

ABSTRACT

This study aims to determine whether the application of the concept of knowing the extent of eco campus has been implemented on a pilot effort that students in the program proficio awards category for best design by ITB institutions to support its development into a green campus. The assessment will be conducted on campus ecological concept, the implementation of ecological concepts in courses Proficio Awards.

This research includes the development of research with reference to the opinion of Kirkwood and Walton. The research approach uses a qualitative approach. Variables examined include the following Green Values, Gap in Market, Make a Living, Be Your Own Boss, and Passion. The analysis is an analysis of the application of the concept and implementation of the pilot ecopreneur effort proficio program awards students in the category of Best Design of 2012. The subjects in this study were the finalists who entered into the category of Best Design at the event Proficio Awards.

The results showed that, the finalists on Proficio program category Best Design Awards 2012 has understood the concept ecopreneur and seek to apply these concepts into products they create.

Keyword :*Ecological Campus, Entrepreneur, Ecopreneur*