



# Sustainability and Sustainable Entrepreneurship Policy'



## Context



Ean University has become a benchmark in **sustainability and sustainable entrepreneurship**. Over the last 10 years, the institution's commitment has been focused on adopting scientific data and innovative concepts to better channel the efforts needed for a world with a more equitable balance between the social and the ecological.

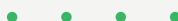
Sustainability, innovation, and entrepreneurship have become the cornerstones of the university's cross-disciplinary work. This has made it possible to bring new visions to the different areas of the institution, which is constantly seeking to reinvent itself.

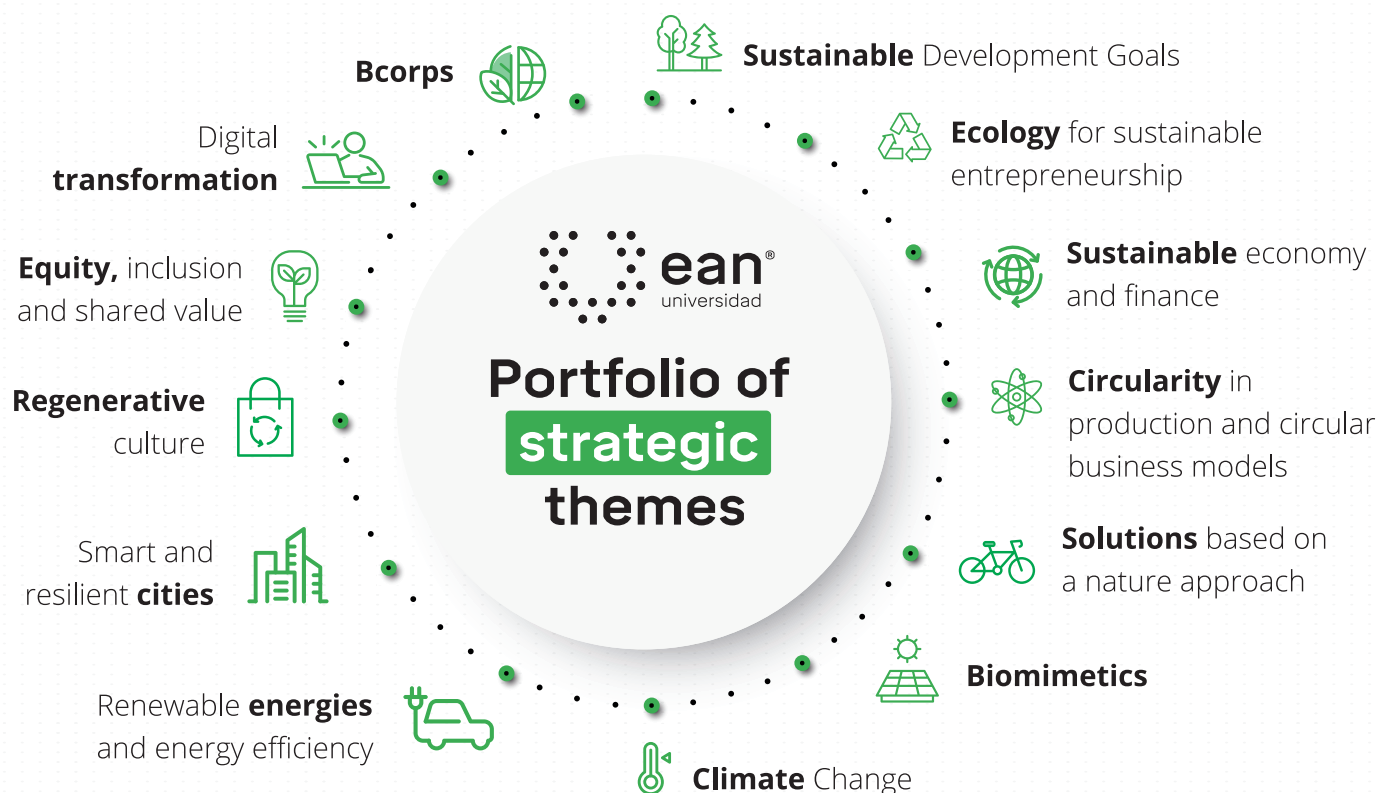
“Living on our planet carries risks; we are all inexorably tied to environmental change, spontaneous or induced, and that change, which we have accumulated over generations, has created a central paradox of sustainability: **do we adapt to a transformed world? Or do we adapt the world to us?**”

Brigitte L.G. Baptiste  
President

As a roadmap, in 2020 the university adopted its **Sustainability and Sustainable Entrepreneurship Policy (PSES for its initials in Spanish)** to strengthen its institutional commitment and contribute to the wellbeing of the community through the promotion of sustainable ventures based on innovation, science, and foresight.

The **general objective of the PSES** consists of “permeating all the processes of Ean University with a strategic vision that ensures the transition to sustainability, and the adoption of sustainable entrepreneurship with a positive impact on the country and the international community”.





## Sustainability as a cross-disciplinary quality

For Ean University, **sustainability** is an articulating and emerging quality of social-ecological systems that allows them to maintain functionality, productivity, and wellbeing.

The concept of **sustainability** is understood as a dynamic and non-linear process in which transdisciplinarity allows the inclusion of different mindsets, ideas, and feelings to facilitate the negotiation and construction of agreements among actors.

“**Sustainability** represents the minimum goal to which a species can aspire if its existence is at stake. A culture of regeneration means that more interesting life possibilities can be glimpsed.”

**Herbert H. Perico**

President of the Board

Only by relying on the role of science and knowledge management, it is possible to understand the world's transformation trends and provide sustainable and, indeed, regenerative scenarios.





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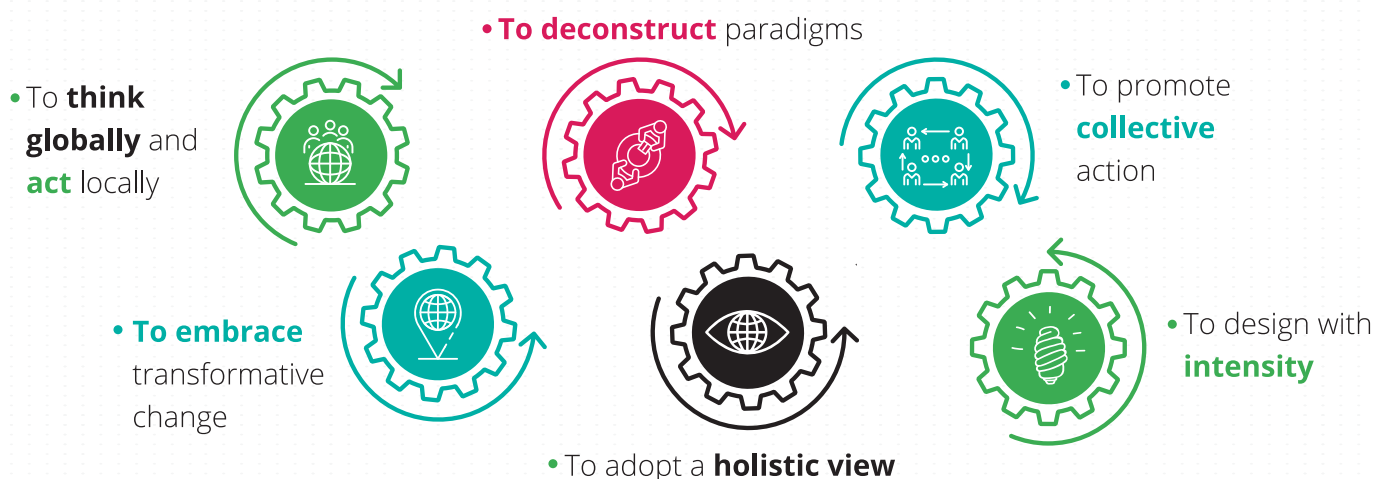
Walking the path of **sustainability** allows the entire civilization to move towards an ethical, bio-inspired, and collective life purpose. Humanity will achieve such greatness as we focus on emulating nature's intelligence in all our designs.

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**Maria E. Rinaudo**

Sustainability Coordinator

» Among the principles that guide the path towards sustainability, Ean University identifies the following:



## Sustainable entrepreneurship under the Ean label

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We must be sustainable natives

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**Billy Crissien**

President of the Board of Governors

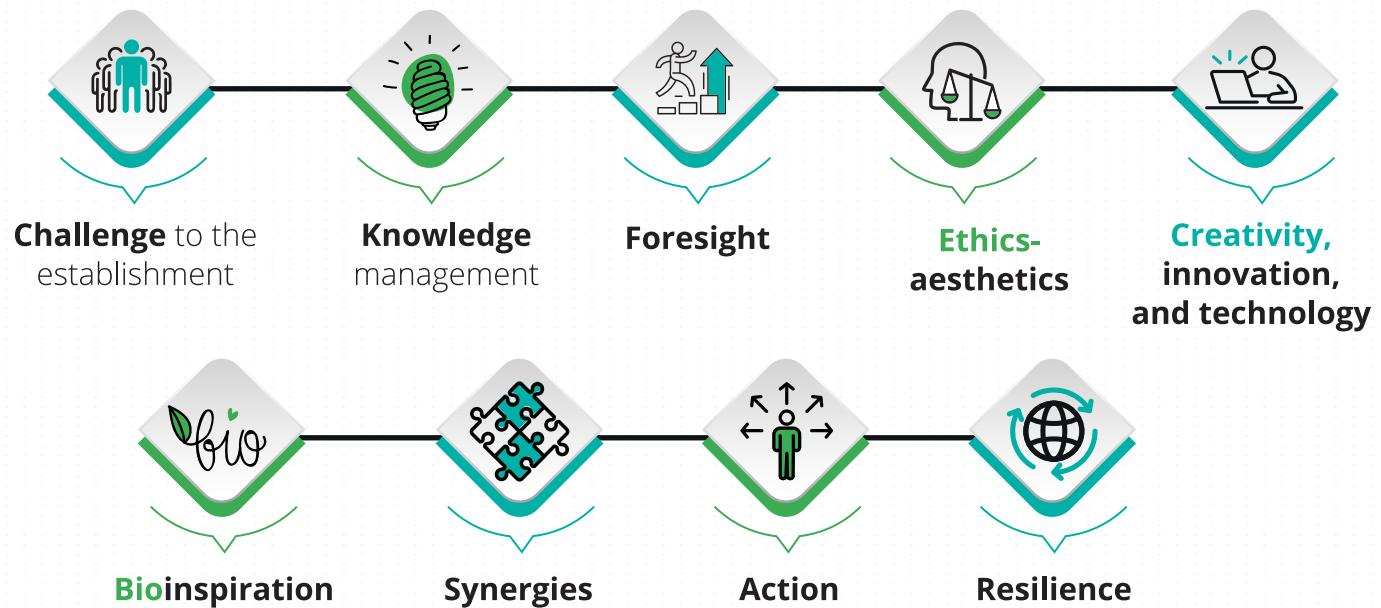
**Sustainable entrepreneurship**, for Ean University, is a deliberate expression of the pursuit of transformations of productive processes that leads to the discovery, creation, evaluation, and exploitation of opportunities in line with the Sustainable Development Goals.

In this sense, the sustainable entrepreneur is an agent of change capable of generating synergies and innovative proposals for intervention in the reality to design environmental, social, and economic solutions.

In order to impregnate the DNA of "**know, know-how to be and know-how**" to sustainable entrepreneurship, Ean University identifies the following attributes and individual and collective conditions that should be pursued from the genesis of an idea to the implementation of solutions that transform markets, companies, and societies:



## • Attributes



“ **Sustainable entrepreneurship** is no longer an option, it is a responsibility of all entrepreneurs and businessmen to contribute to life, society, and the planet through their business models ”

**Diana Orozco**

Entrepreneurship Coordinator

At Ean University, we have the **Institute for Sustainable Entrepreneurship**, a strategic and cross-disciplinary unit that provides training, support, consulting, and research services related to entrepreneurship and content curation.

Through its program **Ean Impacta**, it promotes the creation or transformation of public or private, and individual or collective projects to generate positive changes in companies, markets and institutions based on innovation and knowledge management.

To fulfill the above, the Institute for Sustainable Entrepreneurship has redesigned and enhanced its supporting model, which is structured in a targeted manner according to the needs of the entrepreneurs and the status of their entrepreneurship initiative. This model integrates:

1. Awareness-raising, training, and immersion activities designed to develop the soft skills of the entrepreneurial team, as well as the technical skills required for the sustainable management of their initiatives.
2. Focused support for the creation and acceleration of sustainability-oriented initiatives to enhance their innovative capacity to create value in environmental, economic, and social terms.

Likewise, Ean University has the **Fondo Impacta**, whose mission is to manage private capital funds to promote sustainable enterprises in early stages, pursuing the scalability of businesses that allow positive transformations in the environment.



Discovering stage



Building stage



Growing stage

## Guiding Principles

1

**To inspire** the entire eanista community to adopt an innovative vision of sustainability and sustainable entrepreneurship through conscious and restorative actions, in order to improve the quality of life of all university stakeholders.



2



**To encourage** actions that contribute to sustainability in the operation of the university, thus reducing the environmental footprint in all operational processes and in the development of activities to improve institutional practices.



**To promote** processes of equity, inclusion, and equality in all areas of the university in accordance with institutional policies to improve the quality of life of the members of the eanista community and enable an avant-garde approach to the new social order.

3



**To ensure** that the entrepreneurship initiatives that emerge or are supported at the university progress from a purely economic intention to an approach that generates true prosperity.

4



5



**To promote** the processes of research, development, and innovation (R+D+i) of enterprises, products and services, as well as knowledge management that contribute to sustainability through solutions that can be transferred to society.



## High-Quality Accreditation

Res. n°. 29499 del Mineducación.  
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