

**ENTREPRENEURSHIP ASSISTANCE IN GREEN
ENTREPRENEURSHIP TO ENHANCE THE COMPETITIVENESS OF
MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs)**

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ABSTRACT

Green entrepreneurship has emerged as a strategic approach to improving business competitiveness while promoting environmental sustainability. However, many Micro, Small, and Medium Enterprises (MSMEs) still face limitations in implementing environmentally friendly business practices due to a lack of knowledge, skills, and access to sustainable business models. This community service program aims to enhance the competitiveness of MSMEs through green entrepreneurship assistance. The program was conducted through training sessions, practical workshops, and continuous business mentoring focusing on sustainable production, eco-friendly packaging, waste management, and green marketing strategies. The results indicate improvements in participants' understanding of green entrepreneurship concepts, adoption of environmentally friendly practices, and increased market competitiveness. This program demonstrates that structured assistance in green entrepreneurship can effectively support sustainable MSME development and local economic resilience

Keywords: Community Service, Green Entrepreneurship, MSMEs, Sustainability, Business Competitiveness

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in economic growth, employment creation, and poverty reduction. In recent years, the concept of green entrepreneurship has gained increasing attention as a strategy to integrate economic performance with environmental responsibility. Green entrepreneurship emphasizes sustainable resource use, waste reduction, and environmentally friendly production processes while maintaining business profitability.

Despite its potential benefits, many MSMEs still rely on conventional business practices that are not environmentally sustainable. Limited awareness, lack of technical skills, and insufficient mentoring hinder MSMEs from adopting green business models. Therefore, this community service program focuses on providing entrepreneurship assistance in green entrepreneurship to enhance MSME competitiveness and promote sustainable economic development.

PROBLEM IDENTIFICATION

Based on preliminary observations and needs assessments, several key problems were identified among MSMEs:

1. Limited knowledge of green entrepreneurship principles and practices.

2. Low adoption of environmentally friendly production and packaging.
3. Inefficient waste management and resource utilization.
4. Weak branding and marketing strategies emphasizing sustainability.
5. Limited business competitiveness in increasingly eco-conscious markets.

These challenges highlight the need for structured assistance and mentoring programs focused on green entrepreneurship.

METHODOLOGY

Target Participants

The program involved MSME owners from various business sectors, including food processing, handicrafts, and small-scale manufacturing. Participants were selected based on their willingness to adopt sustainable business practices.

Implementation Methods

The community service program was implemented using the following methods:

1. **Training Sessions**
Training materials covered green entrepreneurship concepts, sustainable business models, environmental awareness, and green innovation strategies.
2. **Practical Workshops**
Workshops focused on eco-friendly packaging, waste reduction techniques, energy efficiency, and sustainable product development.
3. **Business Mentoring**
Continuous mentoring was provided to assist MSMEs in implementing green practices in their daily operations, including production processes and marketing strategies.
4. **Evaluation**
Program effectiveness was evaluated using pre-test and post-test assessments, participant observations, and feedback surveys.

RESULTS AND DISCUSSION

The results of the community service program show positive outcomes:

1. **Improved Knowledge and Awareness**
Participants demonstrated increased understanding of green entrepreneurship principles and the importance of environmental sustainability in business.
2. **Adoption of Green Business Practices**
Several MSMEs adopted eco-friendly packaging, improved waste management systems, and reduced resource consumption.
3. **Enhanced Business Competitiveness**
Participants reported improved product differentiation, increased customer interest, and stronger brand value due to green branding strategies.
4. **Positive Attitude toward Sustainability**
MSME owners showed higher motivation to maintain sustainable practices as part of their long-term business strategies.

These findings indicate that green entrepreneurship assistance can effectively enhance MSME competitiveness while promoting environmental responsibility.

CONCLUSION

The community service program successfully enhanced MSME competitiveness through green entrepreneurship assistance. Training, workshops, and mentoring enabled MSME owners to adopt environmentally friendly practices and improve business sustainability. Green entrepreneurship serves as a strategic approach to strengthening MSMEs in competitive markets while supporting environmental conservation. Continuous assistance and collaboration with stakeholders are recommended to ensure long-term sustainability.

RECOMMENDATIONS

1. Extend the duration of mentoring programs to support long-term implementation.
2. Strengthen collaboration with local governments and environmental agencies.
3. Integrate digital green marketing strategies to expand market reach.
4. Encourage access to green financing and sustainable business networks.

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