

Entrepreneurship as a catalyst to reach sustainability through academic reforms

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After seven years from the publication of the SDGs (6 of them being directly related to sustainable development) there has been a clear trend to continue with the linear economic model. This has involved; increasing emissions, using the same pollutant materials and carrying out the same lifestyle which our planet can not provide in the long term. The future effects of today's actions and consumption patterns are known. So why is society not acting towards change for a sustainable future? We believe that it is the people, not the public authorities who have to take action if we want to achieve a new social and economical model. Thus, **we perceive entrepreneurship as the key to achieve sustainability**. If more people took action, changes would be more likely to result in sustainable practices and products. The problem here is that entrepreneurship is not taught to satisfactory standards in order to encourage people to take actions and create their own initiatives.

The professional role of transferring knowledge and skills as is known of a teacher, encounters **difficulties when teaching entrepreneurial skills for tomorrow's future**. This can be argued to be caused by the poor logistical, structural and economical management in today's educational institutions. Accompanied by the lack of training which these professionals encounter with respect to teaching today's students the importance of academic skills concerning entrepreneurship.

We consider this knowledge should be provided at an earlier stage of compulsory education in order to develop these skills in the early students. In order to tackle this issue, we encourage a new proposed reform for both schools and highschools to provide training and courses for teachers which stimulate their enjoyment for creativity and engagement with their counterparts. This would encourage a change in the mindset of these professionals.

On the other hand, the main objective of this proposal is to encourage new ways of including entrepreneurship in the annual program, in other words, teaching basic entrepreneurship knowledge in the early stages. To do so, we should develop **academic education**, which is "a way of getting conventional education"; its aim is to develop certain skills - academic strategies, discourse, comprehension - in the classroom and at home. Nevertheless, we perceive **non-formal education** as the key to teaching knowledge in a way that it remains long-term in the students. It is suggested to insert into the curriculum the importance for students to learn from a young age risk management, planning and networking through learning-to-do activities. Some of these skills which are proposed could be: customer

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identification (through learning how to network), commercialization techniques (learning how to sell your work), product placement would benefit younger adults when entering higher institutions, as well as speaking in public and self-confidence.

Clearly teaching must be adapted so future generations are equipped with the tools to confront tomorrows challenges. Whether it is through training our teachers differently, reforming the educational institutions or simply having a different approach to classroom learning.