# 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

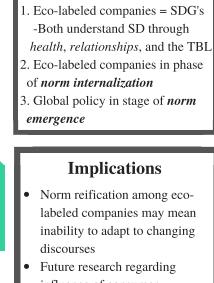
#### 1987 Bru 2012 Rio+20 U 20 SD in terms of the Triple Health Quality Values within TBL Integrity Relationships Planet Profit People Community Fair Trade USA Ways companies act upon the TBL USDA Organic Transparency

Planet

## Amanda Borth **Findings**

<b>Global Policy Initiative</b>	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

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Profit