



Promotion of Justice

Project Training

What is Appreciative
Inquiry?

*Focus on
Good,
Not Bad*

**1. What are they doing
that is innovative?**

**2. Why did they start
doing it?**

3. How does it work?

**4. Can it be replicated or
scaled up?**

Criteria for An Eligible Submission

5 GENDER EQUALITY



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



Your narrative will be submitted through the AIM2Flourish platform, <https://aim2flourish.com/>

- Every member of your team must register to be listed as a team member on the submission, but you must choose one person whose account will be used to submit the narrative.
 - Indicate Jeff Thies as your professor
- Choose an appropriate company
 - The company is a for-profit company
 - Company innovation meets one or more of the following SDG:
 - 5. Gender Equality
 - 10. Reduce Inequality Within and Among Countries
 - 11. Sustainable Cities and Communities
- The innovation has positive impact
- The innovation is embedded in the company and is not just philanthropy (corporate giving)
- The innovation is scalable or replicable

Criteria for An Eligible Submission

- You must conduct an interview with someone in the company.
- When you contact companies, explain up front that the story will be published on the AIM2Flourish website.
 - A surprising number of companies refuse on those grounds.
- Sometimes they will ask you to send the questions ahead of time, so have your questions ready when you contact your company.
- Refer to the checklist to make sure you collect the company's business info necessary for a submission.



Criteria for An Eligible Submission

- You should elicit enough information to about:
 - The business innovation and how it emerged
 - Motivation for the innovation and who was involved
 - Whether it relates to the company's mission or purpose
 - The impacts (short and long term) of the innovation
 - Concrete evidence or story illustrating impact
 - The benefit to business in general/company/society/environment
- You will need to provide quotes and photos (see checklist for details)
- **Optional:** upload videos

How to Find and Research Companies



Search for stories about companies doing good (hone-in on an SDG)



Search Social enterprise and social entrepreneurship companies



Check the AIM2Flourish resources
page: <https://aim2flourish.com/student-resources>



Ask around (LMU alumni)

Is it for Profit or Non-Profit?

Different types of companies



Nonprofit or not-for-profit = NO

Certified



Benefits corporation



Social purpose corporation

L3L

Low-profit Limited liability Company (L3L)

Not in CA, but other states

Is the Company A Good Candidate?

They will have filed with the Secretary of State where they incorporated. Ideally, you will be able to find a company doing business in California and can find them here: <https://bizfileonline.sos.ca.gov/>



Interviews

- Phone and zoom interviews
 - Ask for written permission to record the interviews
- In-person interviews
 - If you visit their company onsite, you **MUST** have **written proof** from an official in the company granting permission to visit. If you plan to shoot a video while you're there, that must be included in the written permission.
- Travel
 - Before you can travel, it must be cleared with the Office of Risk Management. Contact us **at least 2 weeks prior** to any travel. (Even if you're going home for Thanksgiving and interviewing your uncle, contact us).

Final Takeaway

**Reminder: The narrative should focus
SDGs 5, 10, and 11 even if it hits other
SDGs as well**