

APPLICATION OF ECO-SOCIOPRENEURSHIP

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Abstract

The global agenda on sustainable development has brought attention to government, business, and education institution to initiate the implementation of sustainable development in those sectors. Business sector needs to aware the concept of cleaner production, resource efficiency in order to be able to sustain. The Eco-sociopreneurship is one example of implementing sustainable development in business. It addressed sustainable dimensions which are production efficiency, environmental management and human development. The indicators known as compass of sustainability are used to measure and control the implementation of sustainability dimensions. It consists of Nature, Society, Economy, and Wellbeing. In this paper a best practice of eco-sociopreneurship is discussed.

Keywords : eco-sociopreneurship, sustainability, compass eco-sociopreneurship.

INTRODUCTION

Eco- sociopreneurship is an entrepreneurship which gives social impact and consider ecological aspect. The concept of sustainable development is used to implement eco-sociopreneurship, sustainability means the ability of a system to continue working over the long term. The system can be a forest, a school system, a government sector or a company which exists a set of conditions and boundaries, whether it will be able to continue or to suffer some kind of collapse. Development means change over time, which can involve reductions, qualitative changes that involve growth or reduction. To make sustainability is possible, something has to stop growing



or even to shrink, which is different from the concept of growth. For example, the use of fossil fuel need to be replaced by renewable which means the sustainable development is introduced by shrinking of fossil fuel use. Figure 1 shows the process of implementing the sustainable replacements for our unsustainable way of life has to be faster and has to be pushed. Since we don't have enough time, the sustainable practices and technologies have to be introduced. Nowadays, we can see unsustainable technologies and practices form the indicator of pollution, poverty gap, destruction and uncontrolled fossil fuel use. Hence, all the human activities, government and business have to pay attention in innovation, empowerment, renewable, conservation and awareness issues. The transformation point is very crucial, all stakeholders have to work together to push this point forward and up. If we fail to do so, the future of this planet is questionable.

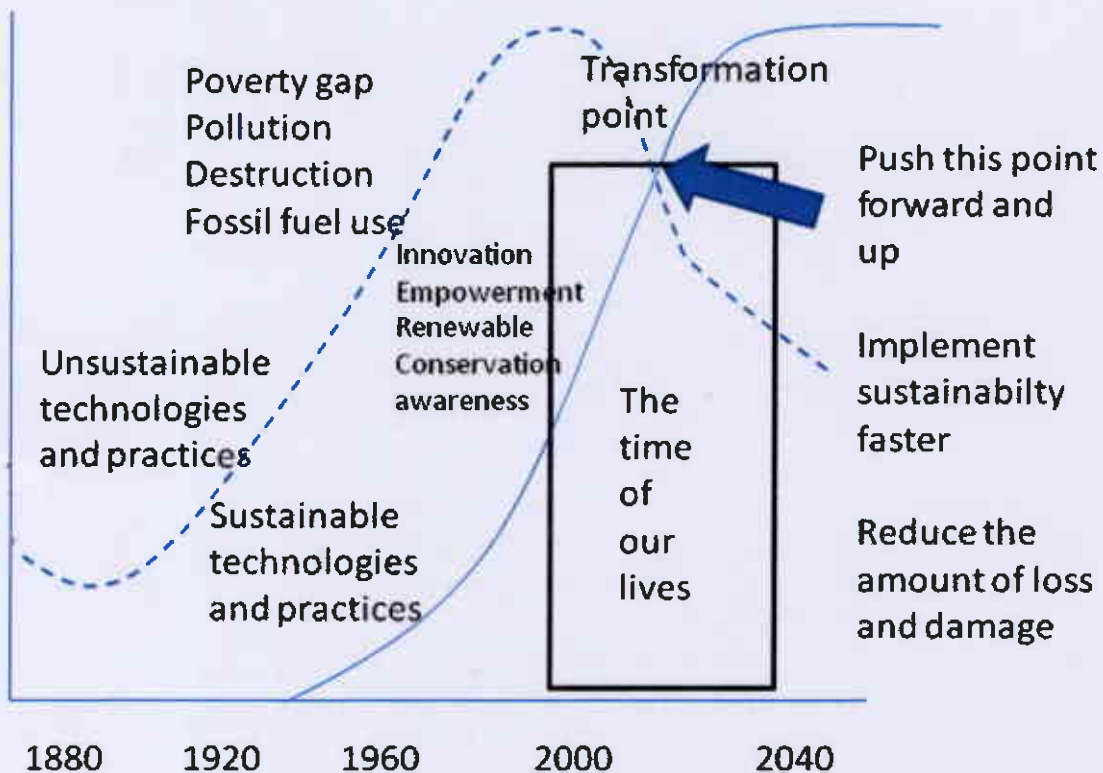


Figure 1. The hope graph (adapted from Atkisson, 2006)



THE COMPASS OF ECO-SOCIOPRENEURSHIP

Compass is the framework for indicators and assessment by organizations, companies and cities which consist of N (nature), E (economy), W (wellbeing), and S (society) as shown in Figure 2. Nature is the ultimate source of all our resources, the ultimate of respiratory of our wastes. Economy is the process which we turn nature into goods and services. Society means the social systems of our world. Well being can be defined as individual health, and quality of life.

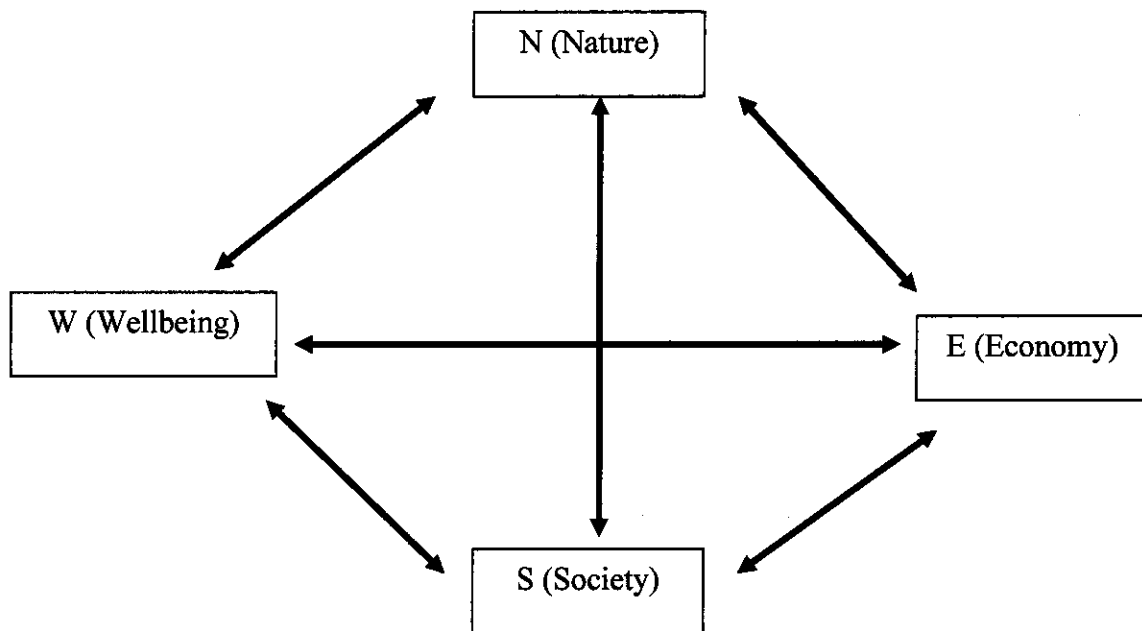


Figure 2. The compass of sustainability

Hence the business has to have indicators in Nature, Economy, Society and Wellbeing which has relation each other.

Nature refers to the underlying health and sustainable management of key ecosystems, bio-geo-physical cycles and natural resources. The indicator will be : quality of nearby body water, biodiversity count, resource consumption, greenhouse gas emission.



Economy refers to all the ways human being work with nature. The concept here are work, productivity, efficiency and effectiveness. The indicator will be financial indicators which more sustainability-oriented , such as how much company is investing in research and development to find more sustainable way of doing business

Society is the category for the social system structures and institutions that are driven by people acting collectively. The indicator for company or institution will be worker retention rates, assess equitable treatment, and how the organization relates to its stakeholders which shows everybody inside and outside organization is affected by the organization performance and behavior such as customer satisfaction index.

Wellbeing focuses on the individual which relate to health and happiness. The indicator in company can be sick days away from work, survey data of people quality of life, or number of worker get the prescription for anti-depressant

This compass is used as a tool for many organizations, and also as means to achieve an end. The eco-sociopreneurship includes all these different perspectives when thinking about the future which can't leave even one of this perspective.

THE EXAMPLE OF ECO-SOCIOPRENEURSHIP

Sanitation solution

Driven by sanitation issues, which creates social and environmental problem, a company named Groen Indonesia (<http://www.groen-indonesia.com>) has been working to solve sanitation in outdoor activities by designing a portable toilet, which is comfortable, handy and easy to use. The portable toilet has helped to solve a sanitation in outdoor activities, which can give impact to social issues and also solve the ecological problem. The portable toilet is designed to use semidry sanitation concept with a limited water usage for flushing. The water and material have been designed to be recyclable (Figure 3).





Figure 3. Portable toilet

Domestic waste solution

Driven by the domestic waste problem from household, the same company has designed a mobile crusher which is used to cut the organic domestic waste which then can be processed as compost. The diagram of how the domestic waste is treated can be seen in Figure 4.

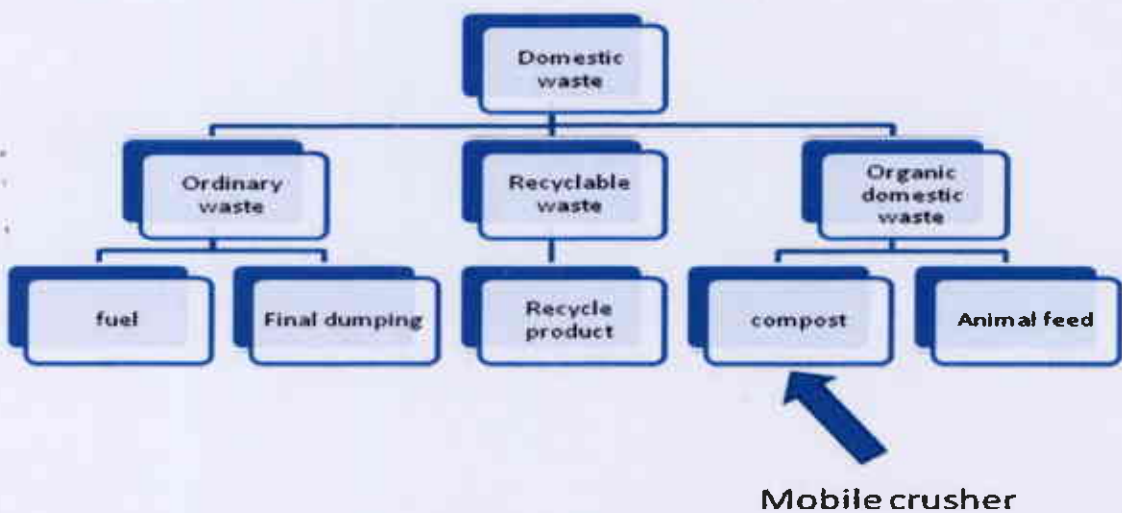


Figure 4. The diagram of domestic waste treatment

The mobile crusher can be used for preparing the organic domestic waste for composting, the surface area of the crushed organic domestic waste will be larger, so it is easy for the composting process. The example of mobile crusher can be seen in Figure 5.



Figure 5. Mobile crusher

Since the company is an example of eco-sociopreneurship , the indicator are as following :

Nature : the resource consumption is 50 liter per day for daily use (for portable toilet product), the minimum amount of fuel used (for mobile crusher)

Economy : ratio of amount of money earned to amount of money used for research development in warehouse for contributing sustainable development

Society : customer satisfaction index which consist of the aspects of comfortable, hygiene and handy (for portable toilet), and the customer satisfaction index for durability of mobile crusher.

Wellbeing : turn over rate in the company

Reference :

Atkisson, Alan, 2006, The ISIS agreement.

