



# KEYNOTE LECTURE

## *Post Growth Entrepreneurship*

Dr. Melanie Rieback



Centro congressi – Le  
Benedettine (Aula A)



Friday 11 July 2025



17:00

Post Growth Entrepreneurship (PGE) reframes business as a form of activism, art, spirituality, and creative expression. This business model embraces flat growth curves and rejects the need for investors, scaling, and exits. PGE questions entrepreneurial "common wisdom" and re-envision business as a vehicle for pure positive impact.

<https://nonprofit.ventures/>

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