



Green Entrepreneurship: An Opportunity for Entrepreneurial Development in Nigeria

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Abstract: The environment is very important to human existence, and entrepreneurship on the other hand is known to be vital in economic development. In as much as entrepreneurship is of great importance, it is necessary for enterprising individuals and firms to consider the effects and impacts of their business operations on the environment; this leads to the concept of Green entrepreneurship, green economy, sustainability and eco-friendly products, services and marketing. The green economy became a UNEP agenda since the United Nations Conference on Sustainable Development (Rio +20) held in June 2012; countries are encouraged to take advantage of the transition to the green economy which offers huge economic opportunities for entrepreneurship. For this purpose, this study looked at the concept of green entrepreneurship with the view of the opportunities it offers for entrepreneurial development in Nigeria. An exploratory approach was adopted in this study which involves the review and analysis of various research works on green economy and entrepreneurship; and the findings indicate that most developed and even some developing countries have worked hard on their compliance to green requirements according to UNEP. Considering Nigeria's compliance, the study recommends that much needs to be done regarding environmental sustainability, green economy and green entrepreneurship.

Keywords: Entrepreneurship, Green Economy, Economic Growth, Entrepreneurial development, Green Entrepreneurship, Sustainability.

1. Introduction

Over the years, the population growth across the globe increased the production and consumption of goods and services leading to the depletion of

the natural resources and causing severe damage to the environment. Some of the serious repercussions of environmental damages include global warming, increased environmental pollution and

decline in the flora and fauna (Chen and Chai, 2010). Various countries in the world realized the threats to the environment and began working hard to minimize the harmful effects of business activities on the environment. The realization, concern and conscious actions towards the environment led to the emergence of sustainable development which emphasizes the need to promote sustainability; by advocating the form of development that emphasizes minimal damage to the environment and the society bearing in mind the well being of future generations (Zillur and Yatish, 2015). The drive for sustainability created the platform for eco-innovations and green consumption.

Eco-innovation encourages and advocates the incorporation of environmentally sustainable practices at every stage of production process and service delivery (Veleva and Ellenbecker, 2001). On the other hand, green consumption refers to environmentally responsible consumption where the consumer considers the environmental impact of purchasing, using and disposing of various green products and services (Moisander, 2007). This means sustainability and green practice is the responsibility of the producer, service provider as well as the consumer.

The need to go green creates opportunities for entrepreneurs and such green businesses are gaining popularity as more opportunities arise for eco-entrepreneurs to invest in and this will in turn result in a green economy which is the agenda of the United Nation Environment Programme (UNEP). The green economy creates opportunities for entrepreneurs and in order to take advantage of this, the employability of young people and women should be

improved by providing targeted, up-to-date training in the new skills required in the green economy and by creating incentive mechanisms to encourage green entrepreneurship (Demuth, 2015). Studies have shown the positive impact of entrepreneurship to economic growth, which include employment generation and empowerment of the poor in the society, (Oluremi and Gbenga, 2011). In industrialized nations, increased entrepreneurial activities serve to reposition dying industries, provide new jobs to compensate for unemployment and generally enhance economic flexibility and growth (Thomas and Mueller, 1999, cited in Oluremi and Gbenga, 2011). Despite, the benefits of entrepreneurship to the economy of any society, it is pertinent for the sustainability of the environment to be put into consideration by business operatives. Hence, it becomes imperative for the Nigerian entrepreneur to adopt green practices in business.

The question then is, of what benefit is the transition to green economy and what are the opportunities available for the green entrepreneur in Nigeria? It is obvious that the response and efforts of environmentalists and governments is not enough to produce the desired economic and environmental results and so businesses (entrepreneurs) play a key role in combating environmental challenges. Thus, this paper looks at the concept of green entrepreneurship and how it can enhance economic activities through entrepreneurial development and create opportunities for entrepreneurs in Nigeria; where there is a high rate of unemployed youths who need to be engaged in entrepreneurial activities to ensure a stable economy.

2. Concept of Green Economy

The concept of green economy has gained popularity because it gives credence to major global issues which include environmental, economic and food crisis. The concept offers an opportunity of economic growth and food supply without putting the environment in jeopardy. It advocates and promotes a system that proactively addresses and prevents economic and environmental crisis as against the system that allows it, Antonio (2012).

According to UNEP (2011), green economy is “an economy that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities.”

The UNEP’s working definition of a green economy (Fareed, 2012) defined it as a system of economic activities related to the production, distribution and consumption of goods and services that result in improved human wellbeing over the long term, while not exposing future generations to significant environmental risks and ecological scarcities. Some concepts of green economy as provided by UNEP are:

- i. A low carbon economy: part of a green economy measured by the carbon level of economic activities
- ii. Green growth: GDP growth subject to green conditions as well as focusing on green sectors as new growth engines.
- iii. Green jobs: jobs in green sectors, also known as green collar jobs
- iv. Circular economy: an economy in which the waste from one production/consumption process is circulated as a new input into the same or a different process.
- v. Ecological economy: an economy subject to ecological principles (eg

biodiversity & carry capacity) as well as utilizing ecological functions to contribute to both the economy and ecosystems (eg organic farming).

From the above perspective, the concept carries the promise of a new economic growth paradigm that is friendly to the earth’s ecosystems and can also contribute to poverty alleviation. This is viewed to be compatible with the concept of sustainable development which has being a major drive of the United Nations for decades. Kor (2012), analysed the principles of sustainable development and green economy, he concluded that both concepts are geared towards the same goal. “Sustainable development would not only involve ecological practices that enable meeting the needs of future generations, but a change in production and consumption patterns in an equitable manner whereby resources which are currently being wasted are saved and rechanneled to meeting the needs of everyone today as well as the needs of future generations”; and this is the underlying principle of green economy. Nwosu (2015), also views the green economy as a vision for growth and development; one that can generate growth and improvement in people’s lives in ways consistent with sustainable development. That the green economy is more than merely “greening” economic sectors; it is a means of achieving sustainable development imperatives which include; (i) improving the well being of humans, securing better healthcare system, education and job security, increasing social equity; (ii) ending persistent poverty and ensuring social, economic and financial inclusion; (iii) reducing environmental risks, addressing climate changes, ocean acidification, the release of hazardous chemicals and pollutants;

and (iv) reducing ecological scarcities, securing access to fresh water, natural resources and improving soil fertility.

The green economy has its risks and challenges, especially for developing countries whose concern is that the concept may be misused or taken out of context, and that the promotion of the “green economy” may give rise to unhelpful or negative developments, that must be avoided. The fear is that the new concept could be used to reinforce protectionist trends, enhance the conditionality associated with international financial cooperation, and unleash new forces that would reinforce international inequalities (Nwosu 2015, Kor, Cosbey and Antonio 2012, and Demuth 2015). In response to the concerns of many countries, Kor, Cosbey and Antonio (2012), opined that the concept of green economy should be seen as consistent with the broader and older concept of sustainable development which encompasses the three pillars of development – economic, social and environment; and should also focus on inter-generational equity. As a result, the developed countries and the UNEP are advised to assist the developing world financially and also help in policy formulation that will ameliorate the green economy transition.

Nigeria is a highly populated nation plagued with economic problems; however, the green economy is an opportunity for economic transformation if handled with the best of care and intentions. Osmond and Uwazie (2015) opined that for a smooth and successful transition to a green economy, Nigeria must take full advantage of the report of the Trade Policy and Planning Unit of the United Nations Environment Programme

(UNEP). He noted that the report is a key component of the Green Economy and Trade Opportunities Project (GE – TOP). It stated the types of opportunities arising from the transition namely trade in environmental goods and services, standards and certification, and the greening of global supply chains.

3. Entrepreneurship and Economic Growth

Entrepreneurs are individuals who conceive new business opportunities and take on the risk required to convert those ideas into reality. Entrepreneurship arises when an enterprising individual identifies an unsolved problem or an unmet need or want which he then proceeds to satisfy. In the process, he transforms the existing status quo into a future opportunity and turns ideas into a commercial reality. Entrepreneurs play an important role as the engine of change in a market based economy since they are responsible for introducing innovation, adaptation and new ideas, Demuth (2015). According to Afolabi (2015), Entrepreneurship is the manifest ability and willingness of individuals, on their own, in teams, within and outside existing organizations, to perceive and create new economic opportunities (new products, new production methods, new organizational schemes and new product- market combinations) and to introduce their ideas in the market, in the face of uncertainty and other obstacles, by making decisions on location, form and the use of resources and institutions. Gevrenova (2015) considers entrepreneurship to be the moving force of the economy, assuring economic growth, technological and

organizational innovations, and new workplaces.

Economic growth on the other hand refers to an increase in the value of goods and services produced by an economy and it is conventionally measured as the rate of increase in real gross domestic products. In economics, “economic growth” or “economic growth theory” typically refers to the growth of potential output, that is, production at “full employment,” which is caused by growth in aggregate demand or observed output (Erbee and Hagemann, 2002 cited in Afolabi 2015). Entrepreneurship growth does foster economic development by generating employment and creating jobs through the increase of micro, small and medium enterprises establishment, (Odibo and Udih, 2016). Results from various studies have shown the direct link between entrepreneurship and economic growth. India and China are envisaged to rule the world in the 21st century on account of their feats in entrepreneurship and small business promotion. For over a century, the United States has been the largest economy in the world but major developments have taken place in the world economy since then, leading to the shift of focus from the US and the rich countries of Europe to the two Asian giants -India and China (Economy Watch, 2007 cited in Afolabi 2015).

In Nigeria, entrepreneurial development has made significant improvement as a result of individual’s drive for entrepreneurial activities and various programmes put in place by the government to encourage entrepreneurial activities. For example, the Structural Adjustment Programme (SAP) in 1986, the National Directorate

of Employment (NDE), National Open Apprenticeship Scheme (NOAS), the Small and Medium Enterprise Development Association of Nigeria (SMEDAN), Afterschool Graduate Development Centre (AGDC). Another initiative to encourage entrepreneurship in Nigeria was the move to introduce a mandatory course on entrepreneurial development skills in tertiary institutions, the Centre for Entrepreneurial Development (CED); with the aim of teaching and encouraging students to acquire entrepreneurial, innovative and management skills, (Afolabi 2015, Oyelola et al 2015, Agu et al 2012 and Ajagbe et al 2015). They opined that, by combining existing resources with innovative ideas, entrepreneurs add value through the commercialization of new products, the creation of new jobs, and the building of new firms. Afolabi (2015) explained that the Global Economic Monitor indicates that nations with higher levels of entrepreneurial activity enjoy strong economic growth.

Entrepreneurship is the heart of any nation’s economy and one that does not play with its entrepreneurs has a better chance of an improved economy. The future of African economy depends largely on its entrepreneurs as well as government policies on entrepreneurship and a positive entrepreneurial environment is very important to ensure an entrepreneurial individual or a firm succeeds at its venture. However in Nigerian, different factors have deterred emerging entrepreneurs from starting and successfully running their businesses.

4. Green Entrepreneurship and Entrepreneurial Development

Entrepreneurial development refers to the process of enhancing entrepreneurial

skills and knowledge through structured training and institution building programmes (Amaeshi 2006). It is geared towards increasing the base of entrepreneurs in order to hasten the pace at which new ventures are created which in turn accelerates employment generations and economic development. Entrepreneurial development focuses on the individual who wishes to start or expand a business, concentrating more on growth potential and innovation (Ajagbe et al, 2015). Simply, it is a self employment strategy through which the unemployed in a society engage themselves in businesses to earn a living; these innovative activities of entrepreneurs give rise to entrepreneurial development.

The concept of green entrepreneur evolved as a result of environmental concerns such as pollutions, global warming, climate change, scarcity of natural resources and other disturbances in the ecosystem, Sharma and Kushwaha (2013). Owing to the growing awareness of environmental challenges, sustainable development and green economy; individuals, corporations and institutions are becoming more responsive towards the environment. These factors are also responsible for the changing consumer behavior towards green product, and the perception towards green product creates an opportunity for the development of the green market, Chitri (2015). The Green market is an emerging market which offers a wide range of opportunities for the green entrepreneur by creating opportunities in various fields such as green supply chain, green production, green design, green buildings, recycling among others.

Different terms such as ‘environmental entrepreneurs’, ‘eco-entrepreneurs’ and ‘ecopreneurs’ are used in various studies to describe the Green Entrepreneur. The term green entrepreneur is a combination of two words i.e. environment and entrepreneur (Sharma and Kushwaha, 2015). Demuth (2014) defined a green entrepreneur as an actor in the green economy that embodies the marriage of economy and environment taking into account the human factor and social development, explaining that green entrepreneurship is a concept that gives rise to new economic opportunities, job creation and environmental innovation. Bakari (2013) opined that green entrepreneurs get their motivation intrinsically and their business activities positively affect the natural environment, enhance economic sustainability, and deliberately focus on a more sustainable future. Green entrepreneurs are important to a nation’s economic development as they are the significant contributors in providing jobs and are also the driving force towards the desired change. They also get appreciated for introducing innovation, adopting and developing new thoughts and ideas towards change in a rapid, flexible and efficient manner that sustains the environment, (Allen and Malin, 2008). Bakari (2013) explained that the main difference between the green entrepreneur and the traditional entrepreneur is that, the green entrepreneur seeks to create a business model that is both economically profitable and creates environmental and social value.

In the same vein, “green” entrepreneurship is an economic activity whose products, services, methods of production or organization have positive

effect on the environment; by offering products or services, the consumption of which leads to a change in the consumer's behaviour and reduces the negative impact on the environment, Gevrenova (2015). A green business is regarded as an enterprise that has no or minimal negative impact on the global or local environment, community, society or economy. It is one that incorporates principles of sustainability into each of its business decisions and supplies environmentally friendly products and services that replace demand for non green products and services, Schapper (2016). Green Entrepreneurial practices are those activities that are related to products or processes that are involved in reducing, reusing and recycling of resources for economic, environmental and social sustainability, Fulvia et al (2011). Such practices will include but not limited to energy saving, pollution prevention, waste recycling, green product design or corporate environmental management, Bakari (2013).

The adoption of environmentally responsible business practices can conceivably open up an additional range of opportunities for entrepreneurs (Schapper, 2016). He opined that the move to a sustainable business framework provides numerous niches which enterprising individuals and firms can successfully identify and service. These include the development of new products and services, improving the efficiency of existing firms, new methods of marketing, reconfiguring existing business models and practice and so forth. By demonstrating the economic benefits which come from being eco-friendly, green entrepreneurs act as a pull factor that entices other firms to proactively go green as opposed

to the "push" factors of government regulations, risk minimizations factors and stakeholders or lobby group pressure (Demuth 2015 and Schapper 2016). These opportunities created by the need to go green will enhance entrepreneurial development; however, the ecopreneur like every other entrepreneur has to identify a feasible business opportunity, research it, harness resources to turn the idea into reality, develop and execute a plan for business development and oversee its growth.

It has become obvious that there are bright opportunities for the green entrepreneur as the green market is expanding and consumer behavior is favorable towards green market and there is a conceptual link between environmental concern, emerging green market, green entrepreneurs and sustainable development (Sharma and Kushwaha, 2015). Green businesses are creating new economic opportunities for both multinational corporations and small and medium-size enterprises (SMEs), Fulvia et al (2011). Also, green enterprises are increasingly successful in proving to shareholders and stakeholders that sustainability is not just a cost but rather an opportunity to increase revenues and customer loyalty while protecting the environment.

Although, green entrepreneurs often struggle to survive because of financial cost and unfavourable entrepreneurial environment, opportunities abound for entrepreneurs in the green economy if tapped and harnessed.

5. Examples Green Entrepreneurship in Developing Countries

Finding from studies have shown that some developing countries in different continents of the world have made significant efforts towards green

entrepreneurial development. A few of these examples are highlighted in this section. A research carried out by ILO (2010) in Bangladesh has the following findings:

- i. The sectoral analysis suggested there are nearly 2.8 million core environment related jobs in Bangladesh. These account for nearly 6 per cent of total employment in the economy (49.5 million jobs). Another 4 million jobs are indirectly supported as a result of these core environment-related jobs.
- ii. Sustainable agriculture and forestry account for a very small share (0.2%) of total agriculture and forestry jobs. Nevertheless, jobs identified in sustainable farming (about 42,000) can be considered green on the basis of their environmental contribution (i.e. better soil conservation, water efficiency practices, reliance on natural nutrient cycling and reduced farm-to-market distances)
- iii. In the sustainable forestry sector (about 29,000 jobs)
- iv. In the sustainable energy sector (between 70,000 and 120,000 direct and indirect jobs are sustained); investment in solar photovoltaics and biogas/ biomass is creating new job opportunities in rural parts of Bangladesh. These renewable technologies are well suited to rural parts of the country as they are cheap to install and run. Biogas/biomass-based technologies have abundant supplies of organic waste from crop production and cattle.
- v. Jobs in waste management and recycling are thought to be growing at a high rate. Composting urban

waste 90,000 jobs and plastic waste recycling 68,000 jobs account for the majority of these jobs.

- vi. Brick kilns are the best-documented activity; most of the jobs in new brick kilns can be considered green and decent, as opposed to the traditional brick kilns.
- vii. The sustainable construction sector is the second most important in terms of core environment-related jobs. Indirectly, the sustainable construction sector supports another 1.4 million jobs.
- viii. In the transportation sector, potential green jobs have been identified in areas such as the conversion of vehicles to run on CNG (compressed natural gas). In 2008, there were 250 CNG filling stations and 121 conversion centres, supporting nearly 150,000 jobs.

Source: Jarvis et al, 2011.

INDIA

- i. **Green Drops India:** Engaged in vertical gardening on walls of the buildings.
- ii. **Danteshwari herbal products:** Engaged in organic farming and won the “Earth hero” award from Royal Bank of Scotland.
- iii. **Damji Prajapati :** Making nest for birds made of clay, which can be fixed. Got many projects from the real estate sectors.
- iv. **MINC retail store:** Eco friendly fashion store
- v. **Green oil:** Production of renewable energy and organic manure from waste material
- vi. **Chalk and Chukles:** Manufacturing of toys without use of plastic and chemical based paints.
- vii. **Go Green BOV:** Electric bikes

- viii. **Biotec Bags:** Biodegradable plastic bags
- ix. **Uravu, Kerala:** Making of houses and handicrafts of bamboo.
- x. **Mazhapolima:** Techniques of water harvesting
- xi. **The Tree House Resort:** Providing natural habitat to exotic birds
- xii. **Mitti cool clay products:** Fridge made of clay
- xiii. **Krya consumer products:** Chemical free detergent etc.

Source: Sharma and Kushwaha (2015).

EGYPT

SEKEM, a Consortium of companies producing and distributing organic and biodynamic food, textile and pharmaceutical products in Egypt and abroad. It has created 2,000 jobs with an annual turnover of 23m€ operating under environmental-chemical free food production.

Desert Lodge Resort offering sustainable tourism and 50% of the Lodge's needs from water and electricity are from renewable resources and 100% of the products and materials used and provided to guests are locally-made and locally grown. The management initiated a solid waste management project for the oasis with a population of about 7000 people.

OneraSystems (Sustainable energy): OneraSystems is a full service manufacturing and distributing company that provides clean, efficient and reliable energy to the Middle East. It initially started with a moderate investment capital of EGP 250,000 and now has a capital of EGP 35,000,000.

Egypt Vehicle Scrapping and Recycling Program

- a. A national program launched in 2009 with the aim to reduce greenhouse gas emissions (GHG)

and air pollution associated with aging taxi vehicles in Greater Cairo.

- b. 41,000 vehicles have been replaced through the program since 2009.
- c. In 2012, tax and customs exemptions given through the program reached 1300 \$ per taxi.
- d. Average fuel efficiency achieved through the program is 9.39 liters/100 km for fueled cars.
- e. An average of 60,000 tons of carbon dioxide (CO₂) aimed to reduce annually.
- f. This is equivalent to taking 10,000 cars of the street annually.

Adapt Egypt: involved in developing low cost, environmentally-friendly housing for squatters and other low-income/neglected areas in Egypt, reducing the cost of housing by 30%. The Social benefit is 13,000 improved living conditions as well as hundreds trained on sustainable, local and environmentally-sound building methods by using local resources and minimum waste; and economically, housing cost is reduced by 30% and the Ministry of Housing is adopting the methodology.

MOROCCO Green Chip (Managem & Al Jisr): A company that collects, dismantles and sorts electronic wastes, recovery precious and non ferrous metals and selling other dismantled products. It has provided 24 full time jobs, 150 part time and 65 young unemployed trained each year in computer maintenance & recycled computers donated to schools. The annual turnover is 2m USD. The environmental impact is the reduction in contamination of soil and ground water from e-waste; 120,000 tonnes of e-waste is recycled per year.

Source: Hossam (2015).

6. Opportunities for Green Entrepreneurial Development

Presently in Nigeria the environment is under threat from natural and human-induced disasters such as drought, floods and erosion and the increase in population is also exerting pressure on the environment. Inappropriate mining activities, oil and gas exploration, indiscriminate waste disposal and several entrepreneurial activities have also contributed to environmental degradation in the country. A research by Joshua et al (2015) examined the impact of entrepreneurship on the environment and how green entrepreneurship can be used to sustain development in Nigeria. The study indicates that opportunities for environmental entrepreneurs exist in the country and that the negative impact of entrepreneurial activities can also create a means for green entrepreneurship which will in turn aid the greening of the Nigeria economy. Therefore, the Nigerian entrepreneur needs to see the opportunities created by the transition to green economy and explore these opportunities for the economy to thrive economically, socially and environmentally.

Jarvis et al (2011) asserted that businesses play a key role in the economy; green businesses and the relevant markets should be a key priority for an economy by improving energy efficiency and resource use, and that by recognizing green growth as a business opportunity, green entrepreneurs can become the agents of change. Green opportunities for entrepreneurial development as provided by ILO 2011 include:

- . Introduction of controlled and sanitary waste management

services and enhancement of decent work in the informal waste management sector.

- b. Introducing energy-efficient cooking stoves, solar water heaters and solar panel systems in place of unsustainably harvested firewood, creating jobs in the manufacturing and servicing of such equipment and reducing the burden of firewood collection.
- c. Building and servicing biogas plants to provide eco-friendly and economical fuel for lighting and cooking, in place of kerosene.
- d. Building and servicing composting plants to convert waste into natural fertilizers that can replace the costly urea-based or petroleum-based fertilizers that can pollute groundwater reserves and that can replenish the organic matter content of soils.
- e. Small-scale generation/decentralized power grids based on renewable energy technologies or industrial co-generation, rather than on large oil or coal-based power plants and centralized, inefficient and loss-making electricity grids.
- f. Low-carbon public transport schemes.
- g. Sustainable natural management, such as forestry. This could create jobs in the replanting of felled trees.
- h. Investing in green irrigation models (drip).
- i. 90% of energy and 70% of water saving can be achieved by investing in recovery and reuse of water - recycling industrial and municipal wastewater for industrial or cooling water.
- j. 70% of industrial wastes are dumped untreated into waters

creating huge opportunities for investment in wastewater treatment.

- k. Storage and transport infrastructure, to reduce post-harvest losses and value addition by processing of harvested produce.
- l. Infrastructure for production, marketing and trade in organic fertilizers and biological and integrated pest control.
- m. Green Banks and/or micro-credit for farmers and SMEs.

According to Fareed (2012), green opportunities in agriculture accounts for 97% of revenues generated in Europe/North America with more than 80% of producers in Africa, Asia and Latin America. Employment opportunities of 30% more jobs in East Africa and 178,000 new jobs in Mexico. Globally, investing US\$630bn in the renewable energy sector by 2030 would create 20 million additional jobs and over 50 countries have set renewable energy targets including Mexico, Brazil, China, India, Iran, Morocco, Syria, Tunisia, Senegal, South Africa and Uganda. The above statistics show the huge opportunities in the transition to a green economy and that green entrepreneurship has the potential for entrepreneurial development and Nigerian can take advantage of this opportunity. Several nations including African nations have set renewable energy targets, which is a source of wealth and job creation, we can also begin to take measures towards green jobs and entrepreneurship.

7. Methodology

In conducting the study, a theoretical approach was adopted using secondary data obtained from the internet and various studies carried out by scholars

and organizations. This approach was adopted to bring to our notice the efforts made by entrepreneurs and the government of other countries toward green entrepreneurship and sustainability.

8. Conclusion and Recommendations

The green entrepreneur is an actor in the green economy that embodies the marriage of economy and environment, taking into account the human factor and social development into business operations, Hossam (2015) and Demuth (2015). He provides innovative solutions to the way goods and services are produced and consumed and also scale-up the business model and contributes to the greening of the economy. This means the green economy and green growth is made possible by the entrepreneurial activities and contributions of the green entrepreneur.

Green economy policies can help developing countries attain economic and social gains on several fronts. There are a number of ongoing developing country initiatives that are demonstrating a positive benefit stream from specific green investments and policies, and if scaled up and integrated into a comprehensive strategy, could offer an alternative sustainable development pathway, Fareed (2015). In order for us as a nation to attain sustainable development that meets social, economic and environmental standards as required by UNEP, we must follow the path of green economy by promoting environmental sustainability, addressing the challenges of climate change, greening various sectors of our economy amongst other things. If some developing and highly populated nations like India and Bangladesh would partner with

international organizations and make huge efforts towards creating green jobs and businesses, it becomes imperative for the entrepreneurs, institutions, government and all stakeholders to consider green entrepreneurship as an opportunity for the development of entrepreneurship in Nigeria.

Nigeria is endowed with a huge deposit of natural resources and also most of our cities are littered with waste that is not properly disposed or managed. Entrepreneurs can take advantage of these opportunities and start up green businesses resulting in entrepreneurial development; and millions of jobs are created in the process for our ever growing population. Although, efforts have being made by the government and individuals at various levels to encourage green entrepreneurship, more needs to be done to ensure green entrepreneurial development and compliance with the green economy transition in order to see our economy thrive economically, socially and environmentally.

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Therefore, this paper recommends:

1. Research and development in the area of green entrepreneurship and green jobs, this will foster the development of green entrepreneurial activities.
 2. For the existing entrepreneurs to comply with green processes which could create opportunities for other green businesses.
 3. Public orientation programmes to enlighten the populace on the benefits of green economy and green entrepreneurship to sustainability and economic growth in Nigeria.
 4. That the government puts in place the necessary policies and the enabling entrepreneurial environment to encourage entrepreneurs in green innovations and businesses as well as the need to incorporate green entrepreneurship into entrepreneurial development in Nigeria.
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