Abstracts

Entrepreneurship, Innovation and Sustainability Strategies: The Case of Walden Paddlers, Inc.

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Abstract

This paper presents an approach to improve sustainable decision-making in entrepreneurial start-ups with limited resources. The case of Walden Paddlers is used to show how a simple, inexpensive guide to evaluate decisions against a parameter of environmental responsibility can yield quick innovations and economic, strategic as well as environmental advantage. Factors contributing to the success of the decision guide at Walden are explored, with generalizable learnings discussed. In recognition for its innovations in plastics recycling, Walden Paddlers was awarded the National Recycling Coalition's 1997 Annual Award for Outstanding Product Innovation.