

ABSTRACT

Sustainable Development Goals 2030 is an achievement that aspired by all countries through the United Nations as an effort to create a healthy environment, a form of Indonesia's involvement in the application of Sustainable Development Goals 2030 has been planned based on Presidential Decree No. 59 of 2019. In the business world there are business actors called ecopreneurs that arise because of environmental damage. This research uses The Three Circle Framework of Ecopreneurship theory.

This study aims to determine the implementation of the concept of the Three Circle Framework of Ecopreneurship in environmentally friendly business actors, as well as illustrate if Ecopreneur business actors are involved in the realization of Sustainable Development Goals 2030 with a focus on the objectives of Sustainable Development number 4 with point 4.4

The method in this study uses a qualitative methodology where the data obtained is the result of a semi-structured interview and the analysis used is verbatim with a sampling technique that is purposing sampling on business actors and communities including the Tunas Nusa Foundation, Hayu Hejo Kota Baru Parahyangan, Community Hayu Hejo, Haiqal 'Garden, CeuMeta.com is environmentally friendly in the service sector.

The contribution in this study is one of the goals of Sustainable development goals, namely in number 4 can be achieved through education with Entrepreneurship indicators, at point 4.4 that this research is expected to be a consideration for the establishment of a sustainable development goals center at the university

Keywords: Entrepreneurship Ecopreneurship, Sustainable Development Goals 2030, The Three ircle Framework of Ecopreneur, Sustainable Development Centre