

# The Future of Sustainability and Entrepreneurship

**TED**

The link: [https://www.ted.com/talks/bernard\\_eng\\_the\\_future\\_of\\_sustainability\\_and\\_entrepreneurship](https://www.ted.com/talks/bernard_eng_the_future_of_sustainability_and_entrepreneurship)

## SHORT DESCRIPTION

Bernard Eng found his passion for sustainability after planting a tree in a peat swamp. From grassroots activism to international policymaking, he now turns environmental challenges into business opportunities as a sustainability entrepreneur.



## SUGGESTIONS

Taking part in non-profit organizations and activities: This TEDx encourages students to launch or participate in engaging and non-profit activities/organizations focused on environmental issues (e.g., tree-planting activity).

Following a bottom-up approach: Bernard Eng explains how he followed a bottom-up approach to launch his sustainable business. This TEDx gives a perfect example of a sustainable entrepreneur's success story that could be used to introduce the topic of green entrepreneurship.

## KEY WORDS

- Green Business
- Social Impact
- Eco-friendly
- Eco Innovation
- Sustainability

## LANGUAGES

Multilingual.

## PRICING

All TEDx videos are free.