Understanding Global Sustainable Development **Discourses within Eco-labeled Companies**

Research Question

How does the global policy understanding of SD align or depart from that of various eco-labeled tea companies in their pursuit of effective sustainable business practices?

Discourse Analysis

Methodology

- 1. Global policy understandings -1987 Brundtland Report -2012 Rio+20 -2015 SDGs
- 2. Eco-labeled company's understandings

-Steaz Tea

-Honest Tea

-Celestial Seasonings

-Numi Organic Tea

3. Compare policy and company

4. Norm diffusion and implications

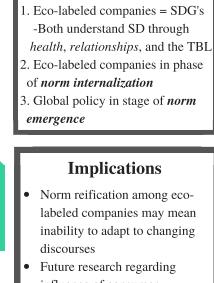
1987 Bru 2012 Rio+20 U 20 SD in terms of the Triple Health Quality Values within TBL Integrity Relationships Planet Profit People Community Fair Trade USA Ways companies act upon the TBL USDA Organic Transparency

Planet

Amanda Borth **Findings**

Global Policy Initiative	Characterization of SD
1987 Brundtland Report	"Needs and Resources"
12 Rio+20 UN Conference on SD	"Green Economy"
2015 SDGs	"Environmental Justice"
People	

Analysis



influence of consumer perceptions on companies, or if other industries see similar trends of norm development

A special thanks to my mentor, Professor Simon Nicholson and my research sequence professors, Aaron **Boesenecker and Laura Field**

Profit