

**Drivers for innovation in sustainable entrepreneurship: A perspective of small companies  
in Poland**

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**Abstract:**

The newest forms of corporate social responsibility are circular economy and collaborative economy. Circular economy is the promising approach to operationalize sustainability in the entrepreneurship. The concept is based on the 'closing the loop' of product lifecycles and is expected to bring benefits for environment and economy as well as to contribute to the responsible business conduct. These benefits refer to reduced usage of resources, lower impact on the natural environment, cost savings and jobs creation. Collaborative economy attitude is the important part of the circular economy, based on collaboration of different users through digital peer-to-peer platforms. It can have a huge potential for economic, environmental, and social benefits to society, being a path toward sustainability. Users are engaging in exchange relations to share, rent, or borrow tangible and intangible goods or services, creating opportunities to regain social networks especially within urban areas.

While those both concepts remain relatively unexplored in the academic literature, few studies outline a new approach to innovation for sustainability through implementing principles of circular and collaborative economy. We would like to add to this literature examining the practice of sustainable entrepreneurship in Poland. We discuss how companies adopt those new concepts and how it effects their business models and their path toward sustainability. The business model redesign may be a key to the radical improvement of sustainable performance as well as the to the creation of greater environmental and societal values. Simultaneously, it is expected to deliver better financial results. We offer the case study analysis to illustrate the innovative approach to sustainable value creation and formulate implications for further practice of innovation.

**Keywords:** Entrepreneurship, innovation, circular economy, collaborative economy, sustainability management