



Stanford eCorner

A Call for Environmental Entrepreneurs

Jennifer Morris, *Conservation International*

April 06, 2011

Video URL: <http://ecorner.stanford.edu/videos/2694/A-Call-for-Environmental-Entrepreneurs>

Conservation International Executive VP Jennifer Morris encourages entrepreneurs to bring their talents and energies to bear on solving the numerous issues facing the environment and human development. Entrepreneurs can start new organizations and firms, but according to Morris, "you can [also] be an entrepreneur in a larger organization."



Transcript

As you think about your future careers and where you want to go and what you want to do, that entrepreneurship in the environmental world is absolutely crucial. There are so many opportunities to do interesting things and I would also say that it's not just about creating a new thing, that you can be an entrepreneur in a larger organization. I think, as Tom mentioned in the outset, CI has been a great place to do that with. We are trying to be innovative. We're trying to be creative because the solutions are incredibly complex. Working with the business, working with the governments and numerous communities all around the world, it's all about creating new ideas and solutions together. So I encourage you in whatever career path that you take, even if you're in a large organization, you also can be an entrepreneur. And I just would also challenge you all to think about your skills that you're getting here and as you go out into the world, work as much as you can in the environmental sector. And as we need you all, we need your bright minds to work on this complex solution for the environment and for human development.