

# How to inspire sustainable entrepreneurship mindsets through emotional intelligence and creativity techniques

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We believe that students with certain personality traits may find entrepreneurship activities more satisfying. Thus, they may persist with determination to establish new ventures and become entrepreneurs.

The "Inspiring the Mind" program, conducted by the CloudEARTH*i* project, aims to inspire the minds of the students, teaches them to work collaboratively, and provides them with the skills and knowledge required to pursue their careers.

The primary goal of this program is to foster an entrepreneurial mindset in students by conducting workshops on specific personality traits and to determine whether this knowledge has a positive impact on the creation of sustainable and circular economy startups. To transfer emotional capacities and creative knowledge, three major workshops will be arranged as follows:

1. "Empowering Personal and Professional Growth: Building Emotional Intelligence and Business Skills" workshop was held on April 22, 2022, with thirty participants. The program focuses on managerial capacities such as self-awareness, self-management, social awareness, and personal growth to inspire entrepreneurial students.
2. "Effective Time Management for Sustainable Business " workshop was held on November 21, 2022, with ninety-five participants. The program covers time management, planning, scheduling, prioritizing tasks, overcoming procrastination, and managing interruptions.
3. "Generating Ideas and Decision-Making Techniques" workshop was held on February 27, 2023, with fifty-five participants. The workshop transfers creative content, problem-solving skills, and decision techniques. The workshop also covers sustainable and circular economy issues.

To assess the impact of the "Inspiring the Mind" program, a secondary objective has been established to determine whether the transferred managerial knowledge can promote a green entrepreneurship mindset among students. We plan to conduct a questionnaire consisting of twenty questions by 2025 to test and measure the changes made by the program.

Keywords: entrepreneurial, emotional intelligence, sustainable new venture creation