



**university of  
 groningen**

campus fryslân

centre for sustainable entrepreneurship

**Department**

**Sustainable Entrepreneurship in a Circular Economy**

**Overview of Output**

**January 2023 – January 2024**

**Prof Gjalt de Jong**

## Summary and Overview

The Department of Sustainable Entrepreneurship in a Circular Economy (SECE) is very happy to share their next overview of output in the period January 2023 – January 2024. The SECE Department continued to develop a wide range of innovative activities in line with the Department's mission, vision and strategy ([www.rug.nl/cf/cse](http://www.rug.nl/cf/cse)). This overview reports its main output and deliverables for the January 2023 – January 2024 period (following the Department's performance reported earlier in the Department's latest [brochure](#)).

In 2023, the SECE Department consists of eight (senior) staff members (prof. Gjalt de Jong, dr. Emma Folmer, dr. Josephine Geiger, dr. Berfu Ünal, dr. Niels Faber, dr. Tom Long, dr. Sven Kilian and Hillie van der Bij), 10 PhDs (Valerija Golubic-Woudstra, Femke Vrenegoor, Hellen Dawo, Can Saral, Jens Kaus, Eric Fath-Kolmes, Geesje Duursma, Rymvide Muzikeviciute-Oud, Stefano Bertorini and Alex Bonnema) and a network of alumni including former staff members (including dr. Maaike de Jong, dr. Alexander Grit, Hans van Polen, dr. Elsbeth Bembom and Giacomo Buzzao), former PhDs (including dr. Manon Eikelenboom, dr. Hendrik Thelken, dr. Angela Greco, dr. Margo Enthoven and dr. Monique de Ritter) and approximately 125 former master sustainable entrepreneurship students. Femke Vrenegoor and Hellen Dawo successfully completed and defended their PhD thesis. Tom Long changed places and accepted the position as a professor at the EDHEC Business School (Lille, France). We welcomed Sven Kilian as our newest assistant professor in sustainable entrepreneurship. Jens Kaus and Valerija Golubic-Woudstra are in the final stages of their PhDs. The Department currently is recruiting a new assistant professor for circular economy anticipating that Niels Faber has accepted a new position as professor at the Hanze University of Applied Sciences in 2024.

The SECE Department believes we can restore the balance of our valuable systems. Sustainable entrepreneurs generate new products and services with new business models that offer solutions for the grand challenges of the modern world economy. Sustainable entrepreneurs transform the linear, fossil-fuel based liberal market economies into circular, green and sustainable societies with well-being for all. Sustainable entrepreneurs save the only planet earth that we have.

The SECE Department wants to make sustainable entrepreneurship and the transition to a circular economy successful. This mission translates in new teaching programs for students, new research programs for scholars and new impact programs for regional, national and international communities.

In the past year, the SECE Department has developed 15 journal articles/books/contribution to books, 2 SECE PhD thesis defences, 10 conference presentations/conference proceedings, 4 received grants, 22 papers and research projects in progress, 30 master student sustainable entrepreneurship research projects, and 45 societal impact events (including public presentations, guest lectures, master classes and news events). Each of these achievements is valuable of and in itself. Each achievement is developed from the intrinsic motivation to make sustainable entrepreneurship and the circular economy successful. Among all achievements, three innovations are worthwhile highlighting.

First, as announced earlier, the senior team of the SECE Department successfully published the DeGruyter Handbook of Sustainable Entrepreneurship Research. The DeGruyter Handbook presents a wide variety of perspectives concerning research questions and aims, research methodologies, theoretical foundations and development and societal impact. The DeGruyter Handbook is the final token of appreciation for the legitimacy of sustainable entrepreneurship as an independent field of research. Related to this, professor Gjalt de Jong joint with professor Margreet Boersma published 'Foundations of a Sustainable Market Economy. Guiding Principles for Change'. This book offers students and scholars to learn about the fundamental limitations of a market economy and how sustainable entrepreneurs are pivotal in the transition to a sustainable economy.

Second, the unique proposition of the SECE Department not only enabled to deliver unique publications, master student projects and PhD theses but also new very large grant applications that otherwise would not have been possible. The SECE Department now has a proven track record in successful interdisciplinary, transdisciplinary and multi-method research that offers important solutions for the transition to a circular economy with social welfare for all. Based on our achievements, the SECE Department successfully completed three new grants. A first grant was obtained by dr. Emma Folmer for social entrepreneurship. This new SNN valorisation grant resulted from a successful collaboration with one of our master program alumnus Jeroen Dijkstra who founded the social enterprise Pottle. A second grant was obtained by dr. Josephine Geiger for identifying key psychological determinants and gamification strategies to encourage the adoption of protective behaviours. This NWO ZonMw grant is awarded for breakthrough projects on human exposure, behaviour and interventions. A third grant was obtained by Stefano Bertorini, Niels Faber and Gjalt de Jong for the application of Kate Raworth's Donut Economy model to the transition of regenerative farming. A fourth grant was awarded to Gjalt de Jong for the RE-GE-NL transition program. This grant from Nationaal Groeifonds offers the

opportunity to hire 17 fte in new staff to supervise the upscaling of regenerative farming in Fryslân and elsewhere. Gjalt starts a new Centre for Sustainable Agriculture Transition to organize ongoing research, education and societal impact for the sustainable production of sustainable food with sustainable business models. This new Centre also enables new collaboration with, for example, our Vereniging Circulair Friesland that also received a grant from Nationaal Groeifonds. This latter grant is for biobased and circular construction solutions and perfectly aligns with new business model opportunities for farmers. There is competition for grants and not all grant applications that the SECE department members submitted have been successful. That said, the SECE Department continues to benefit from its regional sustainable alliances and ongoing new sustainable opportunities for new sustainability grants.

Third, the SECE Department successfully completed its 6<sup>th</sup> cohort of sustainable entrepreneurship master students in July 2023 and started the 7<sup>th</sup> cohort in September 2023. In doing so, the SECE Department enables new sustainable start-ups and new sustainability management, consultancy and governance around the world. Our sustainable entrepreneurship master program continues with very high success rates (almost all students finish the program in one year) and with very high satisfaction rates from students, teachers and our stakeholders. Our master students continue to develop a wide range of new sustainability projects in Fryslân and elsewhere. In doing so, this joint projects with students, senior staff and stakeholders result in new solutions for challenges that entrepreneurs face when working from the principles of sustainability.

These achievements highlight the legitimacy, success and future sustainability of our SECE Department. The recent academic evidence and climate events again show that climate change will not stop and that sustainable entrepreneurship more than ever are the key for sustainable solutions. The SECE Department has a job to do – and will continue to do so in the next years to come.

Leeuwarden, December 2023

Prof. Gjalt de Jong

Head of the Department Sustainable Entrepreneurship in a Circular Economy

Director of the Centre for Sustainable Agriculture Transition

### **(1) Publications: Journal Articles, Books and Contributions to Books (selection)**

1. De Bruin, A., de Boer, I.J.M., Faber, N.R., de Jong, G., Termeer, K.J.A.M., & de Olde, E.M. (2023). Easier said than defined? Conceptualising justice in food system transitions. *Agriculture and Human Values*.
2. Duursma, G., Losekoot, E., & de Jong, G. (2023). The role of volunteers in creating hospitality: Insights from museums. *Journal of Hospitality and Tourism Management*, 54, 373-382.
3. Engels, H., Jonker, J., & Faber, N. (2024). Unravelling transition pathways (1): Conceptually clarifying the construct of events. In: A. Stefanakis & I. Nikoloau (Eds), *Circular Economy and Sustainable Development: A Necessary Nexus for a Sustainable Future*. Berlin: Springer.
4. Engels, H., Jonker, J., & Faber, N. (2024). Unravelling transition pathways (2): Conceptually clarifying the construct of patterns. In: A. Stefanakis & I. Nikoloau (Eds), *Circular economy and Sustainable Development: A Necessary Nexus for a Sustainable Future*. Berlin: Springer.
5. Faber, N. & Witjes, S. (2024). *Framing the Future of the Economy*. London: Edward Elgar
6. Faber, N., & Jonker, J. (2023). A long-term perspective on sustainable business modelling: changing value creation, actors, and scope in a quest to foster transformation and transition. In: G. de Jong c.s. (Eds). *DeGruyter Handbook of Sustainable Entrepreneurship Research*. Berlin: DeGruyter.
7. Faber, N., & Pennink, B. (2023). From economic to sustainable value creation: the role of the region and room for entrepreneurial activities. In: G. de Jong c.s. (Eds). *DeGruyter Handbook of Sustainable Entrepreneurship Research*. Berlin: DeGruyter.
8. Folmer, E., Rebmann, A. Johnson, C., van der Waal, E, & Schneiders, A. (2023). Mapping Change in local energy: Community energy groups and their Theory of Change. Chapter 21 in Jong, G. de, Faber, N., Unal, B., Long, T.B., & Folmer, E. (Eds) *DeGruyter Handbook of Sustainable Entrepreneurship Research*. Berlin: De Gruyter.
9. Jong, G. de, Faber, N., Folmer, E., Long, T., & Ünal, B. (Eds) (2023). *DeGruyter Handbook of Sustainable Entrepreneurship Research*. Berlin: De Gruyter.
10. Kilian, S., & Mann, A. (2023). Konsumentenzusammenschlüsse als neues Dienstleistungskonzept zur Förderung des nachhaltigen Konsums – konzeptionelle Grundlagen und empirische Befunde. In: Bruhn, M., Hadwich, K. (Eds) *Gestaltung des*

*Wandels im Dienstleistungsmanagement. Forum Dienstleistungsmanagement.* Wiesbaden: Springer Gabler.

11. Mann, A., & Kilian, S. (2023). Sustainable Consumption Communities: Relevance and Acceptance. *Marketing Review St. Gallen*, 40(2), 18-26.
12. Schadenberg, D., Folmer, E., & Long, T.B. (2023). Sustainable Entrepreneurship Education. Chapter 4 in Jong, G. de, Faber, N., Unal, B., Long, T.B., & Folmer, E. (Eds) *De Gruyter Handbook of Sustainable Entrepreneurship Research*. Berlin: DeGruyter.
13. Senyolo, M. P., Long, T. B., Blok, V., & Omta, O. (2023). Climate-Smart Agriculture Diffusion within Smallholder Agriculture Context: The Role of Business Models of Sustainable Entrepreneurs. In: De Jong c.s. (Eds), *De Gruyter Handbook of Sustainable Entrepreneurship Research*. Berlin: DeGruyter.
14. van Engelenhoven, A.M., Geiger, J. L., Ünal, A.B., Spinder, R.N., & van der Zande, I.S. (2023). Student perceptions of Living Lab research internships in the COVID-19 pandemic—a Dutch case study. *Education+ Training*, 65(10), 65-80.
15. Wang, L., & Long, T.B. (2023). The conceptual evolution of responsible research and innovation in China: a systematic literature review. *Journal of Responsible Innovation*, 10(1), 2226465.

## **(2) SECE PhD Thesis Defenses**

1. Hellen Dawo “Sustainable entrepreneurs in protected areas. Drivers, challenges, strategies and opportunities” (University of Groningen, Faculty Campus Fryslân, successfully defended 19 April 2023, first promotor, joint with dr. T. Long).
2. Femke Vrenegoor “Sustainable tourism entrepreneurs. Values, motivations and implemented sustainability measures” (University of Groningen, Faculty Campus Fryslân, successfully defended 14 April 2023, first promotor, joint with prof. dr. E. Cavagnaro).

### **(3) Chapters DeGruyter Handbook of Sustainable Entrepreneurship Research**

de Jong, G., N. Faber, E. Folmer, T. Long, and B. Ünal (Eds) (2023). *The DeGruyter Handbook of Sustainable Entrepreneurship Research* (446 pages). Berlin: De Gruyter Publishers.

#### **1. Chapter 1. Gjalt de Jong. Introduction. A general model of sustainable entrepreneurship in a circular economy.**

##### **Gjalt de Jong. Introduction to Sustainable Entrepreneurship and Foundations.**

2. Chapter 2. Stefano Pascucci. Sustainable Entrepreneurship Research: Narratives, Tensions and Future Agendas.
3. Chapter 3. Angela Greco, Rikke Kristine Nielsen, & Manon Eikelenboom. Fostering Sustainability and Entrepreneurship Through Action Research: The Role of Value Reciprocity and Impact Temporality.
4. Chapter 4. Dana Schadenberg, Emma Folmer, & Thomas Long. Sustainable Entrepreneurship Education.
5. Chapter 5. Rikke Kristine Nielsen, Arne Remmen, & Jacob Lundberg. Consultation: Building Social Relations with Productive Benefits.

##### **Berfu Ünal. Introduction to Sustainable Entrepreneurship and Leadership.**

6. Chapter 6. Berfu Ünal. Value-Driven Leadership in Sustainable Entrepreneurship.
7. Chapter 7. Hendrik Thelken & Gjalt de Jong. Back to the Sustainable Future: The Influence of the Big Five Personality Traits on Consideration of Future Consequences.
8. Chapter 8. Margo Enthoven. Unpacking Opportunity Recognition for Sustainable Entrepreneurship.
9. Chapter 9. Philipp S. Eppe, Lennart Winkeler, Geo Kocheril, & Torben Stührmann. Leadership in Transitions: The Case of Hydrogen.

##### **Thomas B. Long. Introduction to Sustainable Entrepreneurship and Context**

10. Chapter 10. Hellen Dawo. Sustainable Entrepreneurship and Context: Mapping Research on the Nexus and Demarcating Future Research Directions.
11. Chapter 11. Lavlu Mozumdar, Kazi Shek Farid, Shatabdi Acharjee, & Fatima Zannat Esha. The Untold Story of Women's Online Business in Bangladesh.

12. Chapter 12. Mmapatla Precious Senyolo, Thomas B. Long, Vincent Blok, & Onno Omta. Climate-Smart Agriculture Diffusion within Smallholder Agriculture Context: The Role of Business Models of Sustainable Entrepreneurs.
13. Chapter 13. Denise Speck & Thomas B. Long. Sustainable Entrepreneurial Storytelling in the Caribbean: Digital Storytelling to Empower Trinidad and Tobago's Cocoa Sector.

**Niels Faber. Introduction to Sustainable Entrepreneurship and Business Models.**

14. Chapter 14. Niels Faber & Bartjan Pennink. From Economic to Sustainable Value Creation.
15. Chapter 15. Bart van Hoof, Sjors Witjes, & Walter Vermeulen. Transformative Organizational Learning for Circular Economy.
16. Chapter 16. Milou Derks, Rick Gilsing, & Frank Berkers. Accelerating Transitions Through Business Model Thinking.
17. Chapter 17. Niels Faber & Jan Jonker. A Long-Term Perspective on Sustainable Business Modelling Changing Value Creation, Actors and Scope in a Quest to Foster Transformation and Transition.

**Emma Folmer & Valerija Golubic. Introduction to Sustainable Entrepreneurship, Performance and Impact.**

18. Chapter 18. Jian Li Yew, Wee Chan Au, & Andreana Drencheva. Impact Investment in Southeast Asia: An Overview and Framework.
19. Chapter 19. Alexandra Ioan & Alyssa Matteucci. Enabling the Agency of Others: The Ultimate Impact of Social Entrepreneurs.
20. Chapter 20. Mona Itani & Alain Daou. Breaking Boundaries: The Case of Women Tech-Entrepreneurs in Lebanon.
21. Chapter 21. Emma Folmer, Anna Rebmann, Charlotte Johnson, Esther van der Waal, & Alexandra Schneiders. Mapping Change in Local Energy: Community Energy Groups and Their Theory of Change.



#### **(4) Chapters Foundations of a Sustainable Market Economy.**

Boersma, M.F., and G. de Jong (2023). *Foundations of a Sustainable Market Economy*. Guiding Principles for Change. Palgrave MacMillan, Springer Nature Switzerland, Switzerland: Cham.

### **Chapter 1. The Functioning of the Free Market**

#### 1.1 What Are Market Forces?

- Consumers prioritize three essential criteria: Innovation, Quality and Price
- Shareholders strive for high returns on their investments

#### 1.2 Effects of the Compelling Hand on Business Choices

- Investing in Product Leadership
- Excellent Business Processes Through Cost Savings

#### 1.3 Summary

- Notes
- Literature

### **Chapter 2. The Tragedy of the Compelling Hand**

#### 2.1 Damage Caused by Product Leadership

- Overexploitation
- Damage to Humans, Animals and the Earth
- Waste

Damage arising from a Focus on High ROI and Patent Rights

#### 2.2 Damage arising from Cost Savings

- Damage Caused by Efficient Use of Resources
- Damage Caused by Managing Employee Productivity
- Damage Caused by Keeping Labour Costs Low

#### 2.3 Summary

- Notes
- Literature

## **Chapter 3. Guiding Principles in Our Current Economic Model**

### 3.1 Acting in Freedom for More Possession

- Freedom to Serve One's Own Interests
- Labour Specialization for Higher Productivity
- A Larger Market Through Free Trade
- Right of Ownership Aimed at Private Property
- Monetary Value Drives Our Activities

### 3.2 The Employee Is a Means of Production

- Employer–Employee: Who Pays, decides
- People Need to Be Motivated to Be Productive

### 3.3 Economic Growth and Trickle Down

### 3.4 The Role of the Government in the Market Economy

### 3.5 Summary

- Notes
- Literature

## **Chapter 4. Guiding Principles for a Sustainable Economy**

### 4.1 Acting Responsibly for Greater Well-Being

- Responsible Self-Interest Through Ethical Awareness
- Interdisciplinary Work for Sustainable Solutions
- Local Trade and International Sustainable Chains
- Ownership and the Sharing Economy
- Multiple Values Guide Our Activity

### 4.2 People Are Equal Partners in Production

- Equality Between Production Partners: Who Contributes, Decides
- People Are Motivated to Be of Value

### 4.3 Multiple Growth for All

### 4.4 The Role of Government in a Sustainable Market

### 4.5 Summary

- Notes
- Literature

## **Chapter 5. The Happiness of a Sustainable Market**

### 5.1 How the Sustainable Market Works

### 5.2 Translating Guiding Principles into a Sustainable Mission and Vision

### 5.3 Sustainable Product Innovation and Improvement

- From Linear to Circular
- A Sustainable Return on Investment
- The Power of Marketing

### 5.4 Cost Savings: Making Production Processes More Sustainable

- What Are Costs in the Sustainable Economy?
- Multiple Cost Reduction: Sustainable Use of Resources
- Equivalence: Joint Decision-Making
- Equality: Everyone Contributes

### 5.5 Summary

- Notes
- Literature

## **Chapter 6. Afterword: Taking Action! The Role of Individuals, Businesses and Government**

### **Literature**

### **Index**

## **(5) Conferences and Conference Proceedings**

1. Bertorini, S., de Jong, G., & Faber, N. (2023). Crafting Regenerative and Distributive Agriculture Business Models, Looking Beyond the Industrial Agriculture Era. RuralGeo 22023 Conference (Groningen, the Netherlands).
2. Kaus, J., Yang, M., Gebhardt, L., G., & Faber, N. (2022). The Emergence and Development of Sustainable Entrepreneurial Ecosystems – A Comparison of Three European Regions. European Group for Organizational Studies (EGOS) Conference (Vienna, Austria).
3. Kaus, J., Yang, M., Gebhardt, L., G., & Faber, N. (2022). The Emergence and Development of Sustainable Entrepreneurial Ecosystems – A Comparison of Three European Regions. New Business Model (NBM) Conference (Rome, Italy).
4. Kaus, J., Yang, M., de Jong, G., & Faber, N. (2021) Developing Sustainable Entrepreneurial Ecosystems for Regional Development: A Conceptual Synthesis. RENT conference (Turku, Finland).
5. Geiger, J.L., Malta, I., Ünal, A.B., Hoeks, J., & Graça, J. (2023). Testing the effects of a communication campaign to stimulate recycling behavior in a university setting. International Conference on Environmental Psychology (ICEP) (Aarhus, Denmark).
6. Folmer, E. & Rebmann, A. (2023). Innovation in community energy groups: a case of distributive agency. Emergence of Social Enterprise in Europe Conference (Frankfurt, Germany).
7. Faber, N., Bootsma, P., & Pennink, B. (2022). Multi value creation for sustainable regional development: Defusing the complexity trap. In L. Michelini, A. Minà, & P. Alaimo Di Loro (Eds.), *Proceedings of the 7th International Conference on New Business Models: Sustainable Business Model Challenges: Economic Recovery and Digital Transformation*. LUMSA University.
8. Kaus, J., Faber, N., & de Jong, G. (2023, June 20). Sustainable entrepreneurial ecosystem identity construction: The interplay of different types of social-symbolic work. Fourteenth International Symposium on Process Organization Studies (Crete, Greece).
9. Faber, N., Pennink, B., Bootsma, P., & Broecks, T. (2023, June 21). Value excavation: Towards a process model for multi-value creation in multi-actor contexts. *Proceedings of the 8th International Conference on New Business Models: Building Partnerships for More*

*Sustainable, Resilient, and Regenerative Business Models*. NBM2023 Conference (Maastricht, Netherlands).

10. Golubic, V., de Jong, G., & Folmer, E.C. (2023, November). Stakeholder dynamics in the context of organizational change: on the interplay between exogenous events, stakeholder salience, and institutional logic. *Taming uncertainty*. 37th RENT Conference (Gdansk, Poland).

## **(6) Research Grants Received**

1. de Jong, G. (2023). Nationaal Groeifonds grant RE-GE-NL program. PI for UG / University of the North – €15.9M (total NGF grant €129M).

Joint with Wageningen University and Research, Utrecht University, Next Food Collective, Ministry LNV and 54 regional/national agricultural farmers, experts and networks. Director for 19 ftes including 1.6 ftes full professor, 5 Phds, 1.3 associate professors, 2 ftes assistant professors, 1.6 ftes junior researchers, 1.5 ftes professors of applied sciences, and 3 ftes for transition experts.

2. Stefano Bertorini, Niels Faber & Gjalt de Jong (2023). Deep Design in Agriculture. 2nd call Public Engagement Seed Fund (<https://www.rug.nl/research/openscience/practices-support/public-engagement/seed-funding/second-call-winners>): €1500

This project contributes to the agricultural transition to nature-inclusive farming in the North of the Netherlands. The project puts a new tool for business modeling based on Kate Raworth's Doughnut Economics into practice. It facilitates the generation of transformative ideas based on regenerative and distributive principles. In a series of workshops, we aim to help farmers innovate their business models in line with these principles, helping them to develop actionable plans. Simultaneously, the workshops will generate valuable data that will contribute to action research for a PhD thesis in the Sustainable Entrepreneurship in a Circular Economy (SECE) department at Campus Friesland.

3. Geiger J.L., Malta, I. & Melgert, B. (2023). Microplastics and Citizens: Identifying key psychological determinants and gamification strategies to encourage the adoption of protective behaviors. ZonMw Breakthrough projects on human exposure, behaviour, interventions: €300.000.
4. Folmer, E. (2023) SNN valorisatieregeling. Cycle-Up Hub. Consortium with Pottle, NHL Stenden, Gemeente Leeuwarden, Omrin: € 48.000 euro.

## **(7) Papers and Research Projects in Progress (selection)**

1. Golubic, V., Folmer, E.C., Stephan, U. (2023). Trade-off or Complementarity? Financial and Social Performance in Social Enterprises (final draft & in progress)
2. Golubic, V., de Jong, G., & Folmer, E.C. (2023). Stakeholder dynamics in the context of organizational change: on the interplay between exogenous events, stakeholder salience, and institutional logic (final draft & in progress)
3. Golubic, V., de Jong, G., & Folmer, E.C. (2023). Friend or foe? Stakeholder induced tensions in a publicly owned hybrid organisation (final draft & in progress)
4. Golubic, V., de Jong, G., & Folmer, E.C. (2023). When legitimacy comes crumbling down: re-legitimation actions and strategies of an incumbent hybrid organisation (in progress)
5. Fath-Kolmes, E. M., Long, T. B., & De Jong, G. (2023). Dynamic Capabilities for Sustainability—A Systematic Literature Review (revise & resubmit Business Strategy and The Environment)
6. Fath-Kolmes, E. M., & Long, T. B. (2023). Dynamic capabilities for enhanced sustainability performance: A multiple-case study in the construction industry (final draft & in progress)
7. Fath-Kolmes, E. M., Iñigo, E. A., Long, T. B., & Santa-Maria, T. (2023). Dynamic Capabilities for Sustainability—Revisiting the Purpose (in progress)
8. Fath-Kolmes, E. M., Santa María, T., & Long, T. B. (2023). Dynamic Capabilities for Strongly Sustainable Organizations: Design Principles for Tool Development (in progress)
9. Fath-Kolmes, E. M., Santa María, T., Long, T. B., & De Jong, G. (2023). Dynamic Capabilities for Flourishing Enterprises - A Tool (in progress)
10. Fath-Kolmes, E. M., Embry, E., Dijkstra-Silva, S., & York, J. G. (2023). Within Four Walls: A Systematic Review of the Built Environment's Impact on Management (in progress).
11. Saral, H. C., Ünal, A .B. & de Jong, G. (2023). The Relationship Between Biospheric Values, Environmental Transformational Leadership and Green Behaviors of Employees: The Mediating Roles of Green Psychological Climate (final draft & in progress)
12. Saral, H. C., Ünal, A .B. & de Jong, G. (2023). Analyzing how Environmental Sustainability Awareness and Environmental Leadership are related using Twitter data (in progress)
13. Rimvyde B. Muzikeviciute, Marline Lisette Wilders & Michele Cerruti But (2023). Food for Thought and Thought for Food: Engaging a Community in Sustainable Local Practices through Arts and Culture (in progress).

14. Duursma, G., Losekoot, E., & de Jong, G. (2023). What helps or hinders volunteers from adding the 'ity' to a hospital? A case study on hospitality and hospital volunteers (in progress).
15. Kaus, J., Yang, M., de Jong, G., & Faber, N. (2023 *forthcoming*). Developing sustainable entrepreneurial ecosystems: The role of different ecosystems roles and types. In *Edward Elgar Research Handbook of Entrepreneurial Systems*. Edward Elgar Publishing.
16. Kaus, J., Yang, M., Gebhardt, L., G., & Faber, N.(2023). The emergence and development of a sustainable entrepreneurial ecosystems –the Dutch province of Friesland (final draft & in progress)
17. Kaus, J., Yang, M., Gebhardt, L., G., & Faber, N.(2023) Ecosystems as fields: Pathways for sustainable entrepreneurial ecosystem emergence and development (submitted to Journal of Business Venturing).
18. Kaus, J., Faber, N., de Jong, G. (2023) Region of dreams: Interorganizational identity emergence in a sustainable entrepreneurial ecosystem through social-symbolic work (submitted to Journal of Business Venturing).
19. Gebhardt, L., Kaus, J. (2023) How Sustainable Entrepreneurs Use Agencement for Resourcing and Impact (in progress).
20. Bertorini, S., de Jong, G., & Faber, N. (2023) Overcoming barriers (in progress)
21. Bertorini, S., de Jong, G., & Faber, N. (2023) A template for upscaling (in progress)
22. Duursma, G., Losekoot, E., & de Jong, G. (2023). The library as a hospitable place: hospitality and hospitable volunteers (in progress)



## **(8) Sustainable Entrepreneurship Master Student Projects 2022-2023 (selection)**

1. Annika Schewitz. From fast to slow fashion – raising students’ interest in sustainable fashion through education to foster sustainable behaviour.
2. Celia Indriana. The role of prior knowledge and motivation in shaping opportunity recognition in sustainable entrepreneurship.
3. Danna Mulya. Rethinking community-based tourism – negative impacts of CBT implementation on the community members.
4. Dóra Mokos. Discovering barriers of sustainable energy transition for sustainability-oriented, low-income citizens.
5. Elena Ahrens. Circular economy in the construction sector – barriers and drivers for the implementation of circularity in family-owned construction companies in Germany.
6. Emilia Angova. The sector-specific barriers to implementing circular economy practices in the craft beer industry.
7. Ferdinand van der Zee. Perceived drivers and barriers for farmers to grow cattail as a resource for the construction sector.
8. Fey Sdrolia. Demonstrating impact – unveiling the contribution of a Dutch wise to marginalized people’s well-being.
9. Gerben Kuipers. Redefining organisational purpose through alliances – the case of Stichting MKB Ondernemersavond.
10. Jacopo Pirovano. Exploring sustainable business model innovation and dynamic capabilities in the electric yachting industry – a comparative study of two startups.
11. Jantje Wildeboer. Pro-environmental transformation of Hurtigruten’s guests.
12. Josina West. Strengthening stakeholder engagement within corporate sustainability reporting.
13. Julia Zurita Castaneda. Green branding strategies – the perception of sustainability of waste management companies among young people.
14. Lina Alich. Middle managers’ commitment to organizational change towards sustainability.
15. Marc Dittmann. Cultivating sustainability – unravelling Europe’s agrochemical industry transformation.
16. Maria Tosi. Hitting two birds with one stone – assessing a company’s sustainability through a de-growth lens.
17. Marie Hartmann. The internal barriers and drivers of implementing circularity in companies, after joining a circularity training.

18. Márk Néméth. How to sail against the wind from a circular perspective – the barriers and drivers of the reincarnation processes of outdoor textile waste and the case of zonklaar.
19. May-Britt Bombe. The development of action competence for sustainability – a longitudinal study with Vereniging Circulair Friesland.
20. Mitsuki Nakao. The influence of sustainability training programs on organizational sustainability practices.
21. Sander Dillema. System change requires structural space for ‘Makership’.
22. Sarah Mermans. Development of a sustainability benchmarking tool for SMEs.
23. Shradda Karol. Overcoming the barriers in the greening of small-scale events.
24. Soner Ortabozkoyun. Barriers and key enablers of achieving a fibre-based packaging recycling target of 90% in Europe – a producer case study investigating the barriers and key enablers in regard to increasing cellulose fibre-based recycling rates within the packaging industry.
25. Viktor Schultz-Zehden. Barriers and drivers to the implementation of green hydrogen in the European steel industry – a PESTLE analysis.
26. Zara Hakima. Examining the operationalization of degrowth principles in the context of sustainable tourism businesses.

## **(9) Societal Impact: Outreach, Presentations and News (selection)**

1. Faber, N. Circular business model design: circumnavigating societal transformation. Guest lecture NHL Stenden.
2. Faber, N. Circular business model design: circumnavigating societal transformation. Guest lecture NHL Stenden.
3. Faber, N. Navigating transition: broken compasses and uncharted territory. Hour of sustainability, ZiuZ. Company lecture.
4. Faber, N. Noord Nederland verdient Circulair: workshop quickscan CBM.
5. Faber, N. Sustainable business modelling: crafting a circular economy. Responsibility for sustainability, learning event for Deloitte partners.
6. Faber, N. Sustainable business modelling: crafting a circular economy. Responsibility for sustainability, learning event for Deloitte partners.
7. Faber, N. Sustainable business modelling: crafting a circular economy. Responsibility for sustainability, learning event for Deloitte partners.
8. Faber, N. Sustainable business modelling: crafting a circular economy. Responsibility for sustainability, learning event for Deloitte partners.
9. Faber, N. Tijden van transitie: de circulaire urgentie van toekomstbestending ondernemerschap. Ontbijtsessie NNLvC..
10. Faber, N.. Deelsessie organiseren van waardebehoud. Regionaal bouwen aan Human Capital: demontage en hergebruik.
11. Folmer, E. Invited talk for KLM 'organizational change for sustainability', organized by SE alumna Terry Consenheim.
12. Geesje Duursma (2023). Guest lecture for female entrepreneurs on hospitality and entrepreneurship
13. Geesje Duursma (2023). Guest lecture on hospitality for volunteers museum It Damshûs (Nij Beets).
14. Geesje Duursma (2023). Podcast about the research of hospitality and volunteering ('Gastvrij Rotterdam').

15. Geesje Duursma (2023). Training hospitality for volunteers of the Vlechtmuseum Noordwolde.
16. Geiger, J.L, Malta, I., Melgert, B. MOMENTUM consortium meeting, 2 June 2022, Den Haag. Game on. Raising awareness for microplastics.
17. Geiger, J.L. & Malta, I. Co-organization of the Interdisciplinary summer school on Microplastics (grant received from University of Groningen: 4.000€ and from Agricola School: 2.000€).
18. Geiger, J.L. & Malta, I. Summerschool Interdisciplinary Perspectives on Microplastics. Microplastics: Awareness and Behavior Change.
19. Gjalt de Jong. Masterclass ‘regenerative farming’ Van Lanschot Kempen directeuren.
20. Gjalt de Jong. ‘FryslânDOK. De bodem bereikt. Aflevering 3’ (Omrop Fryslân en NPO.nl, 4 & 5 February 2023 and 22 July 2023).
21. Gjalt de Jong. ‘FryslânDOK. Postcast professor Gjalt de Jong (Omrop Fryslân, <https://podcasts.apple.com/nl/de-boaiem-berikt-3-gjalt-de-jong/> 21 February 2023).
22. Gjalt de Jong. ‘Landbouw heeft ‘wrotters’ nodig om door regels en systemen te breken’ (Friesch Dagblad, 19 January, 2023).
23. Gjalt de Jong. ‘Regeneratieve landbouw – wat zijn de mogelijkheden en belemmeringen voor boeren in de noordelijke Friese wouden?’ (persbericht en rapportage, LinkedIn, 25 October 2023).
24. Gjalt de Jong. ‘Rijksuniversiteit Groningen en boer gaan samenwerken in transitie’ (Nieuwe Oogst, 30 January 2023).
25. Gjalt de Jong. Besluit Commissie Nationaal Groeifonds Rapport beoordeling derde ronde – voorwaardelijke toekenning NGF regeneratieve landbouw (29 June 2023)
26. Gjalt de Jong. Dubbel interview met Thomas Oudman – landbouwtransitie, ‘Er gloort een mooie toekomst voor melkveehouders’, Broerstraat 5 herfst editie (18 October 2023).
27. Gjalt de Jong. Guest lecture PHD community University of Groningen ‘Radical innovation for sustainable change. New paradigms to safe planet earth’.
28. Gjalt de Jong. Invited member Wetenschappelijke Raad voor het Regeringsbeleid event for sustainable entrepreneurship.
29. Gjalt de Jong. Leeuwarder Courant vermelding NGF subsidie landbouw transitie (8 July 2023).

30. Gjalt de Jong. Masterclass 'regenerative farming' Rabobank directeuren.
31. Gjalt de Jong. NRC Handelsblad vermelding NGF subsidie landbouw transitie (6 July 2023).
32. Gjalt de Jong. Organizer of the seminar and key note for 'Regeneratieve landbouw in Noord-Nederland. Gezond voedsel van gezonde bodems met gezonde verdienmodellen.' (Leeuwarden, 18 January 2023, 125 participants).
33. Gjalt de Jong. Persbericht consortium / Minister LNV toekenning REGENL programma (12 October 2023) verschillende social media.
34. Gjalt de Jong. Persbericht Next Food Collective 'Regeneratieve landbouw krijgt impuls vanuit Nationaal Groeifonds' (3 July 2023)
35. Gjalt de Jong. Persbericht RUG en Campus Fryslân 'Belangrijke subsidie Nationaal Groeifonds toegekend voor transitie naar regeneratieve landbouw in Noord-Nederland' (6 July 2023) <https://www.rug.nl/about-ug/latest-news/news/archief2023/nieuwsberichten/0704-nationaal-groeifonds>
36. Gjalt de Jong. Presentatie 'duurzaam ondernemen in een circulaire economie' Vereniging Circulair Fryslan.
37. Gjalt de Jong. Representing RE-GE-NL program in the AgroAgenda 10 year celebration event.
38. Gjalt de Jong. Representing RE-GE-NL program in the Biobased NGF start event.
39. Gjalt de Jong. Representing RE-GE-NL program in the Koploper Alumni Netwerk Noord-Nederland event
40. Hillie van der Bij and Gjalt de Jong (2023). Workshop and presentation of regenerative farming research results Noardlike Fryske Wâlden.
41. Jens Kaus (2023). Presentation of selected research and literature on sustainable ecosystems for a consortium aiming to build a Northern Netherlands Circular Ecosystem.
42. Jonker, J., Faber, N., & Haaker, T. *Circular Business Models: A study to classify existing and emerging forms of value retention and creation*. Ministry of Economic Affairs and Climate Policy.
43. Jonker, J., Faber, N., & Haaker, T. *Quick Scan Circular Business Models: Inspiration for organising value retention in loops*. Ministry of Economic Affairs and Climate Policy.

44. Valerija Golubic (2023) Presentation of the project *Friend or foe? Stakeholder-induced tensions in a publicly owned hybrid organisation* at the Bite of science at Campus Fryslân
45. Valerija Golubic, Stefano Bertorini and Jens Kaus (2023). College carousel: Workshop for high school students on doughnut economics