

Entrepreneurship and Megatrends





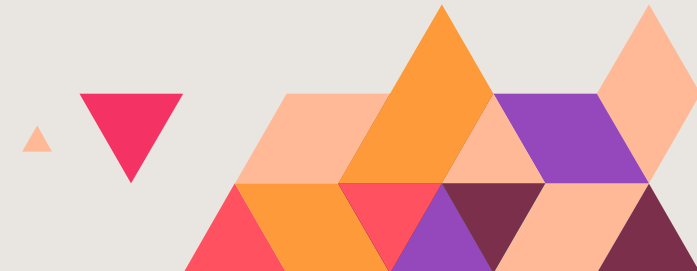
Economic development: green and silver?

The outlook for the green economy is promising, with growth expected in the renewable energy, energy efficiency, sustainable resource management and clean technology sectors. Growing concerns about climate change have spurred innovation and investment in environmentally-friendly solutions.



Economic development: green and silver?

The "silver" or "silver economy" refers to economic activities linked to an ageing population. With the ageing of the population in many countries, opportunities in the sectors of health, care for the elderly, technologies adapted to seniors and leisure for seniors are expected to grow. These areas offer significant economic opportunities in response to the specific needs of an ageing population.





Economic development: green and silver?

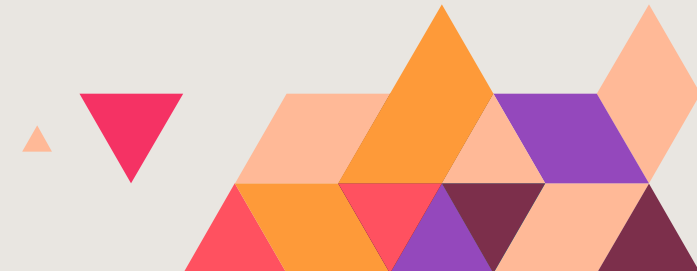
In short, the green economy and the silver economy both present favourable prospects, contributing to environmental sustainability and responding to current demographic challenges.

What motivates eco-innovative entrepreneurs? How can we support them?

The motivations of eco-innovative self-employed entrepreneurs are often rooted in their desire to reconcile economic activity with a positive environmental impact.

They seek to develop innovative and sustainable solutions to environmental challenges.

To support them, it is crucial to promote their visibility and put in place measures such as :



How can we support eco-innovative entrepreneurs?



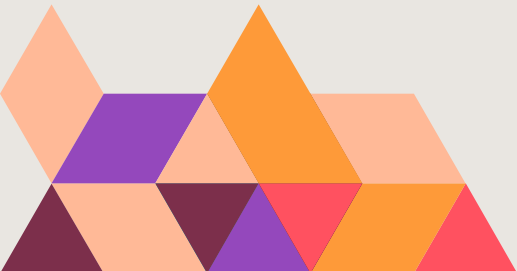
Access to finance: Facilitating access to appropriate and affordable finance for eco-innovative projects, thereby encouraging the development of sustainable solutions.

Training and support: Offering specific training programmes and personalised support to strengthen their entrepreneurial and technological skills



Networking and collaborations: Encourage the creation of networks and collaborations between eco-innovative self-entrepreneurs, established companies, research institutions and investors to stimulate the exchange of ideas and partnerships.

Tax breaks: Introduce tax incentives or breaks for eco-innovative initiatives to encourage them to invest in sustainable practices.





The Social Solidarity Economy, a lever for economic development and social integration

The social and solidarity economy (SSE) can be a lever for economic development and social integration by encouraging the creation of sustainable employments, promoting social inclusion and meeting local needs.

With their focus on the common good, SSE companies help to reduce inequalities by involving citizens in solidarity projects, thereby strengthening social cohesion.

By encouraging citizen participation and focusing on sustainability, the SSE offers an alternative economic model that is fairer and more inclusive.