

Understanding Global Sustainable Development Discourses within Eco-labeled Companies

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Findings

Global Policy Initiative

Characterization of SD

1987 Brundtland Report	"Needs and Resources"
2012 Rio+20 UN Conference on SD	"Green Economy"
2015 SDGs	"Environmental Justice"

Analysis

1. Eco-labeled companies = SDG's
-Both understand SD through *health, relationships*, and the TBL
2. Eco-labeled companies in phase of *norm internalization*
3. Global policy in stage of *norm emergence*

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?

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

Discourse Analysis

People

Health
Quality
Integrity
Relationships

Planet

Profit

All companies understand SD in terms of the Triple Bottom Line

← Values within TBL

Ways companies act upon the TBL →

People

Community

Fair Trade
USA

USDA
Organic

Planet

Profit

Implications

- Norm reification among eco-labeled companies may mean inability to adapt to changing discourses
- Future research regarding influence of consumer perceptions on companies, or if other industries see similar trends of norm development

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