and doers. Passion and drive allowed these social innovators to not only gain satisfaction and joy out of their livelihood, but also contribute to what they believe to be social and environmental justice.

Running a business in any industry attracts competition, but the eye opening experience of collaboration has a much larger affect in the race against climate for these activists and their organizations. Through collaboration, innovation is born and change is bred. Sustainability is the future, and what it means to each entrepreneur has manifested in a way that takes action. The most important and consistent message that we received from these entrepreneurs was that now is the time to act. When it comes to mitigating climate change, the world needs change, and nothing will advance in a positive direction unless more people make a conscious effort to correct their habits, support the circular economy, and work
every day to ensure that their actions are sustainable. A positive step towards our future as a race has to be made, and it begins with these socially responsible scientists, economists, activists, and innovators.

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Figure 19: Our team with Per Bach
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Appendix – Example Summaries

GreenSpeak

Mission
The founders of GreenSpeak wanted to change the way of doing business, putting the consumers before the company and themselves. They established the company to provide a service that almost everyone needs, phone plans, but all of their profits are given to charities while the owners of the company limit their salary to the average wage in Denmark. In their own words: “What you do with your money matters!”

Products and Services
GreenSpeak is a telecommunications company, offering a variety of packages at competitive prices. Any subscriber is able to vote on which charity they want profits to go toward creating a closer connection between the consumer and the company. While this is their primary business, GreenSpeak also has many projects to spread awareness of sustainability including the Green Talk podcast, a video series, and the annual Green KBH Trade Fair and Market.

Climate Impact
- Within their business, GreenSpeak rents a communal space that is shared with other businesses.
- They reuse old computers, share printers, and do anything else they can to limit their own climate impact.
- Their support for charities and the outreach they provide through their various projects have helped many people improve their own sustainability.
- They hope to be a piece of a revolution of sustainable business practices.

Additional Information
- Website: greenspeak.dk
- Address: Ødebagade 4 2100 Copenhagen Ø
- Email: info@greenspeak.dk // Phone: 71 79 71 79

Co-Lab

Mission
Co-Lab is a community lab that houses DIY Bio in a lab setting to expand the realm of possibilities in biology. This open space gives innovators a place with less structure, to allow the sky to be the limit on the progress and advancements in the science world on their projects and make their dreams a reality.

Products and Services
Members receive access to all of the monthly hosted events, open lab spaces in both the kitchen for fermentation studies, as well as the makerspace for access to technology and science equipment, and 3D printers. This approach to science and development creates a space for innovators to think outside the box and try things out in communal environment.

Climate Impact
- Some of Co-Lab’s glassware and equipment is donated from Nova Nordic when they are done using it or when they receive new equipment.
- Community groups meet once a week and there is a sustainability group that focuses on projects to better themselves.
- Individual Goals: Make their members as sustainable as possible in their everyday lives and how they can change an individual to improve it.
  - One project identified different rooms in a home and how they can make them more sustainable. (For instance the bathroom uses many single use plastics, so to change this they started a project that created homemade soap and shampoo bars)
- World Goals: Update their members on weekly posts as to what is going on in the world and discuss whether the members agree or not. Co-Lab wants their members to be educated on the topics, so they hold structured debates on sustainable issues in the world
- Outreach: Co-Lab hosts one external event a month, all members have access to the space and free attendance to the event.
- Some of the members projects include fermentation, x-ray using biomatirials, and 3D printing utilization

Additional Information
- Funding: Member Fee, General Member Fee, Events & Supporters can donate
- Website: https://www.co-laboph.org/
- Address: Pruebaenvej 3, Copenhagen 2100

Produced by the Climate Action Team (2016) in cooperation with Worcester Polytechnic Institute. Sponsored by Gaia Trust and Social Entrepreneurs in Denmark
Appendix- ‘Do’s that Don’t Cost’ List

**DO’S THAT DONT COST**

How to Maximize Sustainability while Minimizing Costs

**ENERGY CONSUMPTION**

- Invest in LED lighting
- Maximize the use of natural lighting
- If you own your property - choose a green energy provider
- If your property is rented - talk to you landlord about switching their energy provider

**WASTE MANAGEMENT**

- Do away with all single use items in the workspace
- Ensure that bins for recycling, food waste, trash, and bottles are available
- By fewer packaged items
- Purchase used furniture

**TRANSPORTATION TIPS**

- Encourage public transportation to be utilized over cars
- When applicable, encourage carpooling
- Take ground transportation as opposed to air travel when possible

**OUTREACH**

- Label your packaging as sustainable, if applicable
- Advertise your products and services as sustainable
- Ensure customers can get to your event or purchase your product without releasing GHGs