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

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)