

16.9: Applied Marketing Knowledge- Discussion Questions

1. If we agree with the notion that the products and services of today should not harm the people of tomorrow, how would you redesign your favorite snack food to be more sustainable?
 2. The three pillars of sustainability are environmental sustainability, social good, and economic return. Why are these three pillars intertwined? What would happen if you had one without the other two?
 3. Research New Belgium Brewery. How do the company's sustainability practices benefit the environment, communities, and its financial bottom line?
 4. Waste minimization is a key sustainability strategy. Look in your kitchen cabinets and describe the products that could be made with less waste.
 5. Review the "This is a True Story" trailer on [Charity: Water's website](#). How has the nonprofit gamified its mission?
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