

Sustainability Project

Objective: analyze the concept of sustainability (in a small business setting) using the three pillars of sustainability (economic, social, ecological), or triple bottom line concept. Write a formal, first-person reflection on any of the following:

- A new product that is commercially available, not yet ready for commercialization, or that *you* want to develop or research that has a **triple bottom line** mission underlying its development.
- A sustainability concept that small business owners should (and are able to) adapt.
- A small business/small business owner or entrepreneur that focuses on sustainable concepts as a competitive advantage or that provides sustainable services to small businesses.

This Sustainability Project must be 10 pages in length (including title page, table of contents, abstract which is written last but placed right after the table of contents page, and last References page – in that order). You must follow APA format, therefore citations in the body of the paper, and have the following source requirements

- one scholarly source: our textbook is fine or an academic/scholarly journal article (use the library or our course library site). If you do not know the difference between scholarly and popular articles, please watch this 3 minute video <https://www.youtube.com/watch?v=VeyR30Yq1tA> .
- the website of the company or product or product concept that you are writing about. It must be listed on the Reference page in proper APA format.
- an industry trade/professional publication (usually a magazine or trade association's website) or industry blog.
- as many non-scholarly/popular sources (Inc. magazine, newspapers, etc. – which again can be online) as you like but no minimum on this source category.
- **an article on the Triple Bottom Line concept so you understand what it is. One could be here <http://www.ibrc.indiana.edu/ibr/2011/spring/article2.html>**
- lastly, you must use a primary source, which could be an interview of an entrepreneur or small business owner or it could be a quick online survey of at least 3 questions sent to 10 people (noting the results and how you used them in your project). If you do an interview, the interview must be cited in the body of your paper and listed on your References page. If you do not know an entrepreneur or small business owner to interview, let me know well ahead of time, and I will connect you to one.

You must email this assignment before Thanksgiving to kauthr@uwgb.edu