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## Mission-driven entrepreneurship in ecosystems for sustainable systems change

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## Propositions associated with the PhD thesis:

### Mission-Driven entrepreneurship in Ecosystems for Sustainable System Change by Monique de Ritter

1. Sustainability challenges, such as climate change and social inequality, are so-called 'wicked' problems and therefore are best studied in an interdisciplinary fashion and from a systems perspective. *(Chapter 1 and Chapter 2)*
2. Personal drivers and motives play key roles in the founding of new mission-driven enterprises; often stemming from a personal pain or feeling of injustice regarding a certain theme in combination with the belief that non-profit organizations are not making the required change. *(Chapter 3)*
3. Entrepreneurs are key business model innovators – business model innovation for sustainability is a radical form of innovation, because it challenges models that have previously been successful. *(Chapter 4)*
4. As sustainability challenges, like climate change, are collective action problems ('tragedy of the commons'), the only way to address these problems is by organized collective action. *(Chapter 4)*
5. Ecosystems that are based on organizational principles of entrepreneurial effort, collaboration and networking, are a way to organise the collective action that is needed for setting in motion sustainable systems change. *(Chapter 5)*
6. Well-organized ecosystems may be considered the building blocks of an entrepreneurial and sustainable economy, creating the necessary leverage effect for the efforts of frontrunners such as mission-driven entrepreneurs and sustainability leaders needed for larger-scale systems change. *(Chapter 5)*
7. Sustainable systems change requires new organizational principles based on networking, ecosystems and cross-sectoral collaboration. *(Chapter 6)*
8. Between a ground-breaking idea and the implementation of this idea there is often a long 'incubation period', implementation requires a lot of collaborative effort and championing for change.
9. A better world starts with yourself, together with others.
10. When thinking about transitions towards sustainable systems change, do not forget about your neighbors, friends and family.