

ABSTRACT

Ecopreneurs are those entrepreneurs who start for-profit businesses with strong underlying green values and who sell green products or services. Research has been called to understand the factors that motivate these ecopreneurs to start businesses – and that is the focus of this study. The aim of this paper is to compare the findings – which author gets from interview, observing the work area and also video on television – with results of extent literature on entrepreneurial motivations.

This research is a case study, about Enigami Paper – an eco-business in Jakarta in 2014. Both owners of Enigami were interviewed in a face-to-face, semi-structured format. Secondary sources such as media reports, industry statistics, and information from company web sites were also collected.

Ecopreneurs were motivated by five factors: their green values; earning a living; passion; being their own boss; and seeing a gap in the market. Ecopreneurs appear to have quite similar motivations to entrepreneurs in general, aside from their green motivations. They had lower level financial motivations than have been found in prior research on entrepreneurs.

Keywords: Ecopreneurs, Motivation, Eco-Business, Start-up Business, Sustainability Development, Jakarta