

Highlight: Green Entrepreneurship

Image: A Journey of 1000 Miles

A Journey of 1000 Miles Starts With a Single Step 53'

On the vast Mongolian steppe, climate change has a huge impact on the lives of traditional herders and their horses. Sustainable manufactured horse hides can play a key role in the survival of nomadic herding. Two entrepreneurs, the Dutch Matthea and the Mongolian Zack, set up a traceable horse leather chain while keeping the local cultural values alive. But sustainability is not a simple checklist, especially not in the leather sector. Together, Zack and Matthea overcome many difficulties to fulfill their dream.



Backlight: Running A Business and Saving the World 45'

Shareholder capitalism is a business model fixed on shareholder value and profit maximization. In recent years, this model has been widely criticized. The COVID-19 crisis caused an extra stir when companies that have generated huge profits such as Booking.com asked for government support. A growing group of entrepreneurs is experimenting how to work differently. They believe the starting point of a business should be a social and sustainable mission, not how to maximize economic gain. How do we make good money?

