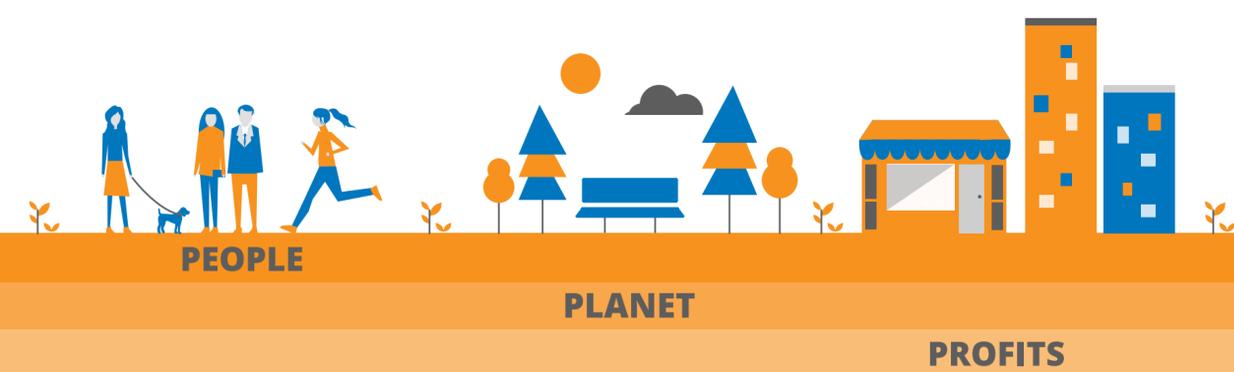


The triple bottom line: a sustainable model for success

The star of the balance sheet used to be the very last entry: the bottom line. **Now, sustainable businesses use a more comprehensive framework known as the triple bottom line (TBL) to gauge their overall success.**



The triple bottom line defined

The TBL factors in a company's financial health, or **profits**, but also makes ample room for measuring its impact on **people** and the **planet**.



PEOPLE



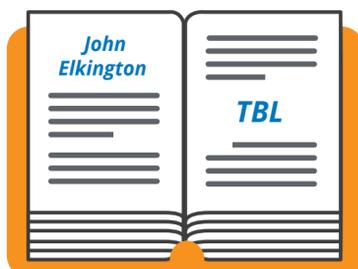
PLANET



PROFITS

A bit of history

The TBL was popularized by business author John Elkington, considered by some to be a world authority on corporate responsibility and sustainable development.



The TBL today

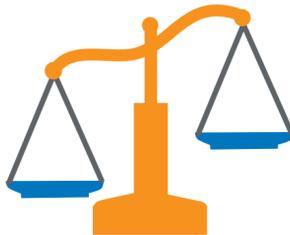
Some of the top companies in the world are applying the TBL approach to:



Measure how their business practices impact all people— from the farmers supplying the raw materials, to office and assembly-line workers, to the CEO of the company, to customers, and even members of the community.



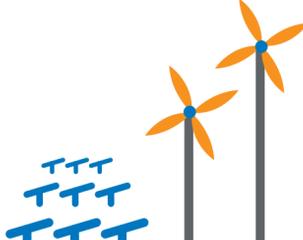
Assess the entire life cycle of their processes and determine how each component of their business affects the environment.



Identify risks and opportunities that might not be apparent from a profit-only perspective.



Cultivate more engaged employees and customers as a direct result of their sustainable approach to business.



Reduce waste, adopt renewable energy, reduce carbon emissions and work with vendors who treat their workers and the environment fairly.

The future of the TBL



According to Forbes, approximately 70% of millennial consumers vow to spend more money on brands that support a cause they care about*. As a result, savvy businesses will likely adopt the TBL framework or take similar steps towards more sustainable practices.

*Source: The Millennial Marketplace And The Propagation Of The Triple Bottom Line, Forbes.com, July 28, 2017.