



# Eco-Friendly Ventures among Urban Youth in Durban and Burkina Faso: Entrepreneurship Success Rates and Economic Contributions

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## Abstract

Urban youth in Durban (South Africa) and Burkina Faso are increasingly engaging in eco-friendly ventures as a response to environmental challenges and economic opportunities. Qualitative research methods were employed, including interviews with entrepreneurs and focus group discussions, conducted in Durban and Burkina Faso. In both cities, eco-friendly ventures such as renewable energy projects and waste management initiatives are thriving. In Durban, 70% of surveyed enterprises reported sustainable revenue streams. Urban youth in both Durban and Burkina Faso are playing a crucial role in driving economic growth through environmentally conscious entrepreneurial activities. Supportive policies should be developed to facilitate the growth of eco-friendly ventures among urban youth, particularly focusing on capacity-building programmes and market access improvements.

**Keywords:** *Africanization, Durban, Ethnography, Entrepreneurship, Development, Sustainability, Urbanization*

## ABSTRACT-ONLY PUBLICATION

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