Reflexive Green Entrepreneurship: The Innovative and Sustainable Practice Among Young Indonesians

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Abstract

Young people face many challenges which impact their lives, yet they serve as critical agents of transformation. Through innovative and locally rooted solutions, young people in Indonesia engage in the practice of green entrepreneurship, which not only addresses environmental challenges but also actively shapes new cultural norms around sustainability. In their reflexive practice, they identify problems and offer solutions through enterprising activities, yet at the same time exercising their contextual sensitivity and the ability to navigate both enabling and constraining factors. Using a narrative case study approach, qualitative data were collected from nine founders and co-founders of green businesses in several cities in Java and Bali, Indonesia. In-depth interviews were conducted online to gather rich, qualitative insights into their journeys. The result reveals two key themes: 1) types of innovation by young people through their green entrepreneurship, and 2) enablers and constraints related to their innovative practice. These findings are further analyzed using the concept of reflexivity (Archer, 2012; Beck, 1992). The analysis indicates that reflexivity is crucial for young people to navigate enablers and constraints in their practice of green entrepreneurship. In this process, they are exercising leadership skills and capacities grounded in both local values and global awareness, which exemplify the essence of global citizenship and global competence. This dynamic interplay positions young people's practice of green entrepreneurship not just as an economic activity, but as a cultural force redefining innovation and sustainability in contemporary Indonesia.

Keywords: green entrepreneurship, young people, reflexivity, innovation, global competence

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Introduction

Global competence is a multidimensional capacity, reflected in individuals' ability to examine local, global and intercultural issues, understand and appreciate different perspectives and world views, interact successfully and respectfully with others, and take responsible action toward sustainability and collective well-being (OECD, 2018). In this case, "competence" is a combination of knowledge, skills, attitudes and values successfully applied to face-to-face, virtual or mediated encounters with people who are perceived to be from a different cultural background, and to individuals' experiences of global issues (OECD, 2018), especially those occurring in the era of late modernity.

Beck (1992) argues that modernity, while having resulted in many breakthroughs in science and technology, have created new global risks, such as climate change, financial crises, terrorism—that are incalculable, uncontrollable, and cannot be confined within nation-states. Thus, generates one of the most striking yet least recognized key features of global risks, a "compulsory cosmopolitanism," or a "glue" for diversity and plurality in a world whose boundaries are penetrable (Beck, 2009). Reflexivity is being emphasized in this sense, which requires education to equip people with critical and cosmopolitan capacities to act responsibly.

In the Southeast Asian region, countries are exposed to the climate risks observed in floods, typhoons, droughts, rising sea levels, and other extreme weather events (ASEAN, 2021). Climate change is considered as an example of manufactured risk, resulting from modernization, industrialization, and unsustainable growth (di Floristella, 2015). Despite the increasing manufactured risks, the region still has resource constraints in the form of funding, manpower, and technical capacity among member states of the ASEAN (di Floristella, 2015). Since climate risks in Southeast Asia are transboundary in nature, there is an urgent need to collectively tackle these challenges (ASEAN, 2021).

Various efforts are needed to navigate the risks of climate change in the Southeast Asian context. Since governments and public institutions alone cannot address these issues, it is imperative to recognize the immense potential of green entrepreneurship in climate action sustainable development across ASEAN. Green entrepreneurship calls for the participation of diverse stakeholders, including individual initiatives. They are the "ecopreneurs" who combine the drive, ambition, creativity and risk-taking of the conventional entrepreneur with a concern for the environment that will reform and revitalize the economic system (Dixon & Clifford, 2007; Isaak, 1998; Schaltegger, 2002). In their practice, they tend to incorporate social and environmental values into commercial enterprise (Allen & Malin, 2008; Anderson, 1998; Azzone & Noci, 1998; Gerlach, 2003; Gibbs, 2009; Keogh & Polonsky, 1998; Pastakia, 1998), following a pragmatic strategy which arguably offers greater opportunities for advancing an environmental agenda than pure activism (Mars & Lounsbury, 2008).

In this paper, young people's green entrepreneurship is further examined through the perspective of reflexive practice as they innovate while navigating enabling and constraining structural factors. Furthermore, this paper will elaborate on the mechanism which allows to position green entrepreneurship as reflexive practice based on innovation and sustainable-oriented practices that not only create livelihoods but also respond to global ecological challenges. In this case, reflexivity acts as the bridge linking the structural conditions of late modernity to youth agency, demonstrating few of the many aspects of global competence.

The Practice of Green Entrepreneurship and Global Competence

Dean and McMullen (2007) view green entrepreneurs as those who are able to seize opportunities from the failure of old business practices by filling the gap in the development of the green market. Furthermore, Dean and McMullen (2007) consider the perspective of market failure to be one of the factors responsible for the environmental damage we are currently facing. Therefore, new ways are needed to "cure" and improve market efficiency through entrepreneurial practices based on efficiency, innovation, market acceptance, income growth, flexibility, effective risk, and relationship management (Ambec & Lanoie 2008; Porter & van der Linde, 1995). This also means that renewed efforts are needed to "review" the concept of entrepreneurship itself, especially amid issues of environmental degradation and climate change.

In academic discussions, there are several terms that are often used in literature to refer to studies similar to green entrepreneurship, namely "ecopreneurship," "eco-entrepreneurship," and "environmental entrepreneurship." These terms can be used in similar contexts (Schaper, 2010). Green entrepreneurship is driven by a "new breed" of entrepreneurs who combine environmentalism with entrepreneurial spirit and strive to move towards a redesigned ecological society (Schaper, 2010). The central idea of the green entrepreneurship sector is that entrepreneurs who are environmentally oriented pursue and take advantage of opportunities without damaging the environment and nature in which they operate and may even contribute to the restoration of nature and ecosystems. Thus, environmentally-oriented entrepreneurs have the potential to bring about radical change, while also providing solutions to various environmental challenges (Antolin-Lopez, et al., 2019).

One of the main differences between conventional entrepreneurship and green entrepreneurship lies in the logic of value creation (Saari & Salo, 2019). Conventional entrepreneurship contributes to economic growth and regional development (Shane & Venkataraman, 2000; Suresh & Ramraj, 2012) and is able to grow the local economy (González-Pernía, Peña-Legazkue & Vendrell-Herrero, 2012). Meanwhile, green entrepreneurship refers to businesses that aim to minimize their impact on the environment or nature. In conventional entrepreneurship, economic value creation is generally the "sole driver," while in green entrepreneurship, the economic aspect is a means to an end, alongside environmental and social values (Dean & McMullen, 2007; Vuorio et al., 2018). Furthermore, ideally there is an environmental dimension in the core business strategy, and business opportunities are taken to eliminate damage to the environment or nature (Cohen & Winn, 2007).

Green entrepreneurship among young Indonesians can develop as a discourse by considering multidimensional aspects including social, economic, cultural, and historical aspects (Audretsch, 2012; Autio et al., 2014; Fortunato & Alter, 2015; Steyaert & Katz, 2004; Welter, 2011; Williams & Hovorka, 2013). As a discourse among young people, green entrepreneurship has the potential to have broad implications in society, not only as an economic driver and activity that empowers Indonesian youth, but also a means to develop global competence. Global competence is often associated with the state of being aware, curious, and interested in learning about the world and how it works (OECD, 2018). Thus, globally competent persons often ask and explore critical questions and "researchable" problems that are globally significant, questions that address important phenomena and events that are relevant both in their own community and in communities "beyond their backyard" (OECD, 2018).

Despite many studies that have been conducted under this topic, it is still relevant to ask, how might we make sense of global competence to help young people navigate the complexities of today's world? One of the characteristics of global competence is its multidimensional capacity that integrates knowledge, skills, attitudes, and ethical dispositions which enables individuals to navigate, understand, and act responsibly in a world that is increasingly interconnected. Based on existing studies, these dimensions cover the interconnected aspects of cognitive, affective-interpersonal, intrapersonal-ethical, and actional (Han & Zhu, 2024; Hunter et. al., 2006; Sakamoto & Roger, 2022; Sälzer, 2018).

Global competence encourages individuals to communicate, collaborate, and take informed action across contexts that requires academic and intercultural communication (Han & Zhu, 2024); willingness to engage with others (Han & Zhu, 2024; Sakamoto & Roger, 2022); proactive engagement, as well as civic and global action (Hunter et. al., 2006; Sälzer, 2018). Synthesizing from these dimensions, global competence is then considered as an individual's reflexive capacity to understand global interdependence, communicate and collaborate across cultural differences with empathy and respect, and take action responsibly towards shared futures.

Thus, green entrepreneurship and global competence intersect in their shared emphasis on reflexivity, ethical responsibility, and action-oriented engagement with global challenges such as sustainability and social justice. As previously described, green entrepreneurship requires skills and knowledge, such as problem reframing, adaptive experimentation, and integrating values into practice. Thus, conceptually, green entrepreneurship highlights how entrepreneurial innovation, grounded in reflexivity and ethical awareness, becomes a means for individuals to translate values of sustainability into transformative action. In a wider sense, this conceptual construct should contribute to the ongoing discussion related to developing global competence among young people in the context of Global South, particularly in Indonesia.

Methodology

Reflexivity is essentially the individual's capacity to conduct internal conversations that generate self-knowledge. According to Archer (2012), to be reflexive is imperative in late modernity, as the global society is growing apart from its traditional trajectory. In this case, in sociological discussion, the deterministic power of structure is losing its significance on individuals, thus relying less on external norms in "shaping" their lives. This perspective resonates with Beck (1992) that in the context of late modernity, individuals are forced towards self-organization and self-thematization. They are not only electively shaping their do-it-yourself biography but also required to think of efforts to ensure its contingency through continuously renewed interpersonal relations to maintain balance and keep improvising on their "choreography." The practice of green entrepreneurship will require individuals to exercise in these processes, relying on their reflexive capacities.

Narrative case study method is used in this research, which employs a narrative approach through storytelling strategies to understand the agency of young Indonesians in the form of green entrepreneurship. Case studies could provide an overview of the reality at the organizational level, as well as the surrounding context, but they do not sufficiently highlight the aspect of emancipation, namely the "voice" of key actors (Pandolfini et al., 2019). This study comprises narratives of nine founders or co-founders of green enterprises based in eight cities located in Indonesia's islands of Java and Bali (Jakarta, Bandung, Klaten, Wonosobo, Yogyakarta, Malang, Surabaya, and Denpasar). In-depth interviews were conducted using

several key points as guidelines for the interviews, focusing on themes around motivation, practice, and impact. Interviews were conducted online using Zoom platform and lasted between 90–120 minutes. The interviews are then being transcripted, coded manually and mapped based on both predetermined and emerging themes or topics.

Innovation in Young Indonesian's Green Entrepreneurship

Based on the practice of young green entrepreneurs included in this study, they had made several modes of innovation, including creating products, improvising existing technologies, adapting existing technologies, and social innovation.

Creating

> Let's talk a little bit about our technology. So, the technology itself is mainly a smart farming system. Smart farming in what way? First, the technology is smart irrigation, so it's not just automatic irrigation, but also irrigation that adjusts to the needs of the plants. Earlier, I mentioned the crucial physical and chemical aspects of the plants. So, we know how much water comes out of the plants, and then we provide the appropriate amount of water for those plants. Additionally, we also use Artificial Intelligence (AI) for disease prediction, pest prediction, harvest prediction, and weather forecasting. The hope is that farmers can be more precise in their practices. (MI interview, July 26, 2024)

Above, MI in Bandung, West Java, discusses his smart irrigation product to help farmers with precision farming using Artificial Intelligence. The founders developed smart irrigation technology using their skills and knowledge in physics and biology obtained through formal education. They offered the technology to help farmers in Indonesia become more efficient and productive with their practice. This goal is closely tied to their previous process of problem identification, which revealed that many farmers have to work hard in the fields using conventional farming methods and rely on chemical fertilizers to increase their agricultural production.

Meanwhile, NT and her co-founder in Jakarta experimented with innovating using single-use plastic waste. NT underwent a complex process to create a marketable product. This innovation was achieved through repeated experimentation and consultation with relevant experts. The concept of ecobricks required continuous iteration until the final product met the safety standards of "conventional" building materials. This innovation process certainly consumes resources. Therefore, it is one of the factors that must be navigated reflexively in the practice of green entrepreneurship.

Improvising

> In terms of technology, we actually started in 2015, but began again in 2018. At that time, there was already a global community called Precious Plastic, based in the Netherlands. Then, this community shared the blueprint for the machine, so anyone who wanted to make a machine for recycling could access it for free. We took the technology blueprint from them, but we modified it further and adjusted it to our needs. For example, if we needed a larger production capacity, we modified it ourselves. So, the basis came from that community (Precious Plastic), and then we started our own R&D. (TA interview, August 7, 2024)

Another way to innovate is to improve upon existing technology. TA and her co-founder in Surabaya, East Java did just that in their green business. They process PET plastic into materials for home goods used in homes, cafes, and restaurants. They modified tools developed by Precious Plastic, a recycling community based in the Netherlands. As a result, their business became an authorized Precious Plastic workshop in Indonesia. While they did not create an innovation from scratch, they conducted experiments to adjust production capacity, determine the appropriate type of plastic to process, and create products that are both aesthetic and functional.

Adaptation

> We use an application called Epicollect5. This application is from Harvard. It is very helpful because its features and components can be customized to assist with geo-tagging, to mark where we plant mangroves, taking coordinates, taking photos, and other data, including the date these mangroves were planted. Photos can be taken to see the height of the plants. It can also be used to identify the mangroves coordinates. Once a year, four times, so quarterly, every three months we monitor. And finally, geo-tagging is used to mark which mangrove trees can be harvested within a certain timeframe to produce our processed products. (FLH interview, August 4, 2024)

FLH's in Denpasar, Bali is utilizing an application to monitor mangrove growth and map its location. This tool is important for monitoring and ensuring the suitability of mangrove planting locations, thereby increasing the likelihood that the trees will grow well. Some of the mangroves are then harvested and processed into derivative products, such as snacks. FLH has obtained intellectual property rights certification for these products, which is another form of innovation.

Social Innovation

> So we are at the forefront of education in training, coaching, facilitating, and consulting, and we assist them. The women in this village manage waste, the PKK RT women's group, and junior high school children can learn about waste management and other things. We also provide assistance in the process of maggot cultivation. We teach them how to control and treat their waste. So, we have four programs. The first is TCC, which is training, coaching, and consulting. The second is derivative manufacturing, which is the manufacturing or production of derivative products. We develop this together with them, so we nurture and assist them, and they have the opportunity to become our partners. We also have derivative manufacturing. So we work with several companies to manage their organic waste, we manage their waste, then we also distribute it to our partners who lack waste, have difficulties, and so on, so that the ecosystem runs in an integrated manner. And the last thing we are developing is community-based digitalization. This is the direction we are heading in. The direction of community-based digitalization is that we want them to manage waste and make an impact. (MFM interview, August 17, 2024)

MFM in Klaten, Central Java, came with the idea to mobilize communities in villages to engage in maggot farming, thereby promoting social innovation. Moreover, MFM and his team secures the support and strategic collaboration of various stakeholders to drive this social innovation. MF builds relationships with maggot farming partners in several villages and actively engages

in outreach with various institutions and companies. This movement has the potential to become an impactful pentahelix collaboration, particularly for rural communities.

Enabling and Constraining Factors in the Practice of Young Indonesian's Green Entrepreneurship

According to young green entrepreneurs included in this study, four factors influence their practices: relationship with the government, market or community acceptance, funding, and youth involvement in their green businesses.

Government Relations

> Why work with mangrove? Because the skills needed for mangrove nurseries are easier than that of coral reefs, seagrass or other marine ecosystems. So, working on mangrove conservation is much easier than working on coral reefs, seaweed, or seagrass, first of all. In addition, at that time and in the following years until now, mangrove conservation has been booming in line with the government's program. (FLH interview, August 4, 2024)

Maintaining relations with the government is a crucial aspect of FLH's green business practices in Denpasar, Bali. The government owns the land where mangrove planting is taking place. At the same time, FLH has built relationships with groups of fishermen in several areas. Without the government's approval, he cannot empower the fishermen or farm the mangroves. In this respect, government support is one of his enablers. Similarly, in Malang, East Java, MA established relations with the government to expand their waste sorting campaign and education program. They partnered with the local environmental agency to use the landfill facility. This approach was taken to educate the community, especially young people, about waste sorting.

However, the government offers limited funding, so they incorporate a strategy to access funding from large Indonesian companies. Furthermore, limited resources are available to support startups by young people. According to MI, this demonstrates that the government's awareness of green entrepreneurship is relatively low. Meanwhile, FLH admits that he sometimes encounters unexpected situations, such as bribery and uncooperative government officials, including illegal money collection, which hinders productivity.

Market Acceptance

> For fertilizers, both liquid and solid powder, we only produce a few tons of solid powder, if I'm not mistaken, 4 to 5 tons per month. As for liquid fertilizer, we still produce very little. I'm not sure if our farmers are familiar with it, because it's marketed as a supplement fertilizer. For example, humans need rice, vegetables, and meat as essential needs. This organic liquid fertilizer, due to its high bacterial content, is intended for soil regeneration, so it's more like drinking multivitamins. You can choose not to drink it, right? (ADM interview, December 1, 2024)

From his narrative, ADM explained how his liquid fertilizer, produced from the extraction of maggots and organic waste, is not yet known to farmers, especially in Wonosobo. Liquid fertilizer is considered as a supplement for plants, so it is not a primary need for farmers. However, ADM has other products to offer, namely solid fertilizer and chicken eggs, which

generates the most revenue for his business. Regarding farmer acceptance, MI also feels that the smart irrigation products are not yet popular among farmers. According to MI, in their practice, farmers tend to already have their own "regular practice," so initially it is necessary to make an effort to convince them of the product's benefits, as well as the return of investment by purchasing the product. These efforts do not always bear fruit, though some farmers are willing to buy the tools, especially those who sell high-value commodities.

Finding the right market is indeed a challenge for young green entrepreneurs, and it is no exception for FLH. Although it is not too difficult to sell products because they are still small in scale, FLH admits that it is still difficult to determine their target market. Meanwhile, for NT, she feels some pressure in running her ecobrick business. Firstly, there are already many companies offering disposable plastics processing. Secondly, to maintain the quality of the ecobricks it produces. Thus, the production capacity of her business is usually below market demand. This presents a dilemma because, on the one hand, large-scale production could expand the impact by promoting environmentally friendly products to more parties. On the other hand, there are limitations in terms of production due to the standards that must be maintained as a green enterprise.

Funding

> So far, our funding has been focused on grants. We have received several grants from various foundations, such as Pijar Foundation and Pertamina Foundation. We are also currently applying for a business grant program from the GoTo Impact Foundation. However, this is still in the final stages, and we are still waiting for the announcement. Hopefully, we will make it to the final round. (EA interview, September 19, 2024)

For young people, financial assistance is particularly crucial during the initial stages of their business. As mentioned above, EA, who established their business in 2022, still relies on funding through grant schemes. Access to these grants is partly gained by joining the startup ecosystem. Similarly, TS also participated in several competitions to secure funding during the early stages of her business. Efforts to seek funding through competitions are common among green start-ups, especially to fund operations in the early years. Competitions to obtain funding also take place on an international scale, which helped NT in developing her business in the early years, to the point of opening a workshop outside the city. Of course, the success in obtaining funding through the competition requires green entrepreneurs to convince investors or funders of the business's potential for growth and impact.

In addition to funding through grants, personal funds or bootstrapping are also options for green entrepreneurship founders to start their businesses. For MI, bootstrapping has helped him to start his green business. In this case, good financial management is needed so that the business can expand its impact. According to MI, external funding could help to achieve this goal. Thus, there is a combination of funding schemes. ADM also implemented this scheme in developing his integrated livestock business. ADM's green business is his initiative to develop an existing poultry farm owned by his family. After presenting his idea to develop the business to his family, ADM received financial assistance to execute the idea. According to him, access to funding for green businesses in Wonosobo is still limited, as it is still dominated by conventional businesses, thus it is necessary to network outside the city as a strategy to gain access to funding.

Another strategy employed by MA and his co-founder was to conduct fundraising to support the organization's activities in the early stages. There are several ways to conduct fundraising to support their organization, namely by offering courses, utilizing digital platforms, and seeking sponsors. These schemes were implemented because MA's green initiative is currently in the form of non-profit organization. However, MA and his co-founders already have a more holistic plan to ensure its sustainability, including processing plastic waste and producing it as recycled products. This mechanism allows the organization to have more sources of revenue to finance their activities or programs.

Socio-Cultural Aspect (Youth Involvement)

> As far as waste banks are concerned, the involvement of young people has been minimal so far, because we have tried to offer activities with the involvement of youth communities in Bali, but it didn't go smoothly. I couldn't find the right approach. Young people do want to be involved there. I haven't researched it in detail yet, but perhaps it's because when the waste bank was first introduced by the government, it was mandatory for the PKK women's community to be involved. Could that be one of the reasons young people don't want to be involved here, or maybe there are other reasons? (MAKP interview, August 6, 2024)

It is important to maintain the entrepreneurial spirit of green enterprises with the involvement of young people in green entrepreneurship. However, according to MAKP's experience, it is not easy to involve young people in waste management businesses, partly because such work is not considered "conventional" in Balinese society. Similarly, NT faces challenges when recruiting and retaining young employees. From her experience, one reason young people are not interested in green businesses is the changing perception of what constitutes a "decent" job in a big city like Jakarta and its surrounding areas, particularly among high school graduates. Although the work done for green businesses is valuable, it still lacks appeal among urban youth.

A specific approach is needed to involve young people in green entrepreneurship. It is also important for young green entrepreneurs to understand the motivation and commitment of potential employees. According to TS, it is necessary to involve young people who have a strong desire to learn. The entrepreneurship sector, especially green entrepreneurship, requires high enthusiasm and fighting spirit. Another reason for involving young people in the business is to help bridge the business with other partners. In his business, ADM tried to gain trust from youth in his community by equipping them with skills and knowledge abroad. He leveraged his connection at the Job Training Institute (*LPK*) to facilitate courses in Japan for local youth. According to ADM, young people in his city still lack entrepreneurial spirit, they tend to choose conventional jobs, or jobs that their parents have always done.

Reflexive Green Entrepreneurship as a Form of Global Competence

The research findings presented above illustrate how reflexive practice underpins the diverse forms of innovation developed by young green entrepreneurs. In the creating mode, innovation stems from applying formal knowledge and technical expertise to design new products or services that address particular problems. In the improvising mode, reflexivity is exercised by modifying existing resources and reconfiguring them to fit business needs and objectives. Meanwhile, adaptation for innovation demonstrates a reflexive capacity to utilize existing tools or technology to increase productivity. Finally, social innovation reflects meta-reflexive

reasoning, where entrepreneurial action is guided not only by market logic but also by ethical commitments to empower grassroots communities and foster systemic collaboration. Taken together, these practices show that reflexivity does not manifest uniformly but is expressed in layered ways, allowing young green entrepreneurs to innovate while navigating enabling and constraining factors, aligning with the moral imperative of sustainability. Moreover, the study findings also reveal that the practice of innovation among young green entrepreneurs is deeply shaped by the dynamic interplay between enablers and constraints, which often coexist within structures: relations with government, market acceptance, and socio-cultural dynamics surrounding youth involvement in green enterprises.

Based on these findings, reflexivity thus enables continuous innovativeness through a reflexive practice cycle, consisting of problem reframing, adaptive experimentation, and value integration. In the first stage, problem reframing involves viewing challenges from multiple perspectives to uncover underlying causes and alternative pathways for action. This cognitive flexibility allows young green entrepreneurs to identify opportunities that are often overlooked within conventional frameworks. The second stage, adaptive experimentation, refers to the continuous process of designing, testing, and refining solutions in response to emerging feedback and contextual changes. It goes beyond the creation of new products or services—it entails navigating structural enablers and constraints to ensure the sustainability and resilience of their enterprises. Finally, value integration represents the deliberate effort to align entrepreneurial goals with the ethical imperatives of environmental sustainability and social well-being, ensuring that economic growth remains anchored in moral and ecological responsibility. Moreover, through continuous engagement and collaboration within and beyond their communities, young entrepreneurs sustain long-term impact, demonstrating how reflexivity functions as both an epistemic and ethical foundation for global citizenship in practice.

Conclusion

This study has demonstrated that the practice of green entrepreneurship among young Indonesians is not merely an economic endeavor, but a deeply reflexive process that bridges personal agency and structural conditions within late modernity. Through the reflexive practice cycle—problem reframing, adaptive experimentation, and value integration—young entrepreneurs continuously negotiate between enablers and constraints to sustain their enterprises. These cycles of reflection and action highlight that innovation, in the context of sustainability, is not a linear outcome but a continuous negotiation of meaning, purpose, and impact. Reflexivity thus becomes the central mechanism through which young people cultivate the ability to think critically, act ethically, and respond adaptively to environmental and social challenges.

By situating green entrepreneurship as a form of global competence, this study underscores how young entrepreneurs' reflexive engagement translates global issues into localized action. They do not simply replicate global sustainability discourses; rather, they reinterpret them through culturally embedded values and community-driven initiatives. Consequently, the reflexive practice of green entrepreneurship emerges as a pedagogical model for nurturing global citizens—individuals capable of critical inquiry, ethical deliberation, and collaborative problem-solving across boundaries. The findings also carry practical implications for policy and education. To foster sustainable transitions in Indonesia and the wider Global South, institutions must move beyond instrumental approaches to entrepreneurship training and instead cultivate reflexive, value-oriented learning ecosystems. Educational programs should

embed sustainability as both a moral and practical dimension of innovation, while policies should support young entrepreneurs' experimentation and cross-sector collaboration.

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