

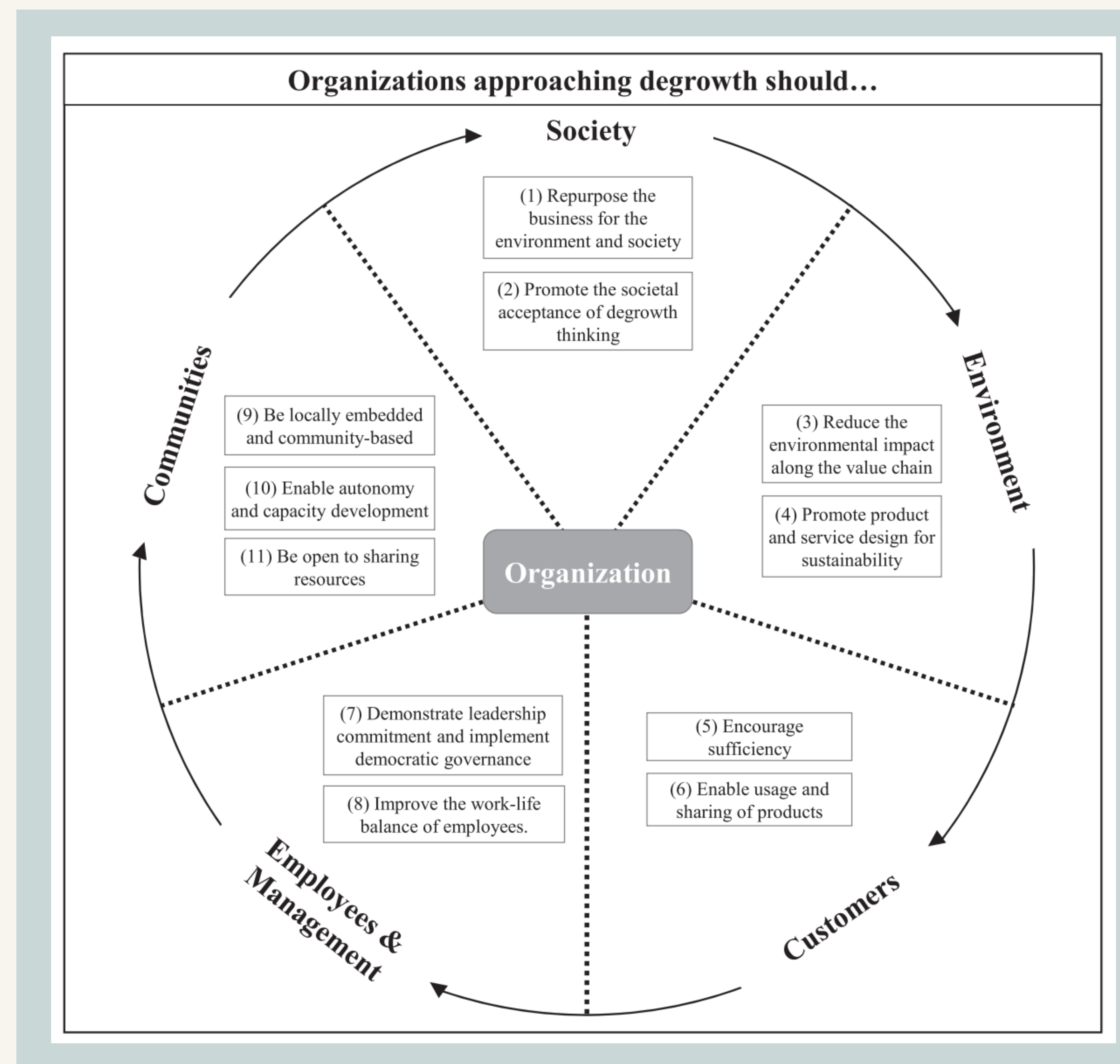
HITTING TWO BIRDS WITH ONE STONE: ASSESSING A COMPANY'S SUSTAINABILITY THROUGH A DE-GROWTH LENS

BACKGROUND

- Effects of economic growth: ecological overshoot, biodiversity loss, climate change
- Need to reconceive the way businesses operate
- SBMs as insufficient due to their growth mindset
- Sustainable degrowth as the most promising solution

How can the principles of degrowth be embedded in Blue's SBM?

THEORETICAL BACKGROUND



METHODOLOGY

- Exploratory case study
- Qualitative research design
- Deductive approach
- Semi-structured interviews with 6 employees of Blue

FINDINGS AND DISCUSSION

- Blue's operations align with the principles of degrowth in the areas of environment, employees and management, and communities.
- In two cases it outperforms the principles of degrowth: by scaling down goods selling and by establishing open hours
- Lacking principles 2 and 5

CONCLUSION AND RECOMMENDATIONS

- Blue partially aligns with the principles of degrowth
- The company is more focused on the individual level
- Due to the importance of businesses in the sustainable transition, they should focus on those principles aimed at addressing consumers' behavior:
 1. Promoting the societal acceptance of the degrowth thinking (principle 2)
 2. Encouraging sufficiency (principle 5)