

# Course Globalisation and Sustainable Development 2025-2026

## Lecture 6: 20/11/2025 - Entrepreneurship in the Global South for Sustainable Development

**Lecturer: Ms. Sara Marata (SISTAC)**

### **Abstract:**

This lecture examines how entrepreneurship in the Global South can be a powerful driver of sustainable development, finding a balance between the demands of global markets and the needs of local communities. Drawing on concrete examples from different sectors, we will look at how entrepreneurs design solutions that are rooted in local realities while engaging with international opportunities. Particular attention will be given to the experiences of female entrepreneurs, highlighting the barriers they face in accessing finance, networks and decision-making spaces, as well as the strategies they use to overcome these challenges. Students will also explore how they can add value to these entrepreneurs, applying their own perspectives and knowledge to support impact initiatives.

### **Bio:**

As an Impact Innovator and Communicator, I thrive on diverse opportunities that make our world a better place. From managing international programs with SISTAC, to curating cultural projects with Festival Itinera, to shaping minds as a University Professor at ESCI-UPF, I love building bridges between ideas, people and impact.

I'm also a Moderator and Facilitator, passionate about meaningful conversations, spotlighting social entrepreneurs, and guiding teams through the dance of innovation.

With 7+ years of experience in Open Innovation, my forte lies in designing innovation models, spreading a culture of transformation, and fostering collaboration across sectors.

To tackle today's global challenges, we need everyone at the table.