

## Black Cacau and the Reimagining of Sustainable Cocoa in Brazil: A Case of Sustainable Entrepreneurship

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### Abstract

This study explores the transformative journey of Black Cacau, a pioneering Brazilian enterprise that exemplifies the concept of sustainable entrepreneurship within the cacao value chain. Emerging as a grassroots initiative, Black Cacau redefined the socio-environmental landscape of cocoa production through a strong commitment to sustainability and cultural regeneration—revitalizing local cacao, preserving biodiversity, and promoting social equity via artisanal chocolate-making.

Drawing on qualitative field data and stakeholder interviews, this single case study examines how Black Cacau integrates environmental stewardship, cultural heritage, and community empowerment into a viable and sustainable business model. The company adopts principles of circular economy and agroecology, restoring degraded Atlantic Forest areas while empowering smallholder farmers and Afro-Brazilian communities.

Through the theoretical lenses of Sustainable Entrepreneurship, the study shows how Black Cacau employs strategies such as agroforestry and zero-deforestation to tackle socio-environmental challenges, in combination with traditional marketing and commercial strategies aiming to enhance its brand and growth. It also examines how sustainable entrepreneurship aligns social, economic, and ecological goals, led by a new generation of eco-conscious entrepreneurs implementing innovative, mission-driven business models. This becomes particularly urgent amid climate change, environmental degradation, economic instability, and institutional voids—especially prevalent in emerging markets like Brazil.

Black Cacau illustrates how small, purpose-driven enterprises can catalyze local transitions toward sustainability, promoting hybrid business models that merge economic performance with socio-environmental value. The case contributes to emerging literature on sustainable supply chains, social entrepreneurship, and community-driven innovation. It demonstrates how transformative business practices can challenge conventional paradigms and forge new pathways rooted in justice, equity, and resilience. By tracing Black Cacau's evolution, we underscore the potential of ethical enterprises to reshape the global food system through integrated, sustainable strategies.

### Keywords

Sustainable Entrepreneurship, Sustainable Business Model, Emerging Economies, Corporate Social Responsibility, Social Entrepreneurship.