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Research on the Development Strategies of Youth Green Entrepreneurship in Sustainable Development

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ABSTRACT

This article explains the connotation and types of green entrepreneurship, analyzes the shortcomings of green entrepreneurship development among young people from the perspective of sustainable development, and proposes countermeasures to promote green entrepreneurship among young people from multiple aspects, including supporting policies, entrepreneurial facilities, education system, and entrepreneurial fund channels.

Keywords: Sustainable development; Youth group; Green entrepreneurship

1. Introduction

Since the reform and opening up, the rapid development of my country's social economy has caused tremendous pressure on the environment. People have gradually changed from simply paying attention to the economic benefits of enterprises to paying attention to the coordinated development of economic benefits, social benefits and environmental benefits of enterprises. Green entrepreneurship has

emerged in this context. Encouraging and guiding contemporary youth to engage in green entrepreneurship, promoting the green and efficient sustainable development of enterprises, and harmonious symbiosis with the natural environment have become an inevitable choice for economic development. my country's attention to green entrepreneurship among young people is in its infancy, and the supporting policies, economy, and education systems are still imperfect. In-depth analysis is needed to explore

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measures to promote and guide the development of green entrepreneurship among young people.

2. The connotation and types of green entrepreneurship

At present, there is no unified definition of green entrepreneurship, and different researchers have different focuses. In general, green entrepreneurship emphasizes the grasp and utilization of opportunities. Its connotation is similar to general entrepreneurship and sustainable development of enterprises. The purpose is to achieve the "three-in-one" entrepreneurial behavior of environmental friendliness, social equality, and economic development, and the core lies in the identification and utilization of opportunities. Some researchers have proposed that green entrepreneurship is "those opportunities that bring future products and services into reality. Green entrepreneurship is the process of identifying, creating and utilizing such opportunities, and also includes who will complete it and what economic, psychological, social and environmental results will be produced." From the individual level of enterprises, green entrepreneurship refers to the greening of enterprise production, marketing, products, etc., which is partial; from the social level, green entrepreneurship is based on the social entrepreneurial environment, with the goal of pursuing greening and sustainable development, and is a form of value creation driven by entrepreneurs. Green entrepreneurship covers concepts such as "entrepreneurship" and "sustainable development", and its types are not the same. Starting from the difference between the two most essential concepts of entrepreneurial motivation and development concept, the types of green entrepreneurship can be roughly classified. In terms of the sources of entrepreneurial motivation, one is driven by survival and the other is driven by opportunities. The former is a passive survival purpose, while the latter generally creates or discovers opportunities to pursue greater development. In terms of development concepts, there are active changes to environmental systems and passive compliance. Advanced companies are proactive and take sustainable development as the

primary strategic choice. They invest more than ordinary companies and are forward-looking and strategic, while obedient companies tend to be passive. Based on this, green entrepreneurship can be divided into four types: obedient companies for survival purposes, advanced companies for survival purposes, obedient companies driven by opportunities, and advanced companies driven by opportunities.

3. Problems in the development of green entrepreneurship among young people from the perspective of sustainable development

3.1 Few green entrepreneurial actions and awareness

Green entrepreneurship is a relatively new concept for enterprise development. According to the survey, many young entrepreneurs agree that green entrepreneurship brings benefits to enterprise development and have a high desire for green entrepreneurship. However, in actual entrepreneurial activities, many young entrepreneurs fall into the quagmire of enterprise survival and passively comply with laws and regulations, which makes the enterprise development abandon forward-looking and advanced, and become a type of enterprise that follows the rules in green entrepreneurship. In such a process of enterprise development, although entrepreneurs are willing to agree with the concept of green development, they still take the temporary economic benefits of the enterprise as the primary task, and then consider social responsibility. In summary, young entrepreneurs show a shallow value recognition in green entrepreneurship, but they take few actions in practice. The lack of application of green concepts is ultimately due to insufficient understanding and lack of deep recognition and cognition.

3.2 Weak green entrepreneurship capabilities

Young people are the main group of entrepreneurial activities in my country at this stage, and the majority of them are people with high school,

vocational college and other education. In the past education, they were rarely exposed to entrepreneurial knowledge education and entrepreneurial ability training. The objective reality of the low education level and insufficient knowledge reserve of the entrepreneurial subjects is the innate deficiency of young entrepreneurs in my country that cannot be ignored. The average cultural level of young entrepreneurs is not high, and the lack of systematic entrepreneurial education and training has greatly weakened the green entrepreneurial ability of the young group. In recent decades, China's education has aimed at cultivating employment-oriented talents, ignoring the cultivation of practical innovation ability and green thinking mode, which directly affects the survival and development of green enterprises and is a major flaw in the entrepreneurial activities of young groups. Inadequate entrepreneurial cognition and entrepreneurial psychological preparation have also become an important factor restricting the sustainable development of young entrepreneurial enterprises.

3.3 The green entrepreneurship mechanism needs to be further improved

The green entrepreneurial environment created by my country for young people is far from mature. In developed countries, young entrepreneurs can obtain relevant industry information and entrepreneurial information through entrepreneurial platforms. Information symmetry is a great support for young entrepreneurs. It is very necessary to keep abreast of the latest entrepreneurial projects and related policy terms to improve the success rate and activity of entrepreneurship.

For green entrepreneurship, we pay special attention to the use and grasp of opportunities, but in terms of information channel construction and information platform construction, my country is still far behind developed countries in Europe and America. On the other hand, the services for youth green entrepreneurship are not standardized enough, the guidance is not in place, and the service efficiency and quality are not high, which has also become an important factor restricting youth from carrying out

green entrepreneurship activities.

3.4 Systematic green entrepreneurship education lags behind

The realization of the entire green entrepreneurship industry cannot rely solely on the "self-study" of individual young entrepreneurs. Systematic green entrepreneurship education and the implantation of green sustainable development concepts are necessary ways to cultivate young people's green entrepreneurship capabilities and entrepreneurial awareness. Although in recent years, youth entrepreneurship education led by the government and coordinated by universities and social institutions has developed to a certain extent, there is little green entrepreneurship education content in the entrepreneurship education system, let alone systematic green entrepreneurship education, which is still far from the actual needs of green entrepreneurship.

4. Development strategies for green entrepreneurship among youth groups

4.1 The government lowers the threshold for young people to start green businesses and strongly supports green businesses

To achieve the vitality and prosperity of green entrepreneurship, the creation of a systematic environment is a basic project. The government should start with macroeconomic policies, encourage and support young people's green entrepreneurship and give the majority of young people real benefits. According to the characteristics of different youth groups, targeted support policies should be formulated, such as college graduates, social science and technology talents, agricultural breeding entrepreneurs, etc., targeted micro loans, technical guidance, and tax reductions should be provided. Training should be provided to unemployed and landless youth to enhance their entrepreneurial skills and green entrepreneurial awareness. A green entrepreneurship information platform should be built for the majority of young people, providing timely information services and public

products to lower the threshold of green entrepreneurship and promote and facilitate the realization of green entrepreneurship among the majority of young people.

4.2 Young people continue to improve themselves and their business management to enhance the viability of green entrepreneurship

In order to enhance the core competitiveness and survival ability of green enterprises, it is crucial to improve the quality of young entrepreneurs. First of all, we must correctly understand the macroeconomic and policy environment, overcome financial, technical and management obstacles, and strive to avoid and offset the unfavorable factors of the macroeconomic environment. Green entrepreneurship focuses on energy efficiency and reasonable resource allocation. Surveys show that 40% of green enterprises eventually go bankrupt in their early stages due to the inability to allocate resources reasonably. When young people start green businesses, the first thing they should pay attention to is their own mastery of new technologies and high management levels. Choosing industries with high added value and high technology content to start businesses can better inject the concept of green development and sustainable development.

4.3 Implement green sustainable innovation and improve green entrepreneurial facilities

The concept of green development can be implemented in enterprises through innovation of green raw materials, green processes, green products, green markets, green organizational structures, and green management models. For basic manufacturing enterprises, the green development model directly brings economic and environmental benefits to the enterprise, effectively avoids pollution caused by non-green processes, and avoids the cost of terminal pollution treatment. It also brings benefits to the corporate image and corporate brand, and ultimately enhances the core competitiveness and survival ability of the enterprise. In the long run, green entrepreneur-

ship is conducive to the coordinated development of corporate benefits, social benefits, and environmental benefits, so that enterprises can embark on the path of sustainable development and create greater value for themselves.

4.4 Strengthen and improve the systematic education system for green entrepreneurship among young people

Establishing a sound youth green entrepreneurship education system is not only to conform to the trend of the times for the development of green entrepreneurship, but also to shape the entrepreneurial ability and tap the potential of contemporary youth, and respond to the actual needs of youth green entrepreneurship. To this end, it is necessary for government departments, schools, Communist Youth League organizations, social institutions, enterprises and other aspects to work together to construct a green entrepreneurship education system. First of all, scientific training course design should be guided by ecological ethics, with ecological economy as the core, focusing on the comprehensive quality training of green entrepreneurship, and highlighting entrepreneurial practice. Marketing, corporate management, financial taxation and related laws and regulations are all necessary knowledge reserves for young people to carry out entrepreneurial activities, and the cultivation of ecological ethics and green entrepreneurship should be fully integrated into entrepreneurship education. The second step is to highlight the ability training in "actual combat", and provide green entrepreneurship consultation, personalized guidance, project training and other services to young people who are interested and capable, so as to improve their actual green entrepreneurship ability. Finally, in order to ensure that green entrepreneurship education does not become a formality, it is also necessary to build a professional teaching staff. We should select entrepreneurship education expert lecturers, business founders with practical green entrepreneurship experience, and ideological and political educators to form a lecture team. They should not only teach entrepreneurship knowledge,

but also share green entrepreneurship practice cases, and cultivate ecological ethics and sustainable development concepts.

5. Conclusion

Encouraging young people to start their own businesses is undoubtedly a favorable direction to ease employment pressure and promote social and economic vitality. Encouraging young people to start green businesses is conducive to the healthy development of social economy and the healthy development of entrepreneurial enterprises. It is also an inevitable choice for social and economic development and environmental pressure. As far as the current situation is concerned, there are still problems of weak awareness and insufficient ability in my country's youth green entrepreneurship. The financing channels, policies and regulations, information platforms and other frameworks in the external environment are not perfect. In recent years, under the leadership of the government, the green entrepreneurial activities of young people in my country have gradually become active and have gradually begun to form a small trend, but efforts should be made to promote and support it. Building a good business environment to guide young people to start green

businesses, establishing supporting laws and preferential policies, building a symmetrical information platform, and improving the education and training system, the government, society, and schools work together to guide more young people to establish advanced green enterprises driven by opportunities. It has become an urgent task to promote youth green entrepreneurship.

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