

The Role Of Eco- Technopreneurship In Raising Environmental Awareness Among The Young Generation

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ABSTRACT

This research aims to examine the role of ecotech entrepreneurship in raising environmental awareness among the youth through a literature review approach. Ecotechpreneurship, which is entrepreneurship based on environmentally friendly technology, has great potential in encouraging behavioral change among the younger generation regarding environmental issues. This research gathers and analyzes various relevant literature from journal articles, books, and research reports related to ecotech entrepreneurship, environmental awareness, and the role of the younger generation as agents of change. The study results indicate that ecotech entrepreneurship not only drives innovation and sustainable business solutions but also plays a crucial role in raising environmental awareness through education, advocacy, and the implementation of green technology. Furthermore, this research found that the involvement of the younger generation in ecotech entrepreneurship initiatives enhances their understanding of the importance of environmental preservation while fostering an entrepreneurial mindset focused on sustainability. In conclusion, ecotech entrepreneurship can be an effective strategy to empower the younger generation in facing global environmental challenges and creating a greener future.

INTRODUCTION

The environment is the unity of space with all objects, resources, energy, conditions, and living things that exist and live in it. All elements of society, from the lower to the middle levels, are responsible for the environment. Every member of society has the responsibility to protect and preserve the environment regardless of their caste. Preserving the environment is the same as lovingly guarding and protecting it. To encourage people to behave in a logical and responsible manner in the face of environmental challenges in accordance with the Ministry of Environment. The purpose of environmental education is to promote and provide opportunities for people to acquire information, skills, and ways of thinking that can ultimately increase their concern and commitment to maintain, improve, and use the environment in a wise way, as well as generate new environmentally friendly habits, develop environmentally oriented values and provide an improved quality of life.

Therefore, there is learning about the environment to support the knowledge of the younger generation so that they can always understand the importance of protecting and preserving the environment, where this environmental learning can be obtained from an early age to stepping on a higher school bench. Apart from special learning about environmental education, usually in each particular subject there is also material about environmental education ranging from civic education, social science, natural science, religion, entrepreneurship or ecotechnopreneurship, and many more, therefore the best way

is to increase the environmental awareness of the community, especially students because they are future leaders, planners, legislators, and an environmental instructor.

Law Number 32 of 2009 concerning Environmental Protection and Management, environmental management and protection are systematic and integrated efforts to preserve environmental functions and prevent pollution and/or damage, including planning, utilization, control, maintenance, supervision, and law enforcement. Environmental protection and management are very diverse as measured by the level of human satisfaction in utilizing what is available around them so it is not surprising that there are humans who are greedy and excessive in using these facilities which can then damage and kill environmental ecosystems, but there are still many humans who have conscience and sympathy for nature and the environment so that they try to preserve it as much as possible. Therefore, in the protection and management of the environment there are law enforcers, namely the government, with the law enforcers the environment can be avoided from negative things and fatal damage. With the existence of law enforcement, the use of facilities provided by the environment can be measured as needed, one of which is in utilizing natural resources.

The use of natural resources must be in harmony, in accordance, and in balance with environmental functions, according to Law Number 32 of 2009 concerning Environmental Protection and Management. Basically, environmental issues are finding ways to make the Earth and the surrounding nature a place worth living in for a safe, peaceful and prosperous life. Therefore, polluting the environment is the same as killing life. In addition to the utilization of natural resources that are not arbitrary or excessive so that the environment remains sustainable, this is where the importance of the younger generation is given education, direction, and guidance in utilizing something that initially has no use value and can even pollute the environment, with the aim of preserving the environment and getting profits, this can be learned by the younger generation through Ecotechnopreneurship or we call it entrepreneurship that utilizes technology in the process. Through Ecotechnopreneurship, the younger generation can process something starting from waste that might pollute the environment into a business in the form of products that have use value to selling value through collaboration with technology which is now from time to time increasingly modern and sophisticated.

Ecotechnopreneurship not only provides theory but also provides opportunities to become entrepreneurs who are able to create their own products. Ecotechnopreneurship is studied with the aim of educating the younger generation and promoting their contribution in preventing further environmental damage through existing technologies such as infographic posters, social media campaigns, and other advanced technological features. When studied thoroughly, it is found that the way humans think, behave and act, as well as some of the values that exist and develop in society, are the cause of environmental degradation and damage. These values do not reflect the rational and responsible nature of environmental utilization and management. Therefore, if the younger generation already understands and is able to master Ecotechnopreneurship, they will become human beings who care about the impact and consequences received by the environment from improper management, from their Ecotechnopreneurship, the younger generation has a critical mindset, is sensitive to problems so that it can increase the entrepreneurial spirit and they can expand their knowledge of technology to explore business in the field of technology

because we can note that the current business world focuses on high profits and is not responsible for negative impacts. Environmental pollution, unawareness of the overconsumption of natural resources, global warming that reduces biodiversity and human greed, demand, and rapid technological development are some examples of negative impacts that can affect business.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Institutional setting

Ecotechnopreneurship is the combination of entrepreneurship and green technology. Ecotechnopreneurship involves developing products and services with a focus on economic benefits and environmental impacts in order to create sustainable innovations and support the development of a green economy. The younger generation has great power to change their attitudes and behaviors towards the environment through environmental education which has the potential to increase awareness and active involvement of the younger generation in environmental issues. Programs that engage the younger generation in ecotechnopreneurship ventures can increase their awareness of the importance of protecting the environment. Education plays an important role in determining how young people view and act towards the environment. Incorporating social and environmental entrepreneurship into the school curriculum can help students gain skills and awareness about their environment. This method can inspire the next generation to create sustainable and creative solutions. Ecotechnopreneurship not only makes environmentally friendly products but can also change the way people consume things. Younger generations involved in ecotechnopreneurship tend to be more aware of the way they act towards the environment and more actively support sustainable initiatives.

Based on the literature review above, the hypotheses that can be developed are:

Hypothesis 1: Young people's involvement in ecotechnopreneurship increases environmental awareness.

Hypothesis 2: Educational programs that incorporate elements of ecotechnopreneurship can help young people become better at entrepreneurship and more environmentally aware.

Hypothesis 3: Compared to young people who are not involved in ecotechnopreneurship projects, involved young people are more likely to adopt environmentally friendly behaviors in their daily lives.

Agency theory

Ecotechnopreneurship fosters entrepreneurs who do not only prioritize financial gain. Given the increasingly recognized importance of sustainability, the acquisition of ecotechnopreneurship knowledge is seen as a cutting-edge approach to cultivating aspiring entrepreneurs who have the capacity to build environmentally conscious and sustainable enterprises. However, in this case, there are leaders, be it governments, environmental organizations, or educational institutions, who are trying to raise environmental awareness among the younger generation with the aim of making the younger generation more concerned about environmental issues and doing things that support sustainability. They expect young people to have the ability to run businesses that are not only financially profitable but also environmentally beneficial and to take responsibility for developing environmentally friendly innovations and raising environmental awareness among young

people through their goods, services or campaigns. But it is likely that they are more focused on personal business profits than raising environmental awareness, which is the priority of the principal. If the agent does not follow the principal's sustainability principles that can cause a conflict of interest. To reduce the likelihood of this problem, monitoring measures or incentives can be put in place that encourage green technopreneurs to achieve sustainability goals. Examples of these measures include creating regulations governing business sustainability standards or providing monetary incentives for environmentally friendly innovations. In other words, Eco-technopreneurship helps the younger generation become more environmentally conscious, while organizations and governments act as principals.

To become an entrepreneur, one must have experience and a solid understanding, especially in grasping the dynamics of motivation and behavior of technopreneurs in developing environmental initiatives. Then an entrepreneur must also understand how technopreneurs choose and manage projects that have a positive impact on the environment, as well as how they handle conflicts of interest between financial gains and environmental impact. Environmental theories take into account various external and internal factors in their business decision-making that impact long-term environmental sustainability. Here are some roles of Eco-Technopreneurship in raising environmental awareness among the younger generation, including the following:

1. Agency Theory

Eco-technopreneurs from the younger generation can be seen as agents, while the community or investors act as principals. Agents are expected to manage their businesses with the aim of generating profit as well as a positive environmental impact. From the perspective of this theory, the output is the achievement of balanced environmental and financial goals. This balance is produced from the ability of agents (eco-technopreneurs) to respond to the expectations of principals (investors, society) regarding environmental responsibility, while ensuring business sustainability.

2. Theory of Planned Behavior (TPB)

In Eco-Technopreneurship, the youth acting as eco-technopreneurs can be seen as agents, while society or investors serve as principals. Agents are expected to manage their businesses with the aim of generating profit as well as a positive environmental impact. From this theoretical perspective, the output is the achievement of a balanced environmental and financial goal. This balance is produced by the agents' (eco-technopreneurs) ability to respond to the expectations of the principals (investors, society) regarding environmental responsibility, while ensuring business sustainability.

3. Sustainability Theory

Eco-technopreneurs play a key role as drivers in creating businesses that focus not only on profit but also on social and environmental impact. They are striving to create business solutions that support sustainability. The result of this role is the creation of a sustainable business, which can provide economic benefits, protect the environment, and raise public awareness about environmental issues. The success of eco-entrepreneurs will be reflected in tangible impacts on the environment, such as through reduced emissions or better waste management.

4. Triple Bottom Line (TBL)

In the context of Eco-Technopreneurship, the younger generation is expected to consider three main aspects in their business: profit, people, and planet. They must balance these

three components in every business decision they make. TBL results in outputs such as financial profit, positive social impact, and environmental sustainability. (planet). In the context of your research, the output could be an increase in environmental awareness through initiatives carried out by young eco-entrepreneurs, while still maintaining business sustainability.

5. Social Entrepreneurship Theory

Eco-technopreneurs in this context play the role of social entrepreneurs who use an entrepreneurial approach to solve environmental problems. They focus on creating social value in addition to economic value. The expected output is an innovative solution that not only generates profit but also creates a positive impact on the environment and raises public awareness of environmental issues. The success of Eco-Technopreneurship is measured by how well the business can balance profit with social and environmental impact.

By linking these theories, you can demonstrate that Eco-Technopreneurship not only plays a role in raising environmental awareness but also in producing tangible outputs in the form of sustainable, innovative ventures that have a positive social and environmental impact.

METHODS

This research employs a literature review method by searching for and reading information as well as reviewing articles and journals, both national and international, that discuss Ecotechnopreneurship and environmental awareness among the younger generation. Literature is a collection of facts and data in the form of theories or studies used as the foundation for scientific work. In addition, the literature is also used to identify previous research findings related to the phenomenon. The data was identified through a literature review. This method allows for the systematic review and identification of journals by following standard procedures. In addition, the methods used in the research can avoid subjective identification and the expected outcomes of the process. Thus, literature on the role of eco-entrepreneurship in raising environmental awareness can be added.

RESULTS

Throughout their business operations, a true ecopreneur always strives to protect the surrounding environment. In this research, Ecotechnopreneurship contributes to and impacts the increase of environmental awareness among the younger generation. Guidance and training in Ecotechnopreneurship will produce entrepreneurs and businesspeople who can create products. Many eco-friendly products are made from waste and discarded materials that are transformed into useful items that can be resold. Waste refers to any material or substance that has no utility, has already been utilized, or, if not processed properly, can pose a danger to the surrounding environment. This product is made in an environmentally friendly way, transforming waste that can pollute the environment into valuable products with high market value that can compete and keep up with market trends. Many people have started businesses by using waste that is useless and unproductive to create products. Therefore, with the presence of Ecotechnopreneurship, we hope that more young generations can contribute to preserving the environment by showing their love and care for it. In addition, they also gain benefits or feedback from their project.

Ecotechnopreneurship can help reduce the unemployment rate in Indonesia due to the fact that many productive individuals, including fresh graduates, are on the unemployment list because they struggle to find jobs that match the programs they studied in school and college. Therefore, Ecotechnopreneurship is essential as it can encourage appropriate actions for the younger generation, providing them with a vision to avoid being trapped in unemployment through entrepreneurship programs. The intention to become an entrepreneur, defined as an individual's desire to start a business by creating new goods or services and taking risks through available opportunities, is one way to become an entrepreneur.

The likelihood of starting a business increases if someone has a greater intention to become an entrepreneur. Ecotechnopreneurship, also known as sustainable innovation, can be the right solution. This requires support from the government and the private sector because entrepreneurship is related to the importance of economic growth and business development to enhance the purchasing power of the community, prosperity, and the government's ability to provide satisfactory public services.

DISCUSSION

Explanation of Discussion 1

The entrepreneurial approach known as Ecotechnopreneurship focuses on the development of environmentally friendly practices and technologies. This concept emerged in response to the need for sustainable solutions amid the growing challenges to the environment. For Ecotechnopreneurs, it's not just about pursuing financial profit but also considering the environmental impact of their goods and services. This opens up opportunities for innovation that not only meets market needs but also preserves environmental sustainability. Ecotechnopreneurship can drive the transformation towards a greener and more sustainable economy by incorporating environmental elements into their business models. The following are the results of the analysis of the role of ecotechnopreneurship in increasing environmental awareness among the next generation. Based on literature review from various reference sources, including the following:

1. Agency Theory

Young eco-technopreneurs function as change agents acting on behalf of the principal. (pemerintah, investor, atau masyarakat). In this context, they are expected to manage businesses while considering profit and environmental interests.

- ✓ Eco-technopreneurs act as agents that promote environmental innovation. They manage pressure from principals to meet environmental targets without compromising business sustainability.
- ✓ The potential conflict between profit goals and sustainability can be resolved through incentive mechanisms that encourage eco-entrepreneurs to prioritize environmentally friendly projects.
 - ✓ Research findings indicate that young generations driven by green investments or government support are more likely to run sustainable businesses that also enhance environmental awareness in their communities.

2. Theory of Planned Behavior (TPB)

In TPB, the intention to engage in environmentally-based entrepreneurship is influenced by individual attitudes, subjective norms, and perceived behavioral control.

- ✓ Based on this theory, young people have a strong intention to engage in eco-technopreneurship when they have a positive attitude towards the environment, receive support from their social environment, and feel capable of running an environmentally friendly business.
 - ✓ Research findings indicate that young people who have a better understanding of environmental issues and are encouraged by their community are more likely to engage in eco-technopreneurship.
 - ✓ Environmental awareness increases because eco-technopreneurs not only act independently but are also influenced by social norms and the perception that they can contribute to environmental change.
3. Sustainability Theory
- Sustainability theory emphasizes the balance between economic, social, and environmental interests in every business activity. Eco-technopreneurship is seen as one way to achieve this balance.
- ✓ Young eco-technopreneurs have the responsibility to ensure that their ventures are not only economically profitable but also have a positive impact on the environment and society.
 - ✓ Research findings indicate that successful young eco-technopreneurs who develop sustainable business models are able to raise awareness about environmental issues among their consumers. The campaign they are conducting focuses not only on eco-friendly products but also on educating the public.
 - ✓ This sustainable initiative has a long-term positive impact on the behavior of society and the younger generation in paying attention to environmental issues.
4. Triple Bottom Line (TBL)
- This concept requires eco-entrepreneurs to balance the impacts of economic (profit), social (people), and environmental (planet) factors.
- ✓ Research findings support the TBL approach, where young eco-entrepreneurs are able to create businesses that are not only economically profitable but also provide significant social and environmental benefits.
For these entrepreneurs, they create innovative business models that enable increased environmental awareness through various eco-friendly products and services. The impact is an increase in pro-environmental behavior in society.
 - ✓ The combination of financial, social, and environmental impacts leads to a broader change in attitudes among the younger generation, which ultimately influences their lifestyle and consumption.
5. Social Entrepreneurship Theory
- This theory emphasizes the creation of social value in addition to economic value. In this regard, eco-technopreneurs are seen as social entrepreneurs who integrate environmental values into their business models.
- ✓ The younger generation involved in eco-technopreneurship is often motivated by social and environmental goals beyond mere profit. Research findings indicate that they use innovation to create solutions that benefit the environment.
 - ✓ Eco-technopreneurs play a crucial role in raising awareness and mobilizing communities to take action in preserving the environment. They are not only focused on personal gain but also on creating real social change.

- ✓ The direct impact of this role is the increased concern of the younger generation towards environmental issues, as well as changes in consumption patterns and a more sustainable lifestyle.

Based on the presentation of several theories regarding the role of Eco-Technopreneurship in Enhancing Environmental Awareness among the Youth, it can be concluded that:

- ✓ According to relevant theories, research findings indicate that eco-technopreneurship plays a significant role in increasing environmental awareness among the youth.
- ✓ Young people engaged in eco-technopreneurship are influenced by various factors, such as attitudes toward the environment, social norms, perceptions of self-control, and support from the government or investors.
- ✓ The end result is the creation of a generation of entrepreneurs who are not only concerned about economic profits but also actively participate in maintaining environmental sustainability and enhancing social awareness around them.

Explanation of Discussion 2

The younger generation plays an important role in preserving the environment because they are the leaders of the future. Practical experience and education can enhance the environmental awareness of the younger generation. Then in the next generation, they can help combat climate change and preserve ecosystems by understanding the impact of their actions. Very effective in building this awareness is an inclusive and participatory educational approach.

The younger generation plays a very important role in protecting the environment, as they are not only heirs but also future leaders who will manage and safeguard this planet. In the context of enhancing Eco-Technopreneurship and environmental awareness, the younger generation has great potential to bring about positive change through innovation, advocacy, and direct action. Here are the main roles played by the younger generation in that context:

1. As Agents of Social Change

The youth are often recognized as bold and progressive agents of change. They possess energy, creativity, and sensitivity to social and environmental issues that affect their future.

- ✓ The younger generation tends to be more aware of global issues such as climate change, environmental degradation, and resource crises. This sensitivity drives them to create sustainable and environmentally friendly business solutions.
- ✓ They have the courage to adopt new business models that integrate environmental aspects into their operations, and this helps build an entrepreneurial ecosystem that supports sustainable innovation. For example, by creating products made from recycled materials, utilizing renewable energy, or developing efficient green technologies.
- ✓ Young generations often lead environmental awareness campaigns through social media, community events, and public advocacy. They are able to leverage technology and digital platforms to spread the message about the importance of protecting the environment, which can quickly reach a wide audience.

- ✓ They are also involved in environmental movements such as the zero waste movement, recycling initiatives, or nature conservation, which serve as real examples and inspire other communities to take action.

2. As Innovators and Technology Adopters

The younger generation, as a generation that has grown up in the digital era, has access to technology and information that can help them create innovative solutions to environmental problems. They tend to be early adopters of new technologies, which allows them to leverage technologies such as the Internet of Things (IoT), artificial intelligence (AI), and big data to create more environmentally friendly solutions. For example, they can develop real-time air or water quality monitoring systems or leverage blockchain technology to enhance transparency in environmentally friendly supply chains.

- ✓ The younger generation is also establishing startups focused on green technology, such as renewable energy (solar panels, wind turbines), waste management, and eco-friendly building materials. With the support of this technology, they can transform the way businesses operate to be more efficient and environmentally friendly.
- ✓ The younger generation is utilizing technology and digital platforms to disseminate environmental information, educate the public, and influence public opinion. They use applications, social media, and online campaigns to raise awareness about global environmental issues such as global warming, deforestation, and pollution.
- ✓ They also use technology to track and measure the environmental impact of their actions, as well as to promote a sustainable lifestyle. For example, they might use apps to monitor their carbon footprint or promote environmentally friendly practices on social media.

3. As Sustainable Consumers and Producers

The younger generation today has a greater awareness of the importance of responsible consumption, and this influences their behavior both as consumers and producers.

- ✓ As producers, the younger generation tends to prioritize sustainable business practices, such as the use of recycled materials, effective waste management, or products designed with a cradle-to-cradle concept. (produksi berkelanjutan yang mempertimbangkan daur ulang sejak awal). They take into account the environmental impact at every stage of the production process.
- ✓ As consumers, they prefer products that are eco-friendly, have a low carbon footprint, or are produced ethically. This encourages companies to adopt more sustainable practices and develop more environmentally friendly products.
- ✓ By choosing eco-friendly products, the younger generation can influence market trends. They encourage companies to become more socially and environmentally responsible, which ultimately raises public awareness about the importance of sustainable consumption.

The younger generation is also participating in movements that advocate for sustainable lifestyles, such as minimalism, recycling, and the use of local products, which help spread awareness about the impact of consumption on the environment.

4. As Future Leaders in Environmental Policy

The younger generation engaged in eco-technopreneurship and environmental activities today has the potential to become future leaders who will influence public policies related to the environment.

- ✓ The youth who lead in the field of eco-technopreneurship will develop businesses that are more focused on sustainability and environmental responsibility, which can serve as a model for future generations. They have the opportunity to influence the industry by adopting best practice standards that support environmental preservation.
- ✓ As future leaders, they can advocate for regulations that support green businesses and facilitate green technological innovation, whether through green tax policies, incentives for sustainable companies, or policies that encourage the use of renewable energy.
- ✓ The younger generation actively engaged in environmental advocacy will shape public policy in the future, which includes the protection of natural resources, reduction of carbon emissions, and implementation of green technology. Through leadership positions in the public sector, they can influence the direction of environmental policy.

They can also become leaders in non-governmental organizations (NGOs), companies, or communities that work to advocate for environmental protection on both a global and local scale. This will strengthen the environmental movement and enhance overall awareness.

5. As Community Movers and Inspirators

Young people often serve as drivers in their communities, whether through environmental actions, social activities, or community-based initiatives. As community movers, young people are capable of establishing community-based initiatives focused on sustainability, such as waste banks, urban farming, or renewable energy cooperatives. This initiative not only helps raise environmental awareness but also encourages community involvement in eco-friendly practices. Through their actions, the younger generation can inspire those around them to be more caring towards the environment. They can be role models that demonstrate how small actions like recycling, reducing plastic use, and conserving energy can have a significant impact when done collectively. They often lead environmental activities such as clean-up days, tree planting, or public education on resource conservation. These actions not only have a direct impact on the environment but also raise awareness about the importance of preserving the environment in daily life.

- ✓ The youth play a crucial role in preserving the environment as they are innovative, progressive change agents with a high awareness of environmental issues.
- ✓ Eco-Technopreneurship provides a platform for them to create innovative, eco-friendly solutions through sustainable businesses, while increased environmental awareness among the youth occurs through advocacy, the use of technology, and real-life examples.
- ✓ As future leaders, the youth will influence policies, industries, and societal behaviors to support sustainability and environmental preservation.

Explanation of Discussion 3

Education is very important for developing the attitudes and skills needed to become an Ecotechnopreneur. A curriculum that combines entrepreneurship and sustainability can help students create creative solutions to environmental problems. Educational programs that support Ecotechnopreneurship not only teach theory but also provide practical experience through internships, projects, or competitions. In this way, students not only gain knowledge about entrepreneurship, but they also develop a greater awareness of their environment and the ability to apply their ideas in real life.

Education plays a very important role in enhancing Eco-Technopreneurship and environmental awareness among the younger generation. Education can be the key to creating a deep understanding of global environmental challenges as well as fostering the development of sustainable entrepreneurial skills and attitudes. Here are some ways education plays a role in this context:

1. Formal Education in Schools and Universities

Formal education provides the foundational knowledge and skills necessary to start and manage environmentally friendly businesses.

- ✓ **Entrepreneurship and the Environment:** A curriculum that includes environmentally-based entrepreneurship can equip the younger generation with a deep understanding of environmental challenges and the business solutions that can be implemented. Formal education programs that teach concepts such as green business, waste management, renewable energy, and environmentally friendly innovation encourage students to develop sustainable business ideas.
- ✓ **Practical Training and Technology Innovation:** Formal education can also introduce students to the latest technologies that support eco-technopreneurship, such as renewable energy, recycling technology, or environmentally friendly materials. This enables them to develop relevant innovations for environmentally-based businesses.
- ✓ **Environmental Education:** The integration of environmental education from elementary schools to universities will enhance the younger generation's understanding of the importance of preserving nature. This can be achieved through specialized subjects or interdisciplinary teaching that demonstrates the impacts of climate change, pollution, deforestation, and environmental degradation on daily life.
- ✓ **Field Projects and Awareness Campaigns:** Formal education can facilitate field projects that allow students to engage directly with environmental issues. For example, tree planting activities, plastic reduction campaigns, or visits to recycling sites provide practical experiences that reinforce their understanding of the importance of preserving the environment.

2. Non-Formal Education and Entrepreneurship Training

Non-formal education, such as workshops, seminars, and training, plays a crucial role in building entrepreneurial skills and environmental awareness among the youth.

- ✓ **Business Incubators and Training Programs:** Training programs and business incubators that focus on green entrepreneurship can help young people develop practical skills in managing environmentally friendly businesses. They can learn about funding, sustainable business management, and marketing eco-friendly products.
- ✓ **Community and Networks:** Through non-formal education, the younger generation can connect with mentors, investors, and fellow eco-entrepreneurs, who can help

accelerate the development of environmentally-based business ideas. Support from a strong community provides opportunities for broader collaboration and innovation.

- ✓ **Social Campaigns and Community Education:** Training and non-formal activities, such as social awareness campaigns or environmental workshops, can encourage young people to become agents of change in their communities. Through these educational programs, they not only learn but also educate others about the importance of a sustainable lifestyle.
- ✓ **Youth and Environmental Volunteer Program:** Volunteer activities related to nature conservation, waste management, or recycling programs strengthen understanding and hands-on experience regarding environmental issues. The younger generation involved in this activity tends to be more motivated to run businesses that support environmental preservation.

3. Technology-Based Education

Modern technology enables education to play a more effective role in disseminating knowledge about eco-technopreneurship and environmental awareness.

- ✓ **E-Learning and Digital Platforms:** Through online courses, webinars, and digital platforms, the younger generation can widely access knowledge about eco-technopreneurship. Technology allows for easier access to educational materials on sustainable innovation, successful eco-entrepreneur case studies, and methods for developing environmentally friendly products.
- ✓ **Simulation and Educational Games:** Technology can also be used to create business simulations or educational games that teach the concepts of green entrepreneurship to the younger generation. This provides an interactive learning experience and helps students understand the real challenges of running an environmentally-based business.
- ✓ **Social Media and Educational Platforms:** Technology-based education such as social media, YouTube, or environmental education apps can be powerful tools for spreading messages about environmental awareness. The younger generation can learn from interactive and engaging digital content, while also sharing information about the importance of protecting the environment with their networks.
- ✓ **Big Data and IoT for Environmental Education:** Technologies like the Internet of Things (IoT) and big data can help the younger generation understand the impact of their behavior on the environment through real-time data. For example, applications that track energy consumption or carbon emissions can help them visualize their contributions to reducing their carbon footprint.

4. Moral Education and Sustainable Values

Moral education that instills values about social responsibility and environmental sustainability is crucial in shaping the mindset of the younger generation. Sustainable Entrepreneurship Values: Moral education that emphasizes the importance of integrity, social responsibility, and sustainability will help cultivate entrepreneurs who not only pursue profit but also care about the social and environmental impacts of their businesses.

Appreciation for Nature: Education that fosters appreciation and respect for nature will encourage the younger generation to take an active role in protecting the environment. A positive attitude and behavior towards environmental preservation can be instilled from

an early age through moral education activities that focus on sustainability values. Based on the explanation above, the following conclusions can be drawn:

- ✓ Formal, non-formal, and technology-based education all play important roles in developing eco-entrepreneurship among the younger generation.
- ✓ Education is also key in raising environmental awareness, both through direct teaching in schools and extracurricular activities and training.
- ✓ An interdisciplinary approach that includes business, technology, and social aspects will produce a generation of entrepreneurs ready to integrate sustainability into their businesses and lead the change towards a more environmentally conscious society.

CONCLUSION

Ecotechnopreneurship has a crucial role to play in raising environmental awareness among the younger generation. By combining green technology and sustainable entrepreneurship principles, the younger generation can find innovative solutions that are relevant to current environmental issues. They not only learn about the importance of sustainability through direct involvement in ecotechnopreneurship projects, but also acquire the necessary skills to bring about good change. It is evidently effective then that education that incorporates elements of ecotechnopreneurship helps people become more concerned about the environment. By using an inclusive and participatory approach, the younger generation can become active change agents in promoting sustainable practices. Therefore, the development of Ecotechnopreneurship among the younger generation is essential to raise environmental awareness and create a greener and more sustainable future. So Ecotechnopreneurship has great potential to increase environmental awareness among the younger generation. The younger generation has the ability to become agents of change that promote environmental sustainability through education and direct involvement. The proposed hypotheses and the mechanisms underlying these relationships require additional research.

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