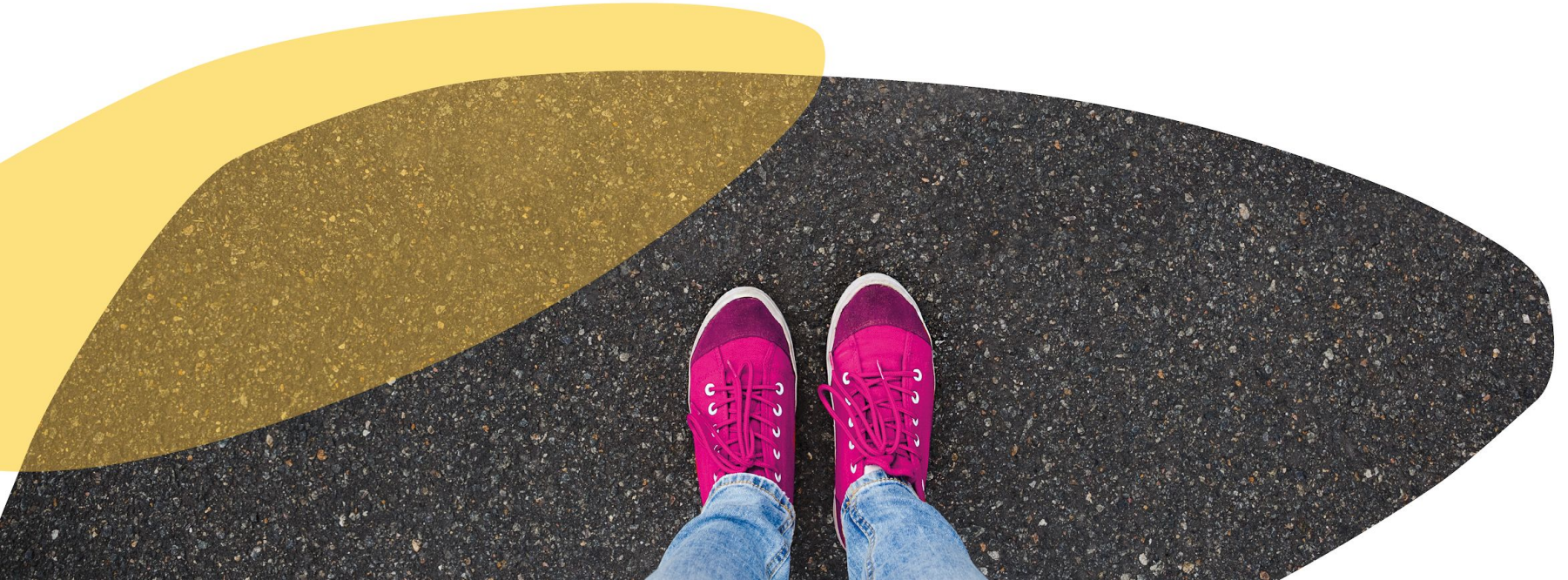


nextblooming



EMPOWERING WOMEN ENTREPRENEURS - 31st of May 2022

ENTREPRENEURSHIP AT THE HEART OF THE SUSTAINABLE TRANSITION



MY ENTREPRENEURIAL PATH AS A LEARNING JOURNEY TOWARDS SUSTAINABLE TRANSFORMATION

CO-FOUNDER: sustainable natives

A cooperative as special entrepreneurial legal form to combine a community of values with business to drive sustainable transformation effectively.



Marie-Lucie Linde

MANAGING PARTNER: nextbloom

As an innovation consultancy for sustainable action we use the conventional entrepreneurial framework however to create spaces in which new solutions are negotiated and advanced. This is how a sustainable future unfolds.

An **impactful entrepreneurial playing field** with the advantages of new and creative possibilities of an cooperative and conventional limited liability company structures. In each case at the heart is active **sustainable transformation** and **co-creation** for the empowerment and activation of people in business.

NEW WORK ENVIRONMENT WITH THE POWER FOR PERSONAL UNFOLDING OF EXPERTISE AND FOR HIGHER IMPACT

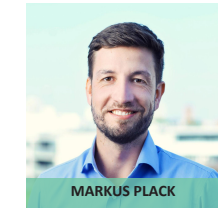
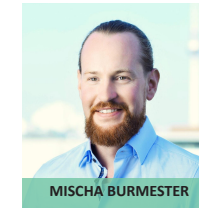
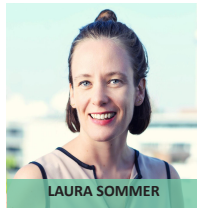
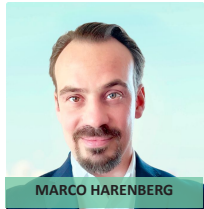
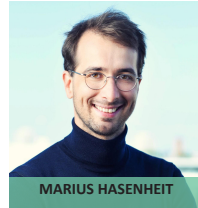


sustainable natives

sustainable natives is the first cooperative, in which sustainability managers, management consultants, trainers and coaches, academics, digital experts and creatives work together on the challenge of the future.

Our approach is unique, collaborative and entrepreneurial: because complex tasks can only be achieved together.

STRENGTHENED IN DIVERSITY OF EXPERTISE



+ network of 300+ partners and entrepreneurial experts worldwide

We've always done
it this way!

**That's why it
has to change.**

We believe in the longing of individuals to make the world a better place. Along the way, we are all knowing and learning. Together, we build new spaces where bold ideas become reality.

CoCreate Future!

WHAT I'VE LEARNT ALONG THE WAY TO PROMOTE A SUCCESSFUL SUSTAINABLE TRANSITION

Insights based on my experience

A **sustainable transformation** needs...

- ... more than just people of good will, but above all **responsible entrepreneurs** that reconciles economic and socio-ecological aspects for a livable future
- ... **new structures and working environments** to develop solutions for the future in a **co-creative, self-organized manner** and on an **equal level**, because change is needed from the inside, from within the entrepreneurial systems
- ... **diversity of disciplines and expertise** that creates the power for doing things differently and innovatively. After all, where different perspectives from age, gender, expertise, professional socialization etc. are brought together, the space for the negotiated new emerges
- ... **room for speed**, because time is running out to preserve planetary boundaries, and at the same time there needs to be **room for patience** to co-create change effectively
- ... qualities such as **empathy, openness, mutual comprehension and collaboration**, which are considered feminine qualities. And it is precisely these qualities that transformation processes need in abundance.

CO-CREATION IS THE KEY TO EFFECTIVE CHANGE

The co-creation space sets the framework for gaining sustainable knowledge, requires clear communication skills for mutual comprehension and a strong leadership for mindful decision-making.



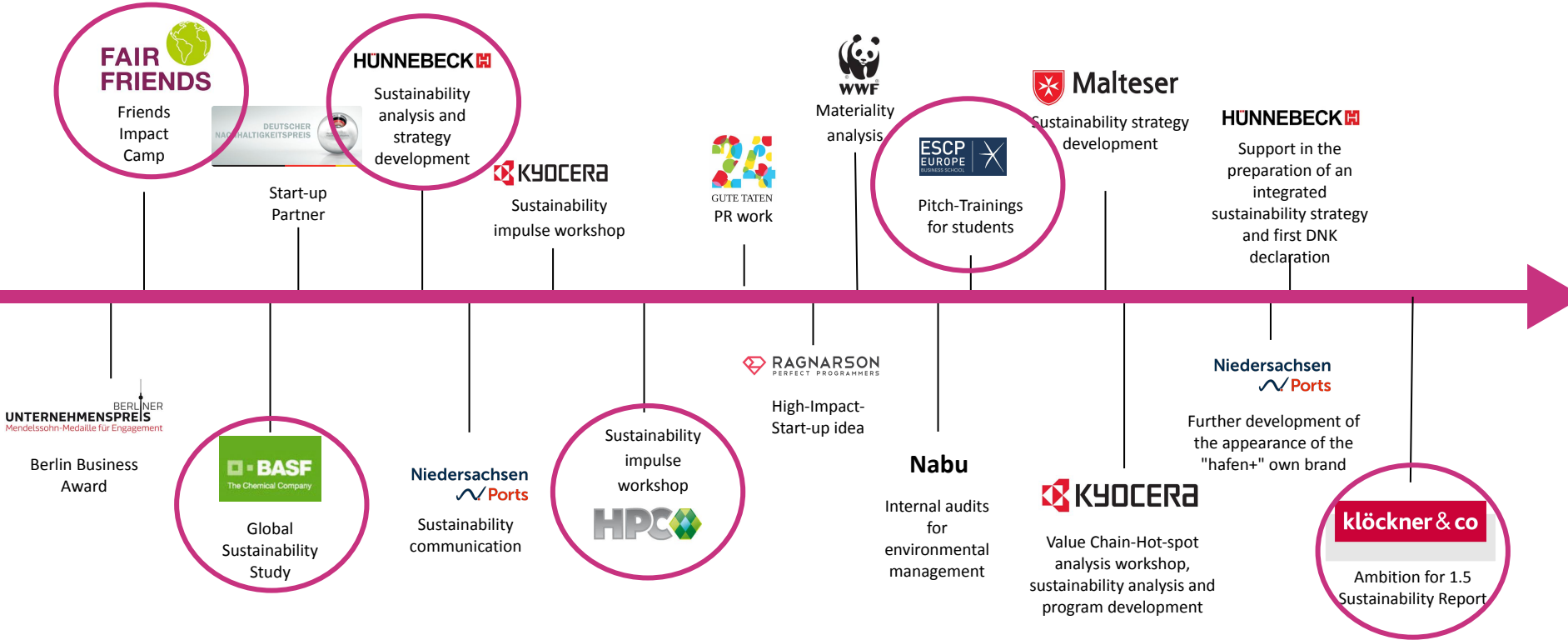
Source: <https://nextblooming.com/cocreation/>

The space of **CoCreation** is not arbitrary. The potential lies in **eight principles**:

1. collaborative
2. fair
3. transparent
4. activating
5. purposeful
6. implementable
7. circular
8. binding

WE TRANSFER THIS EXPERIENCE TO OUR WORK WITH COMPANIES THAT DARE TO UNDERTAKE SUSTAINABLE TRANSFORMATION

From co-creative workshops to strategy processes and communication strategies...



DIVERSITY AND EMPOWERING STRUCTURES IN A CO-CREATIVE SPACE BRING SOLUTIONS THAT LAST



CoCreate Future!

As a founder of two different companies as well as an entrepreneur, I strongly believe that diversity and empowering structures for individual ownership will create the necessary change for a more sustainable future.

In my experience, female entrepreneurs play a special role in this, as they often contribute the key qualities for sustainable change. It is often they who create the space so that the importance of these qualities can be experienced by all and thus be given their entrepreneurial legitimacy.

And in the end, it is a matter **OF US ALL** joining in the change with courage.

Why aren't there more women in leadership positions?

Let's ask those who know best!



We want to gather the voices of 5,000 women to find out what's really needed for more women to step into leadership.

Join the movement.

Take the survey.



5000women.org

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