

Brief Case Studies in Sustainability: *Directions*



- Pick an *existing* product/service that you think is a better-than-average example of sustainability within its category
 - i.e., it doesn't have to be perfect (and nothing is), but does have to demonstrate something positive that we can collectively learn from
 - What we ideally want are some good ideas that reinforce what we have been learning and/or give us something to think about as we move forward in the course
- Complete this template (delete this cover page)
- Email the file to me before class (rename it to identify your group)
- Have one (or more) members of your group informally talk us through the slides in class, 6 minutes (or less)

(product/service name)

Case Studies in Sustainability



(LIST TEAM MEMBERS)

(MM/DD/YEAR)

PASTE A
PICTURE HERE
OF PRODUCT/
SERVICE

(product/service name)



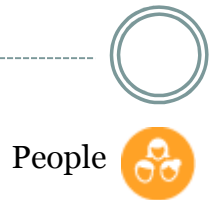
- (describe the product/service briefly: What is it? Who makes it/provides it?; pictures help)
- (use the 4Ps framework loosely, emphasizing the differentiating elements, e.g., emphasize *place* if that is important to how the product/service is positioned in the market, or focus on a unique feature etc.)



Living Principles High Level Assessment

Right click on the diamond, select "edit points" and drag corners to rate the product/service based on the high level Living Principles framework

(add in brief rationale here)



People

(add in brief rationale here)

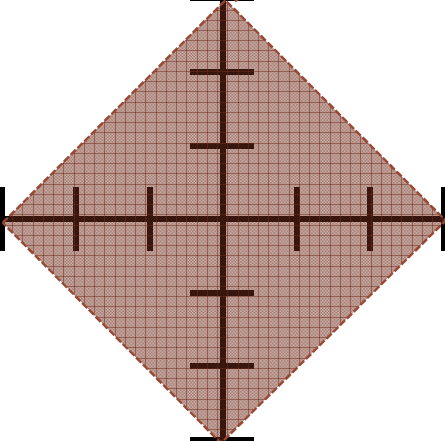


Environment



Culture

(add in brief rationale here)



Economy

(add in brief rationale here)



Recommendations for improving ratings



People

- (briefly describe an idea here)



Environment

- (briefly describe an idea here)



Culture

- (briefly describe an idea here)



Economy

- (briefly describe an idea here)