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THE DIFFUSION OF CLIMATE-SMART AGRICULTURAL INNOVATIONS: SYSTEMS  
LEVEL FACTORS

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**ABSTRACT**

Sustainable entrepreneurs are key actors in transition towards sustainability; they develop needed innovations, create markets, and pressure incumbents. While socio-technical transitions literature is well developed, questions remain in terms of (1) the factors that inhibit sustainable entrepreneurs' role in transitions, and (2) the levers available to support sustainable entrepreneurship in socio-technical transitions. To explore these challenges, we review literature and construct a framework highlighting key factors and dynamics. We apply this framework to the context of climate-smart agriculture in (Western and Central) Europe. Data is collected through a desk-based review and semi-structured interviews ( $n=27$ ). We find that sustainable entrepreneurs are constrained by ineffective government and policy, resistant users, financial and economic factors, as well as innovations that are poorly aligned with societal and user demands. We contribute by highlighting the dynamics and forces that limit entrepreneurial actions and highlight key levers that are available to enhance sustainable entrepreneurship.

**KEYWORDS:** Socio-technical transitions; Entrepreneurial eco-system; Sustainability; Entrepreneurship; Climate-smart agriculture