

In people's heads innovation exists as the ultimate driver of the economy and wealth. If you search for definitions of entrepreneurship, you usually end up finding sentences like entrepreneurship is the willingness to start new businesses along with any risks in order to seek profit from it.

The same thing holds for innovation which is said to be crucial for the success of any organization. Of course, we cannot deny the central role that innovation certainly plays in any kind of entrepreneurial action and how it improves our daily lives but shouldn't we change the way we consider entrepreneurial innovation to simply be a driving force behind profit maximization?

Worldwide the belief is persistent that without innovation your organization won't be able to maximize profits and hence, is not going to sustain longterm. In the last decade we could observe an extreme development in technology, infrastructure and communication in consequence of globalization technological progress.

These inventions certainly did benefit that part of the world that has access to newly developed technologies and is able to use them daily in a way that makes life easier. But first world progress also lead to environmental pollution, exploitation of resources and a further growing gap between the rich and the poor.

A huge part of the world's population does not at all savor any benefits from that kind of wide entrepreneurial innovation. At this point, the thought of innovation as a social good and entrepreneurship that is done at a more regional level fits really well.

Don't we have to ask us what the real problems of our time are? Should we really focus on coming up with the next lucky idea that will bring us as founders great wealth and recognition? In my opinion we should not.

In order to tackle bigger future problems like the UN sustainable development goals it is necessary to not just work with a small team of qualified entrepreneurs but to mobilize whole communities if not a worldwide network to work on solutions and to cooperate in its regional implementation. The complexity of these problems demands for multiple and divers perspectives and for people to be open to learn along the process.

I think that, if we want to fight poverty, hunger and reduce climate change with a possibility to generate and use energy sustainably, a new and again more sustainable approach to entrepreneurship such as that of Citizen Entrepreneurship is important if not necessary. This of course requires a new way of thinking to be able to let go of profit maximization as the ultimate goal behind entrepreneurship and the development of new ideas.

Profit maximization cannot be the main driving force behind a solution that should benefit citizens worldwide, not just a few. It cannot be the motivation to „just“ be productive and competitive if the developed solution should solve complex problems and fight phenomena like climate change in the long run.

Hence, we raised the questions if it is time to rethink our understanding of entrepreneurship just as proposed by the concept of Citizen Entrepreneurship. Isn't it time to let go of the picture of a small group of founders who create a new business in their garage to become incredibly wealthy? Isn't the current definition of entrepreneurship partly outdated by the more social, inclusive and sustainable approach that citizen entrepreneurship has to offer?

I want to make clear that striving for innovation is of course desirable; it is profit maximization behind entrepreneurial actions that should be thought over.

Innovation for sure, still does play a central role, it simply should be looked at from a different perspective and has to be made accessible differently i.e. through the more regional characteristic of citizen entrepreneurship and its projects. If Innovation can be transformed into a social good so that people worldwide can access new knowledge and implement developed technologies, social benefit could be maximized and we might be able to meet worldwide challenges.

—> (We support the idea behind Citizen Entrepreneurship that anyone who acts entrepreneurial by developing a personal idea or by simply making the daily life in its neighborhood a little better should be considered entrepreneurs.)

—> CE as New definition/ view and approach towards innovation and entrepreneurship pr doing business in general —> shift from profit maximization as the ultimate goal to more socially oriented goals