



# Entrepreneurs and sustainability

Age range: 14-19

 **BARCLAYS** | LifeSkills





# Combining sustainability with passion

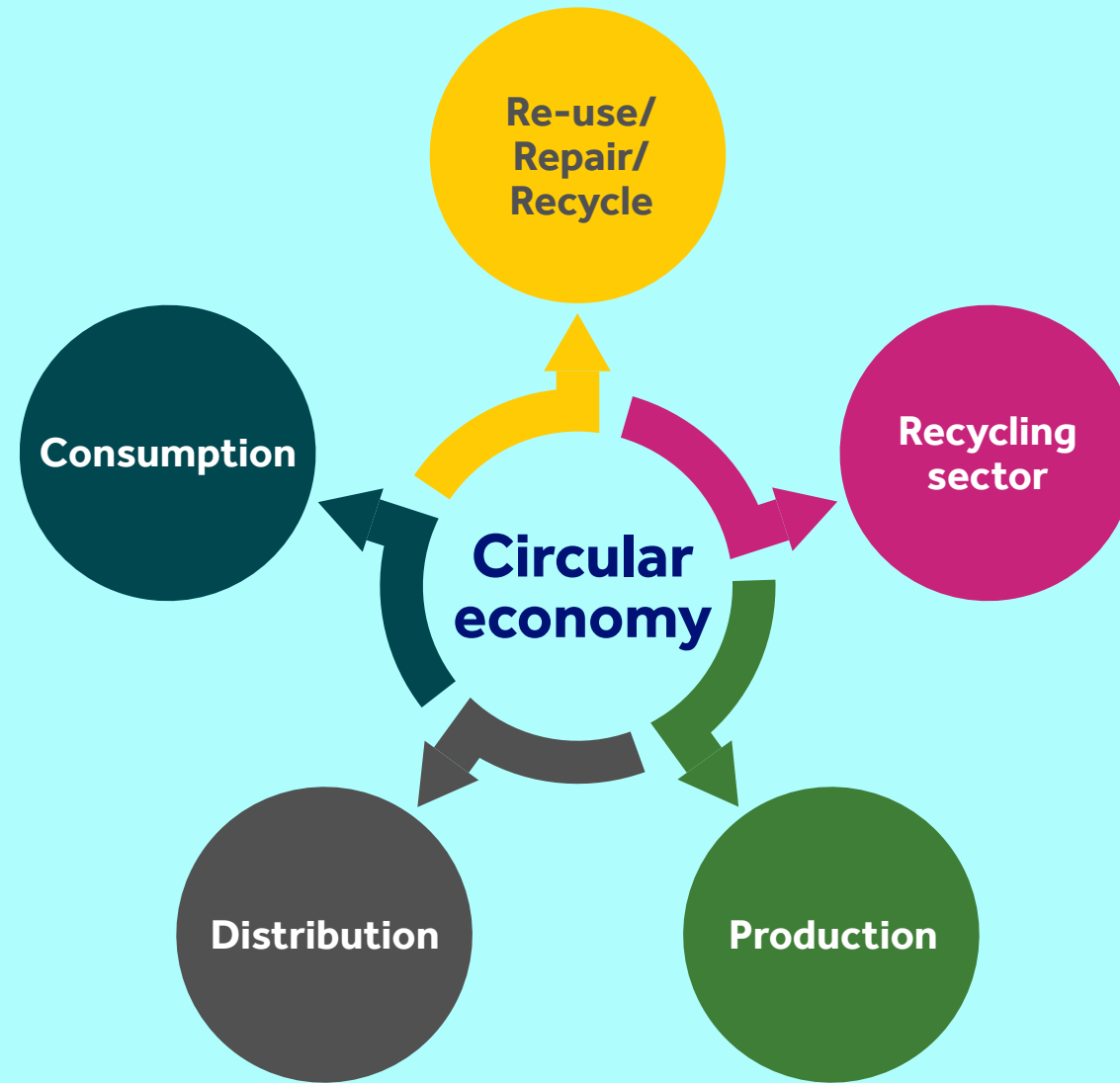
Some entrepreneurs, or founders, are looking to bring an idea to life that they are passionate about, whilst helping the world be more sustainable.

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# How a circular economy works

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# Customers and sustainability

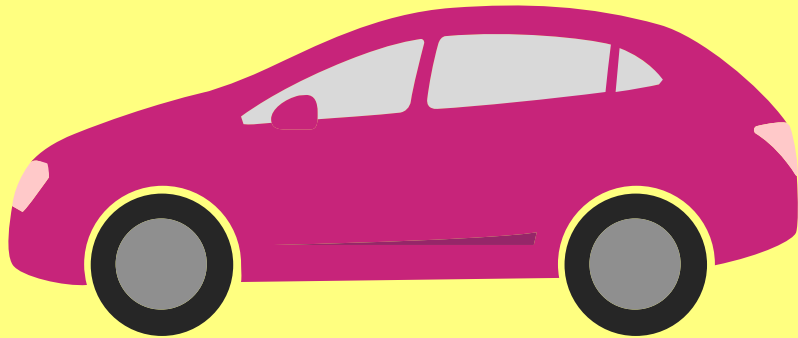
**Have you ever bought something from a sustainable business?**

**Do you think that customers want to buy products from a sustainable business and if so, why that would be?**



# Technology-based climate solutions

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**Directly mitigate or remove emissions**



**Help us to adapt to the impacts of climate change and protect nature**



**Enhance our understanding of the climate through data, monitoring and insights**



# Climate Tech case study: GrowUp Farms

GrowUp Farms started over 10 years ago. Their founders, Kate Hofman and Tom Webster, were excited about the idea of combining new and existing technology to grow food that tasted better, lasted longer, and helped to reduce the environmental impact of healthy food by growing salad vegetables vertically in stacked layers, indoors.

Their unique solution helps resolve a big challenge in vertical farming which is energy. Instead of being reliant on electricity which is expensive, they use renewable heating and cooling for most of their energy requirements, meaning they use less electricity and their bills are lower.



# Different areas of Climate Tech

Energy	Food and land use	Transportation	Built environment	Carbon	Climate management	Industrial
Clean power generation	Alternative protein	Electric autos	Building materials	Carbon removal and storage	Earth observation	Steel, cement, chemicals
DERs	Regenerative ag	Batteries	Heating and cooling	Carbon utilisation	Climate risk	Efficient manufacturing
Hydrogen	Sustainable fertilizers	Micromobility	Energy efficiency	Point source carbon capture	Emissions tracking	Metals and mining
Energy storage	Nature restoration	Zero-emission aviation and shipping	Construction	Carbon offsets/ marketplaces	Emissions accounting	Circular economy
Grid management	Food waste	Low carbon fuels		MRV and ratings	ESG investing and fintech	Waste and recycling