

I used my EEUK Richard Beresford bursary support to work in partnership with Professor David A. Kirby to establish the Harmonious Entrepreneurship Society (HES). The concept is based on the premise that the planet is an ecosystem and solutions to the sustainability challenge must be based on systems thinking and the Harmony Principles espoused by HRH The Prince of Wales. It proposes a new approach to entrepreneurship that integrates or harmonises the four traditional approaches (economic, eco, humane and social) that currently are applied independently.

Our first steps were to provide a permanent website home with a bespoke logo and begin to develop educational content which would feed into a foundation level 'principles of Harmonious Entrepreneurship' online short course. Primarily aimed at educators, but open to all learners, the course makes use of the 'EntreComp' framework to underpin the key skills, values, behaviours, and attitudes needed for the achievement of the SDG. It is aimed at those interested in the key principles of '**Harmonious Entrepreneurship**' as a precursor to supporting or developing a Harmonious Venture. There are 10 lessons to complete in sequence, with a mix of short videos, case studies, and extended reading. Themes covered include Entrepreneurship & Enterprise, Harmony, Systems Thinking, 'EntreComp competences', Integrating the SDGs, and Creativity. Participants complete the MOOC with further resource signposting to over 30+ HES case studies- real-world examples of Harmonious Entrepreneurship, which we will continue to add to. Each case is intended to exemplify and promote the concept of harmonious entrepreneurship and be used for educational purposes.

The funding has afforded some of the time invested in this project, a new logo, website development, and recruiting expertise (Paul Ranson) on the MOOC build and video production. Before even launching the MOOC, the HES has gathered visitors from 70+ countries. The new MOOC will further cement our ambitions to garner interest in entrepreneurship and sustainability and to promote change, new literacies, and applied creativity and innovation in support of the UN's Sustainability Development Goals (SDGs). The project aspires to support the principles of the Well Being of the Future Generations Act, enhance student employability opportunities, seed/incubate harmonious ventures in the UK, and elsewhere, and through its extensive networking and practice sharing, reduce the risk of overlap of sustainability endeavours, especially important when there remains so much to do.

Completion of the MOOC enriched with the case study content will firmly seed our next goal to set up a competition that will combine training workshops with an opportunity to identify and develop an innovative, commercial project that will address, holistically, the interconnected elements in the sustainability challenge.

Thank you to the Enterprise Educators UK and the UWTSD's Institute of Harmony, and UWTSD IICED for their key contribution to the ambitious project goals.