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| **Title** | 1.5 Ethical and sustainable thinking |
| **Keywords (meta tag)** | * **Ethic** * **Sustainability** * **Impact** * **Accountability** |
| **Language** | English |
| **Objectives / goals / learning outcomes** | |
| * Assess the consequences of ideas that bring value and the effect of entrepreneurial action on the target community, the market, society and the environment * Reflect on how sustainable long-term social, cultural and economic goals are * The learner will learn more about what it means to act responsibly | |
| **Contents in brief** | |
| **1.5.A Behave ethically**  To be able to think ethical and sustainable means to assess the consequences and impact of ideas, opportunities and actions.  Ethical and sustainable thinking is a matter of the attitudes, behaviours, values and mindset that an entrepreneur should have to take ethical decisions as well as act and think sustainably.  Typically, an ethically and sustainably thinking entrepreneur does not just have profit but also the people and planet in mind.  Ethical decision-making is to assess the consequences and impact of ideas and actions that bring values as well as the effect of entrepreneurial action on the target community, the market, society and the environment.  **1.5.B Think sustainably**  Sustainability is the avoidance of the depletion of natural resources in order to maintain an ecological balance.  Think sustainably means reflecting on how sustainable long-term social, cultural and economic goals are and what approach should be taken to achieve the greatest possible sustainability.  Acting in accordance with the principle of sustainability aims to use resources in such a way that the environment can regenerate itself as naturally as possible and the world society is shaped in a way that is worth living.  **1.5.C Assess Impact**  Ethics and sustainable thinking in entrepreneurship are complex and challenging ideas. Recent developments such as deregulation, the market economy drive for profits, lack of trust and new technology aiding and abetting this situation, are calling for the development of frameworks.  Entrepreneurs face uniquely complex moral problems related to basic fairness, personnel and customer relationships, distribution dilemmas, and other challenges.  **1.5.D Be Accountable**  “Being Accountable” is about recognising the effect of one’s own choices and behaviour within the community and the environment and being driven by ethics and sustainability, when making decisions. | |
| **Glossary entries** | |
| **Ethic**: Ethics are the basic, moral ground rules by which we live our lives.  **Sustainability**: is the avoidance of the depletion of natural resources in order to maintain an ecological balance  **Impact**: Impact assessment is the process of identifying the future consequences of a current or proposed action.  **Accountability**: A sense of accountability is the ability to take other people, values and tasks so seriously that one's own emotions and desires are subordinated. | |
| **Bibliography, further references and related material (i.e. YouTube Seminary)** | |
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| **Related PPT** | 1.5 Ethical and sustainable thinking |