Firms are crucial actors for making the transition to sustainability possible. Many business leaders are ready to make their contribution. Leaders of nearly 200 major companies around the world have called for tougher action on climate change. The 2C Challenge, co-ordinated by the Prince of Wales Corporate Leaders Group, says that climate change puts society's future prosperity at risk. But the window to keep global warming below 2C has “almost closed”, it warns. This calls for swift and radical action by existing and new businesses. This paper investigates initiatives of sustainability-driven entrepreneurship in Austria, which have made radical moves towards biophysical and socio-economic sustainability, and analyses critically whether their impacts on the next higher systems level (society and economy) are still desirable. A key question in the analysis is whether they require business and/or economic growth for their success.