What is sustainability?
RESOURCES AND LIMITING FACTORS

Natural Ecosystems

Economic Systems

Cultural Systems

Natural Ecosystems
Resources and Limiting Factors

- Cultural Systems – i.e. VALUES
- Economic Systems
- Ecosystems
COUNTERDEMONSTRATION ON WALL STREET

END THE OCCUPATION NOW

1% = OPPRESSED MINORITY

GIVE GREED A CHANCE

MASTERS OF THE UNIVERSE UNITE!

FREE BERNIE MADOFF!

HEY HEY HOHO, THE MIDDLE CLASS HAS GOT TO GO!

HEY HEY HOHO...
“**Green Entrepreneurs**”

- Environmental consulting = $1.3 billion
- Venture capital in “clean-tech” = $4.9 billion
- LEED buildings sq ft = 10 billion ... growing 14%
Native American Entrepreneurs

- 236,967 individually American Indian- and Alaska Native-owned businesses in 2007
  - increase of 18 percent from 2002
- $5.9 billion in receipts
  - 15% increase from 2002
  - 53% of receipts are in construction, retail, wholesale
Cultural Systems
Entrepreneurship is the pursuit of opportunity without regard to resources currently under control.
Sustainable Native Communities Collaborative

Cultural Systems

Economic Systems

Natural Systems

Sustainability
SNCC

- Research
- Leadership forums
- Networking across the nation
- Training and technical assistance

CASE STUDIES

- How can we facilitate entrepreneurial success?
- How are communities working effectively to build green developments that reflect cultural values?
Facilitating Entrepreneurial Success: Process

- Community visioning and engagement
  - How do we define successful entrepreneurship?
    - How is this different from non-Native entrepreneurship?
    - Who in our community exemplifies entrepreneurship?
  - What resources can we further leverage?
    - Housing investments
    - Networks/diaspora
    - Intrinsic knowledge
Facilitating Success: Knowledge

- What barriers do entrepreneurs face?
  - Lack of credibility or track record
  - Unique approach to pursuing opportunities
  - Innovative products and services threaten existing norms
Facilitating Success: Knowledge

- When entrepreneurship works, why does it work?
  - Networks
    - Access to decision makers
    - Access to markets
  - Community Norms
    - allow for flexible networks
    - value entrepreneurial approaches
    - embrace innovation and change, and accept failures
Facilitating Success: SNCC Tools

- Research
- Leadership forums
- Networking across the nation
- Training and technical assistance
- Market development
“Entrepreneurship is self-determination.”

~ Lisa Little Chief, PhD
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