

Study of environmental entrepreneurs wins international acclaim

Dr Jodyanne Kirkwood and Dr Sara Walton, of the Department of Management, University of Otago, have been invited to speak at the International Women's Forum in Montréal, Québec, Canada, in October. The invitation is to present some of the findings from their in-depth study of ecopreneurs (funded through the Centre for Entrepreneurship) at the *Plenary Program – Ecopreneurs: The Blue Gold Rush*.

Amongst the other 800-1000 attendees will be heads of state, corporations and enterprise, as well as members of the diplomatic community, policy-makers, decision-takers and opinion-leaders on five continents. Other leaders featured in the two and a half day program include The Right Honourable Helen Clark, former Prime Minister of New Zealand and Administrator, United Nations Development Programme; Matt Damon, Co-Founder and Spokesman of H2O Africa, the clean water initiative that is part of the *Running the Sahara* expedition and film project; The Right Honourable Chief Justice of Canada Beverley McLachlin, PC; Guy Laliberté, Founder, Cirque du Soleil and social entrepreneur; Alexandra Cousteau, social environmental advocate and founder, Blue Legacy; and Irena Salina, French filmmaker and director of the award-winning documentary *FLOW*.

The study by Dr Kirkwood and Dr Walton of ecopreneurs in New Zealand also received acclaim at the prestigious Academy of Management Conference in Chicago in 2009. Their paper "Making greening matter! Ecopreneurs commitment to environmental concerns and economic success" was selected for the best paper proceedings. Two journal articles have also been published in 2010 on "What motivates ecopreneurs to start businesses?" (*International Journal of Entrepreneurial Behaviour and Research*) and "How ecopreneurs' green values affect their international engagement in Supply Chain Management" (*Journal of International Entrepreneurship*).