



**ECOLOGICAL ENTREPRENEURSHIP  
INCEPTIO ECOLOGICA**

**VLADICA RISTIĆ**



**INTERNATIONAL RESEARCH ACADEMY  
OF SCIENCE AND ARTS - IRASA -**



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**Beograd, 2026.**

*„Natura magistra est, inceptor discipulus“*



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**Vladica Ristić**

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**ECOLOGICAL ENTREPRENEURSHIP - *INCEPTIO ECOLOGICA***

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## Foreword

The world around us no longer accepts the logic of growth at any cost. We have learned that the economy and nature are not two parallel universes, but one and the same organism, breathing through the same lungs. Once we truly accept this, the dilemma of “profit or planet” disappears – and space opens for a new paradigm: prosperity within the limits of ecosystems.

Ecological entrepreneurship is the response of that paradigm. Within it, the entrepreneur becomes an architect of regeneration: designing products that last, material flows that circulate, services that relieve pressure on resources, and habits that restore meaning to community life. From this perspective, waste becomes a resource, scarcity becomes a driver of innovation, and crisis becomes an invitation to create smarter models.

This book is neither a manual nor a catalogue of ready-made recipes. It is a workshop and a travelogue through ideas – a toolbox for the brave and the curious, a map that offers directions rather than fixed points. Questions are as important here as answers; experimentation stands on equal footing with planning.

**Note to the reader:** All formulas in this book that are not accompanied by a reference are original, innovative formulas – developed through research and practical application. All charts and illustrations are original visualizations by the author, created on the basis of real data, prototypes, and projects included in this research.

### Who is this book for?

For everyone who wants to step out of theory and into practice: students and educators, entrepreneurs and managers, teams in local governments, associations, and informal groups. In short – for anyone ready to act.

### What will you find in it?

- ❖ How to create circular products and services: from the first sketch and assumptions, through prototypes and pilots, to scaling.
- ❖ A performance measurement framework in which resources, health, and trust stand shoulder to shoulder with revenue.
- ❖ Canvases, checklists, and micro-tools for rapid feasibility and risk assessment.
- ❖ Case studies in which small initiatives grow into local – and then national – standards.

### How should you read this book?

Not linearly, but by following the paths you need. Choose one theme – water, energy, or waste – and take it with you into your neighborhood, workplace, school, or municipality. Application is part of the reading:

- ❖ build circular design in from the very first drawing (repairable, shareable, recyclable);
- ❖ measure what truly matters (resource savings, health, new jobs, citizen participation);
- ❖ share data and processes so others can replicate and improve them;
- ❖ connect schools, municipalities, small businesses, and researchers—networks carry change, not individuals.

In this book, ethics are not a footnote but an operating system: transparency, fairness, and care for people and place are not constraints on performance—they are the conditions that allow performance to endure. Technology is a means, not an end: we use it to reduce our footprint, not to justify it. At the center of everything remains the human being—needs, dignity, and the right to a healthy environment.

If there is one sentence that captures the spirit of the pages before you, it is this: when the economy learns to account for what is truly expensive—water, time, trust, and nature—both profit and quality of life grow.

So do not read this book silently. Enter it as you would a workshop: test the tools, adapt the formulas (especially the original ones), redraw the charts to fit your context. Leave with a plan that can be tested tomorrow in your city or village. That is the essence of ecological entrepreneurship—to finally let nature, community, and business speak the same, human language.

*This is a translation of the book by the same author from Serbian, originally titled („Ekološko Preduzetništvo”) - „Ecological Entrepreneurship”.*

*Author*

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