

Triple Bottom Line

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By Jaclin DuRant - Livability Educator

We use the term “sustainability” often, but what does it really mean? In business and development, sustainability is commonly referred to as the triple bottom line, or sometimes the 3 “P’s.” The three P words are People, Planet, and Pocketbook, and what this means is that to be truly sustainable, we must consider how the things that we do affect people, the environment, and our finances.

For many years, people thought that sustainability and business shouldn’t mix, but that myth is being put to rest as green businesses show that the triple bottom line can be profitable. Energy efficiency, recycling, reuse, water conservation, alternative transportation incentives, and employee health and wellness programs aren’t just good for the environment. These programs save money and benefit people as well.

At the root of the word sustainable is sustain, which means long lasting. The triple bottom line is good for all of us. If we can find ways to benefit people without taking more from the natural world than it can easily replace, and all of this is profitable, we will be able to grow and develop while making sure that future generations have a healthy environment with clean air, clean water, and plenty of natural resources.

