

# The Entrepreneur, Creativity and Society

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- "Everybody" wants to support small-business entrepreneurs
- How is creativity to be understood?
- We want to add a social and cultural context

# The Entrepreneur and Creativity

Individual qualities

Self-will

Believe in yourself and your ideas

Everything depends on oneself

Daring to let go of control

” I wanted to see if I can and if I dare”

”You want to create something”

# The Entrepreneur and the Economy

- Not only economic driving forces
- To start, own and run a business is also a goal in itself
- To realize smart ideas of their own
- A desire for innovation

# Entrepreneurship as a life-style

- A life-style based on production
- "This is a way life –This is not an ordinary job"
- Freedom and control of their own work
- Independence and creativity

# Lifemode and importance of place

The life-mode of independence

Rural areas – a tradition of small farming and forestry

Positive attitudes to one's own initiatives

A bridging social capital ( individuality and community)

# Conclusions

- Supporting entrepreneurship and creative business – knowledge of social and cultural structures is required
- Rural areas have a fertile breeding ground for creativity
- Life-style, life mode and tradition of place

