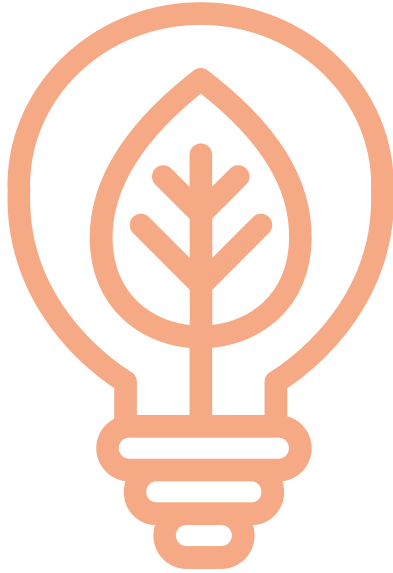


MAY 2021



ENABLING **SUSTAINABLE** **ENTREPRENEURSHIP** IN BRISTOL



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INTRODUCTION

The Vision

Bristol is a leader in the transition to greener economies. The first city in the UK to declare a climate emergency, Bristol has now set ambitious goals on sustainability. Key to achieving this is Bristol City Council's One City Climate Strategy (OCCS), which outlines how the city can become carbon neutral and climate resilient by 2030 [1]. However, we believe that there is a significant omission. The strategy neglects the vast potential of sustainable entrepreneurs to contribute to Bristol's transition to a more sustainable city. These pioneers of change are the driving force behind new and innovative solutions which will shape the economic, social and environmental landscape of Bristol. The success of sustainable entrepreneurs could help the city to achieve its net zero target while building a stronger local economy benefitting both private and public stakeholders. Therefore, they must be explicitly included in the OCCS.



Our Research

This report outlines the existing environment for sustainable entrepreneurs in Bristol, based on research in the form of interviews, surveys, and secondary data. The aspects of this report are considered in the order they become relevant to a sustainable entrepreneur, from the initial start-up phase to growth and establishment, then increasing market penetration. Consequently, the research assesses the current conditions in Bristol which cause sustainable entrepreneurs to either thrive or struggle. Comparing conditions in Bristol with other cities allowed identification of Bristol's relative strengths and weaknesses.

The Importance of Interviews

To gain first-hand insight into what it is like to launch a sustainable business in Bristol, five interviews were conducted with different stakeholders. Included were founders of new sustainable start-ups, and individuals with experience of connecting people and organisations to sustainable products and initiatives (see Appendix for more details). The interviews helped develop an understanding of the key obstacles in starting a business, especially for those that are sustainability oriented. We aimed to understand what opportunities already exist for entrepreneurs and how Bristol City Council may be able to better encourage environmentally focused ideas through supporting existing platforms.

Structure of Recommendations

Throughout this report, recommendations will be given on what Bristol City Council can do to further incentivise sustainable entrepreneurship through the lens of the enabling conditions for change outlined in the OCCS (see Figure 1). The recommendations are designed to be actionable, 'low-cost solutions' and therefore relatively simple to implement. Acting on these recommendations would enhance the benefits that sustainable entrepreneurship can deliver to Bristol. Action should be taken as soon as possible, to allow aspiring entrepreneurs to take advantage of new opportunities and develop their businesses in advance of Bristol's 2030 net zero goal.

Some solutions are deemed to be "ambitious recommendations" and are illustrated as such. These are recommendations which would greatly incentivise sustainable entrepreneurship but require a larger investment. These proposed solutions are believed to be feasible right now and again early adoption by Bristol City Council would maximise the benefits they provide. However, if significant barriers currently prevent the implementation of these ambitious recommendations, they could be used to build upon the primary set of recommendations in the future.



SUSTAINABLE ENTREPRENEURSHIP: WHAT IS IT, AND WHY IS IT IMPORTANT?

Box 1: We define a sustainable entrepreneur as:

"A person who has set up a business in the last five years, which provides an innovative product, service, or technique, contributing to Bristol's goals of increasing resilience to climate change and/or achieving carbon neutrality, as outlined in their One City Climate Strategy."

Sustainable entrepreneurship differs from traditional entrepreneurship in its motivations and goals. Though both categories typically describe an innovative business that is less than five years old, the motivation of sustainable entrepreneurship is to increase climate resilience and/or work towards carbon neutrality in an economically viable way, rather than specifically pursuing any other motivations. Consequently, sustainable entrepreneurs may have different goals to traditional entrepreneurs. There are also examples of existing businesses integrating sustainable products, services, or techniques. However, to align with the above definition, these organisations were outside the scope of this report. Informed by the interviews conducted, two types of sustainable entrepreneur were identified:

A. Those who choose to develop a sustainable idea into a business, seeing sustainability as imperative and central to the operation of their business.

B. Those who are more profit oriented, seeing sustainability as a business opportunity.

Sustainable entrepreneurs have been observed to have a different mentality regarding profit than conventional entrepreneurs [2], fostering more altruistic attitudes. Parallels can be drawn with social enterprises and Community Interest Companies (CICs), which are legally obliged to reinvest their profits towards further social and environmental progress [3].

To align with Bristol's goals as a city, entrepreneurs were deemed to be contributing to 'increasing resilience to climate change and/or achieving carbon neutrality' if they could be categorised within at least one of the 10 key themes in the One City Climate Strategy (OCCS) Framework for Climate Action (Figure 1). Using this definition, sustainable entrepreneurs have high potential to directly contribute to Bristol's social and climate objectives by 2030, through supporting national and local governments and making progress in areas outside the public sector's control.

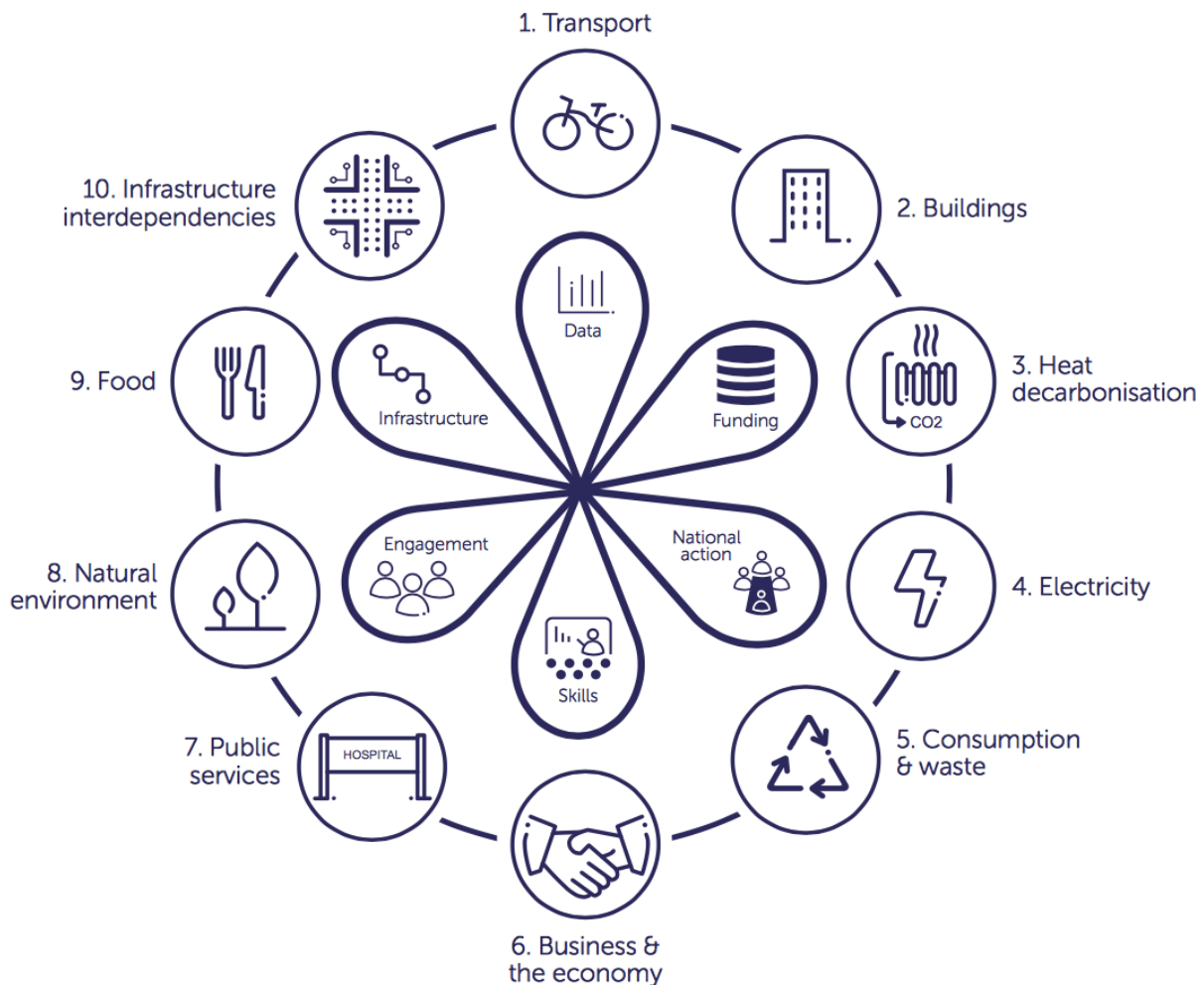


Figure 1. Framework for climate action outlined in the OCCS, showing 10 key themes and six enabling conditions for change (Bristol City Council, 2020: p.5).

Sustainable entrepreneurship will benefit significantly from the six enabling conditions for change (see Figure 1), which our recommendations in this report will relate to. Furthermore, the nature of their work and their attitude towards business means they invest in practices which generate positive rewards not only for themselves but also for the people around them. This can help connect individuals and businesses, enhancing local communities and potentially triggering more sustainable change.

ACCESS TO FINANCE & PROGRAMMES



Financial support can be key to the success or failure of a start-up idea, from the initial prototypes and pilots to the roll out of a business idea. However, the size and risk of investment required can be daunting or simply unfeasible for an aspiring entrepreneur, so many receive at least some outside financial support. Some businesses can operate with minimal costs and do not require external funding, but for those introducing untested or capital-intensive ideas, additional financial backing is essential to prove an idea is viable [4]. This financial backing can fund pilot studies proving that the idea works, increasing its credibility as a business model. An understanding of the routes available is key to obtaining funding and supporting an enterprise in the initial stages of development.

There are several options that entrepreneurs can explore to access funding:

Type	Description	Example
Grants	Sums of money given to a specific organisation which do not need to be repaid.	Sovereign Housing provides grants specifically to green businesses.
Loans	Funding which then must be repaid within a set period and may accrue interest.	Oat Float received a loan from the British Business Bank partnership.
Start-up competitions	Usually offer a one-off investment in a new start-up as a prize, although the format varies.	London's 'the Mayor's Entrepreneur' competition (box 2) [5].

Box 2: The Mayor's Entrepreneur

London's Mayor's Entrepreneur competition offers £20,000 to each of the five student winners to launch their business, alongside a mentoring programme. The Mayor's Entrepreneur specifically targets sustainable ideas, with one of the criteria for success being 'positive impact on the environment or society'. Previous winners include the highly successful Too Good To Go app and Solar SOAS [5].

Whilst there are evidently multiple options available, many of these are not environmentally focused, and those that are cover specific areas within sustainability. For example, Deepbridge Capital and IP Group Plc are two seed investors whose sustainable investments are limited to renewable technologies [6,7]. Both organisations operate in several cities across the UK, including London, which has a wider range of environmentally oriented investor organisations. In the South West, Oxygen House (box 3) is an investor which has a strong interest in renewable energy but also invests in a wider range of environmental projects [8]. The limited range of sustainability specific investors in Bristol, particularly the narrow focus on renewable technology, could limit the number and range of ideas successfully converted into start-ups.

In particular, pilots can represent a large upfront cost that has to be overcome before the business can be launched. This can be very daunting for an aspiring entrepreneur and is a key aspect that Bristol-based PyTerra hopes to tackle by connecting small entrepreneurs to larger corporate companies looking to support green initiatives [4].

Box 3: Oxygen House

Oxygen House is an Exeter based organisation specialising in venture capital and impact investment to further two main goals:

- *Carbon neutral society*
- *Overhauling educational standards through radical data technology.*

Oxygen house provide overarching support connecting entrepreneurs with funding, whilst allowing them to maintain their autonomy in decision making. They intend to “enable investment in responsible growth and build links with like-minded companies.” Oxygen House invests in projects in and around Exeter, in areas which further their goals, such as low carbon and renewable energy generation, and technology and services to advance energy independence [8].

The necessity for Bristol to become more interconnected comes from both the need to share knowledge and expertise between individuals, and from the importance of forming financial partnerships that can provide essential support to entrepreneurs. PyTerra described the benefits of encouraging cooperation between different groups [4]. Large companies can invest to improve their social or environmental credentials, and small businesses are able to excel from having the extra financial support to launch their initiative. Often, this is the difference between an idea that remains unexplored and a successful sustainable business that can transform the social, economic and environmental landscape of Bristol.

Corporate Social Responsibility (CSR) is growing in importance, so motivations to invest in sustainable projects are likely to increase, but joining the dots between the givers and the askers is an important task. If Bristol City Council facilitated interaction between these groups, it could considerably aid sustainable start-ups, without the council themselves needing to provide investment to start-ups.



RECOMMENDATIONS

- Collaborate with individuals and organisations such as PyTerra, who act as 'connectors' between larger corporations who offer funding, and sustainable entrepreneurs.
- Provide guidance and examples of where sustainable entrepreneurs can source funding (e.g. start-up competitions and funding programmes), via informative online resources.
- Organise a funding competition for sustainable start-ups, similar to the Mayor's Entrepreneur Programme in London [5].

AMBITIOUS RECOMMENDATION

- Introduce a finance officer to liaise with sustainable entrepreneurs, in order to discuss their funding options and provide guidance on grant opportunities.

EDUCATION AND TRAINING OPPORTUNITIES



Education and training can be fundamental to giving aspiring entrepreneurs the confidence and knowledge to make their ideas a reality. Developing and advertising opportunities tailored to sustainable entrepreneurship could build on the contribution that existing schemes make to Bristol's general entrepreneurial environment.

The University of Bristol is a hub of entrepreneurial education opportunities for students, through voluntary programmes like Enactus [9] and Climate Action Bristol [10] (box 4), as well as through access to competitions which could potentially fund students' enterprise ideas. Students also have the opportunity to gain formal qualifications in this area. The University's postgraduate courses in Innovation and Entrepreneurship specifically aim to support students in developing a business idea, whilst also connecting them to useful networks and helping establish their business [11]. Run by the award-winning centre for innovation and entrepreneurship, many previous projects are applicable to sustainable entrepreneurship, such as the CoZy app which identifies pubs available for coworking [12]. Though not specifically for sustainable entrepreneurship, students can take their business idea in any direction and will be given support to do so. These multiple methods for engaging with entrepreneurial activity through the University also support the development of a strong network of alumni and other entrepreneurial connections.

Box 4: Climate Action Bristol

Initiated by the University of Bristol, the 'Climate Action Bristol' project connects student volunteers with local organisations to establish climate action plans. This provides students with business and social enterprise experience, and organisations with a clear sustainable strategy for their business [10].

However, outside university channels there are relatively few training opportunities in Bristol, and even fewer specific to sustainable entrepreneurs. This is a key gap for sustainable entrepreneurship in particular, because of their additional consideration of and motivations towards environmental and social goals. Sustainable entrepreneurs are more likely to be driven by one innovative solution to a problem, rather than a desire for or background in entrepreneurship. Zero Green highlighted a 'lack of knowledge and skills' as a challenge faced when establishing their business, stating that "green entrepreneurs are not serial entrepreneurs... [and] may have very limited knowledge of how to start a business" [13]. This was reiterated by Oat Float, who communicated difficulties planning licencing, cashflow, and marketing without the typical business-minded background of competing entrepreneurs [14]. Access to learning opportunities on entrepreneurialism and setting up a business may have mitigated this challenge and would significantly increase the confidence of aspiring sustainable entrepreneurs.

An example of successful training for more sustainably focused businesses are the schemes run by the School for Social Entrepreneurs (SSE). SSE's Dartington-based branch provides training to entrepreneurs, allowing them to develop the skills, knowledge, and networks needed for their business to thrive. For example, the 'Bristol Business Booster', a free course run by SSE Dartington in 2019, covered essential business knowledge including developing a business model and plan, costing and pricing, and growing business networks [15]. Kings Vegan Grooming Ltd. revealed that they received training from SSE. If Bristol City Council were to connect sustainable entrepreneurs to organisations like SSE, they would be better equipped to drive their business forward for a positive change.

RECOMMENDATIONS

- Promote existing educational organisations like SSE that are tailored to supporting social and sustainable enterprises.
- Encourage the further establishment of training opportunities specific to educating sustainable entrepreneurs through collaboration with existing entrepreneurial training providers.

MIMETIC EFFECT ENHANCEMENT



Aspiring entrepreneurs can be significantly influenced by existing businesses. Known as the 'mimetic effect', this influence can lead to others imitating successful entrepreneurs and being inspired to turn their own ideas into businesses. This effect can also apply specifically to entrepreneurs within the sustainability sphere [16]. and has been observed in Bristol (box 5). There are three ways in which new entrepreneurs can be influenced to favour sustainability [17] :

- Societal expectation, which is outside Bristol City Council's direct control.
- Stronger policies, which could potentially be unpopular after the COVID-19 pandemic's impact on small businesses.
- The 'mimetic effect'.

Therefore, using the mimetic effect would be an efficient way for Bristol City Council to accelerate sustainable entrepreneurship, as an easily controllable, low-risk method.



BOX 5:

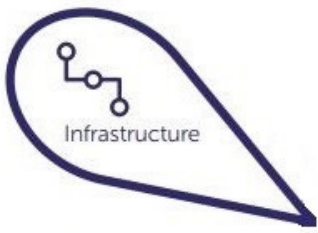
An example of the 'mimetic effect' already operating in Bristol would be the ever-growing number of zero-waste shops. Zero Green, set up in 2019, was both Bristol's 1st zero-waste shop and the 4th in the UK [12]. Since then, several other zero-waste shops have appeared in Bristol such as Smaller Footprints and Scoop.

Bristol already hosts many successful sustainable entrepreneurs [18]. Bristol City Council could play a role in having sustainable entrepreneur 'champions' actively participating in Bristol entrepreneurial life, through events and networks. The status of and advice given by successful start-ups could greatly encourage other entrepreneurs in creating businesses with a sustainable mission. Consequently, not only could Bristol meet its OCCS goals more easily, but the mimetic effect could also help to maintain the city's reputation as a leader in the creation of new sustainable businesses [19].

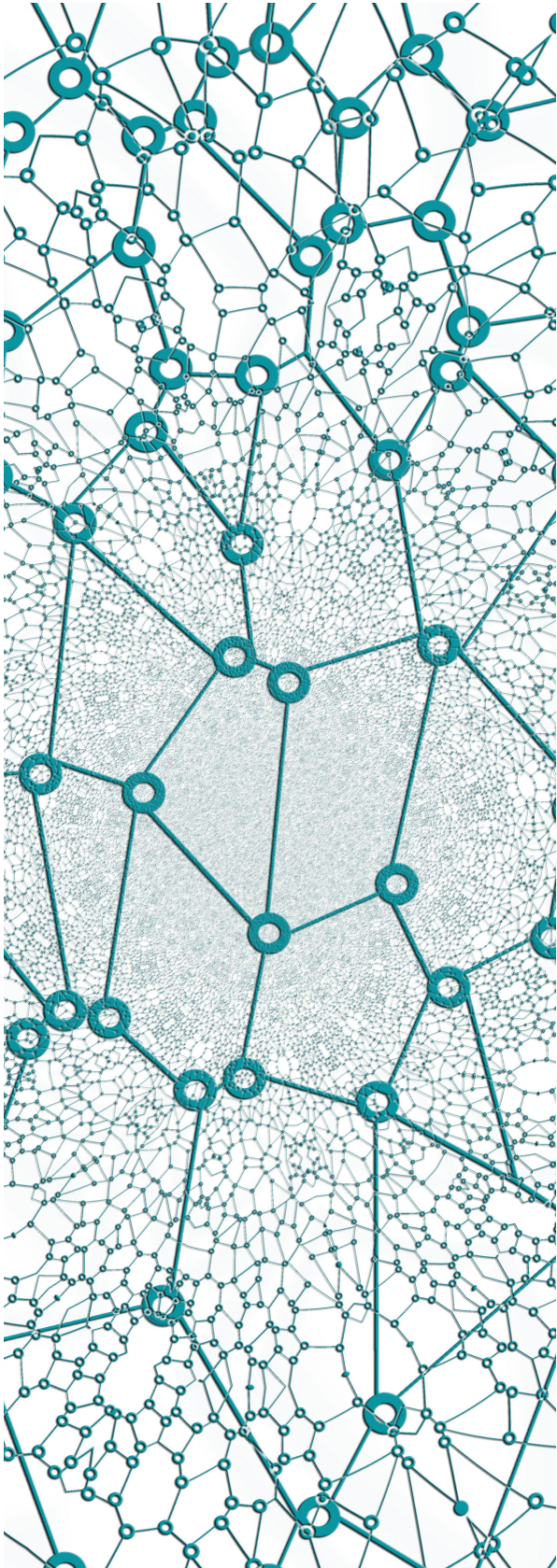
By creating relationships between the city council, successful sustainable entrepreneurs, and young businesses, Bristol City Council can develop a positive atmosphere for growth of sustainable entrepreneurship. 'Model firms' will gain credibility in the market and feel rewarded for their efforts while aspiring sustainable entrepreneurs will get advice and connections. All of Bristol will benefit from being able to meet the 2030 net zero goals more easily.

RECOMMENDATIONS

- Initiate opportunities to celebrate successful sustainable entrepreneurs as 'model firms' or 'Sustainable Champions', for others to imitate.
- Encourage the participation of 'model firms' in existing or new entrepreneurial events, such as conferences, training programmes and promotional activities.



THE VITAL ROLE OF NETWORKS



Bristol has nearly 100 formal coworking spaces, including rented offices and desks [20], and many more informal spaces such as work-friendly cafes [21], with fees ranging from free-use to pay-per-day or regular payments. This makes coworking financially accessible to all types of businesses, including start-ups. However, our interviews revealed that awareness of coworking spaces is relatively low, despite shared working spaces being an inherently sustainable option [22]. Bristol is also home to Future Leap, a coworking space specifically targeting sustainable entrepreneurship, providing the perks of shared work and social space alongside education, events, and opportunities [23]. However, the sustainable entrepreneurs we interviewed did not seem to have utilised infrastructure like this, despite research highlighting its beneficial nature as both a sustainable workspace and network. This could reflect the limited awareness of coworking spaces and their merits in Bristol.

Beyond coworking spaces, there are also organisations which run events to foster collaboration and encourage networking between sustainable entrepreneurs in Bristol. For example, the Bristol Green Capital Partnership is made up of over 800 organisations who meet monthly, creating a thriving network of sustainable entrepreneurs [24]. Other networking events run by Bristol Pound, Triodos Bank, and City to Sea helped the zero-waste shop, Zero Green, in its initial stages. However, these events were not explicitly targeted towards sustainable entrepreneurs. Since the opening of Zero Green, individuals who have wanted to set up similar sustainable enterprises in and around Bristol have frequently asked the business owners for guidance [13]. This shows a clear need for more specific support around setting up a sustainable business, despite the apparent success of networking events in Bristol.

Oat Float also believe that entrepreneurs in Bristol have a high demand for sustainability-specific guidance [14]. Though sustainable entrepreneurs seem to be thriving in Bristol, a network where these businesses can support each other has not been properly established. Schemes such as sustainable entrepreneurship mentoring could accommodate network growth, enabling others to learn from those who have succeeded. The COVID-19 pandemic makes it more difficult to establish something like this, but nonetheless the desire for such a network seems to be present.

The issue highlighted is that despite entrepreneurial networks and events being present in Bristol, aspiring sustainable entrepreneurs are generally unable to access this help in the early growth stages, and when they do, the support is not sustainability orientated.

Incubators and accelerators have also been identified as a way of enabling sustainable entrepreneurship in Bristol. Incubators are companies which help entrepreneurs in developing innovative ideas, with the aim of developing a new business model or company. Accelerators take the next steps, providing services to stimulate the start-up's growth [25]. Most UK start-ups say that the contribution of incubators or accelerators was "significant or even vital" in their development [26]. There are plenty of active start-up incubators accessible to entrepreneurs in Bristol (e.g., Start-up Discovery School, Future Space), but too few are specialised for sustainable entrepreneurship. Overall, Bristol is lucky to host the thriving incubator 'SETsquared Bristol' (box 6), ranked as the top global University Business Incubator for three consecutive years [27]. Building on that strength, it is important that Bristol's incubators have the skillset and knowledge to be able to support sustainable entrepreneurs.

Box 6:

In the early growth stage of Action Net Zero, guidance on grant applications was provided by SETsquared Bristol. This incubator also helped them to form a partnership with Bath University. In doing so, SETsquared greatly helped the creation and expansion of Action Net Zero by helping them with their finance and extending their networks [28].

RECOMMENDATIONS

- Utilise existing or create online platforms to promote existing networks, events, sustainability hubs, and sustainability oriented coworking spaces.
- Establish a sustainability mentoring scheme in Bristol.
- Improve accessibility of incubators and accelerators to sustainable entrepreneurs, through networking and promotional events.

AMBITIOUS RECOMMENDATION

- Develop a public incubator or accelerator specially for sustainable entrepreneurs.



DEVELOPING MARKET CREDIBILITY

Once education has given an individual the confidence to launch their business, and funding has provided the opportunity to make the idea a reality, the next step for a sustainable entrepreneur to be successful is building a client base. Many initiatives have been implemented in the past to support start-up businesses in entering the market, removing barriers, and supporting entrepreneurship. Examples include the EU's 2016 StartUp ScaleUp project, and the 2011 Social Business Initiative which directed support specifically towards social enterprise [29].



Zero Green are among the interviewed sustainable entrepreneurs who suggested that by facilitating or promoting training platforms and opportunities, Bristol City Council can support young entrepreneurs to develop fundamental marketing knowledge and strategies. Access to marketing opportunities and platforms can substantially assist a start-up in establishing and expanding a client base, as well as creating partnerships with other like-minded businesses. Our interviewees suggested that sustainable entrepreneurs often struggle when designing market penetration strategies [13].

In the UK, social enterprises can benefit from the work of Social Enterprise UK (SEUK), a non-governmental organisation that has run many schemes to promote entrepreneurship and assist market penetration through their extensive, national network of small businesses. A particularly relevant area of support provided by SEUK is their 'Buy Social' campaign, which provides a directory of socially responsible businesses for consumers to use [30]. The directory helps individuals and companies find social enterprises to work with or buy from and is linked to the 'buy social badge'. Bristol already has links here, being one of 20 SEUK accredited Social Enterprise Places.

Alongside this, SEUK run 'social Saturday' events which promote social enterprises and aim to increase the number of consumers spending with them [31]. These schemes aim to increase recognition of both the benefits of social enterprises and encourage consumers to buy from local, responsible organisations. These campaign models could be applied to sustainable entrepreneurs, to improve market access for start-ups.

Action Net Zero markets sustainable engagement and provides a platform for sustainable enterprises to connect, share ideas and gain entrepreneurial knowledge [32]. By connecting with existing organisations such as Action Net Zero, and publicising them for sustainable entrepreneurs, Bristol City Council could support the market penetration of these businesses, indirectly encouraging their growth.

RECOMMENDATIONS

- Create and encourage existing platforms (e.g. Action Net Zero) and campaigns (e.g. SEUK Buy Social or social Saturday campaigns) which allow Bristol to identify and engage with local sustainable enterprises.
- As a Social Enterprise Place, build on pre-existing links with SEUK to encourage sustainable entrepreneurship from both consumer and entrepreneurial perspectives.



FUTURE RESEARCH



Bristol is a progressive city seeking inclusion and equality in all aspects of life [1]. Therefore, it is essential that the barriers faced by different groups in entrepreneurship are considered. Though beyond the scope of this report, further research is needed to understand the extent of systemic barriers facing aspiring entrepreneurs from marginalised communities and alternative backgrounds. Studies suggest that disparities exist by sex and race, with women and people of colour experiencing more difficulty in gaining financial support than their male or white counterparts. Entrepreneurial success can also be considerably limited by lower household income [33], whilst other underrepresented groups such as people with disabilities, young people, and those from deprived or rural areas also experience more barriers to entrepreneurship [34]. Addressing these in the future could increase the creativity and range of solutions that are converted into successful businesses, increasing the contributions of all groups towards the OCCS.

These barriers are not exhaustive, and others likely exist which need to be properly identified and understood in the context of Bristol, to address and resolve them effectively. This will both promote further entrepreneurship in the city, but will also contribute to greater equality, inclusivity, and diversity in Bristol's entrepreneurial communities.

CONCLUSION

For Bristol to achieve its ambitious sustainability vision, including net zero target by 2030, efforts will need to be made not only to follow the One City Climate Strategy (OCCS), but to exceed it. The strategy has illustrated some crucial areas for economic improvement to reduce emissions but does not explicitly acknowledge the influence of entrepreneurs on the future economy and consumer habits. This impact on consumerism in turn has the potential to shape attitudes and behaviours of Bristol residents with regards to sustainability. Thus, sustainable entrepreneurs need to be recognised as critical contributors to Bristol's sustainability goals. Equipping sustainable entrepreneurs with awareness of funding available, the skills to manage a business, understanding of the infrastructure available to support them, and using engagement to develop their consumer base and credibility can enhance opportunities for sustainable entrepreneurship in Bristol in line with the approach outlined in the OCCS.

Through interviews and secondary research, recommendations were formulated that would help Bristol City Council to support sustainability through entrepreneurship. These have been narrowed down to five key recommendations (box 7).

Box 7: Key Recommendations

- *Utilise existing or create online platforms to promote existing networks, events, sustainability hubs and sustainability oriented co-working spaces.*
- *Establish a sustainability mentoring scheme in Bristol.*
- *Provide guidance and examples of where entrepreneurs can look for funding (e.g. start-up competitions and funding programmes), via informative online resources.*
- *Create and encourage existing platforms (e.g. Action Net Zero) and campaigns (e.g. SEUK Buy Social or Social Saturday campaigns) which allow Bristol to identify and engage with local sustainable enterprises.*
- *Initiate opportunities to celebrate successful sustainable as model firms or 'Sustainable Champions', for others to imitate.*

A hub for sustainability-oriented entrepreneurs would create opportunities for collaboration between individuals and the sharing of ideas and marketing potential. A mentoring scheme is a particularly effective way for Bristol City Council to facilitate the education of entrepreneurs who don't necessarily have the experience essential to a successful long-term business. There is also a need for public education on the importance of sustainable businesses and the role they can play. This can be achieved via campaigns and will particularly support sustainable entrepreneurs in their early stages. The final recommendation of championing sustainable businesses presents a chance to push sustainability to the forefront of entrepreneurialism by inspiring experienced, profit-minded individuals to adopt sustainable business models to compete.



These recommendations have been deemed the most relevant and impactful, but any of the proposed suggestions could generate an impact, and these recommendations are not exhaustive. Whichever methods are used, the results will enable further development of the sustainable entrepreneurship community in Bristol allowing the sector to fulfil its potential for helping Bristol move towards its ambitious OCCS goals.

GLOSSARY

Accelerator

Companies that provide services or resources to scale the business and accelerate its growth, often in the form of funding opportunities or support services like mentoring or training.

Entrepreneurship

The creation of a business providing a service or product that fills a gap in the market. Often comes with high financial risk in the hope of generating profit.

Incubator

Companies that help entrepreneurs develop innovative ideas and provide support services or resources, such as marketing plans or technical expertise, in order to establish a business model.

Market Penetration

The extent to which a product or service is bought by consumers relative to the total market for that product/service.

Mimetic Effect

Imitative behaviour where one individual displays the characteristics of another individual. In relation to entrepreneurship, it is the mimicry of a business model based on its success.

Network

The interconnectedness of businesses, organisations and individuals within a system. Networks often facilitate the sharing of knowledge and ideas.

One City Climate Strategy (OCCS)

Bristol's strategy for reaching net zero Carbon by 2030 in response to the declared climate emergency and the Mayor's Climate Emergency Action Plan (2019).

Social Enterprise

A business that is established with the intention providing solutions to social and/or environmental issues.

Sustainability

The ability to fulfil the needs of current generation without disadvantaging future generations and compromising their ability to meet demand for resources.

Sustainable Entrepreneurship

Entrepreneurs that aim to fill a market niche with the aim of contributing to sustainability through goods and services. Defined in this report as "A person who has set up a business in the last five years, which provides an innovative product, service or technique, contributing to Bristol's goals of increasing resilience to climate change and/or achieving carbon neutrality."

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APPENDIX: SUMMARY OF INTERVIEWS



PyTerra aims to connect corporate sponsorship with low carbon projects, to remove the barriers between communities with ideas and large companies with the funds to support them.

PyTerra is also developing an opportunities map and market network model of Bristol's low carbon developments and looking to connect with Bristol city council on the project.

OCCS categories:

3. Heat decarbonisation **4.** Electricity **10.** Infrastructure interdependencies



Bristol's first zero-waste shop, founded in 2018, has become a popular choice for people wanting to reduce their environmental impact. Their recent success has inspired others to set up similar sustainable businesses in Bristol and beyond.

OCCS categories:

5. Consumption and waste **6.** Business and the economy **9.** Food



Recently launched in April 2021, Oat Float makes zero-waste deliveries in Bristol in a converted milk float. Their mission is to make refill shopping easier and more accessible in Bristol so that more people can reduce their environmental impact.

OCCS categories:**5.** Consumption and waste**6.** Business and the economy**9.** Food

Action Net Zero is a community interest company, launched in 2020. This platform engages and communicates with individuals and businesses in Bristol through guides, recommendations and events to raise awareness of sustainable actions which can be taken today. Their aim is to inspire individual behavioural change to collectively support the climate emergency.

OCCS categories:**5.** Consumption and waste**6.** Business and the economy

My Organic Clean was set up in 2020 to offer an environmentally and vegan friendly alternative to traditional cleaning services. Even though this company is in its infancy, and has been stalled by the pandemic, the demand for its services is quickly growing and it is looking to expand.

OCCS categories:**5.** Consumption and waste**6.** Business and the economy



An ethical fragrance and grooming brand established in Bristol targeted towards men and spreading awareness about mental health. 20% of profits are donated to mental health charities and all products are vegan and cruelty free.

OCCS categories:

6. Business and the economy