

The Double Bottom Line: Profit and Social Benefit



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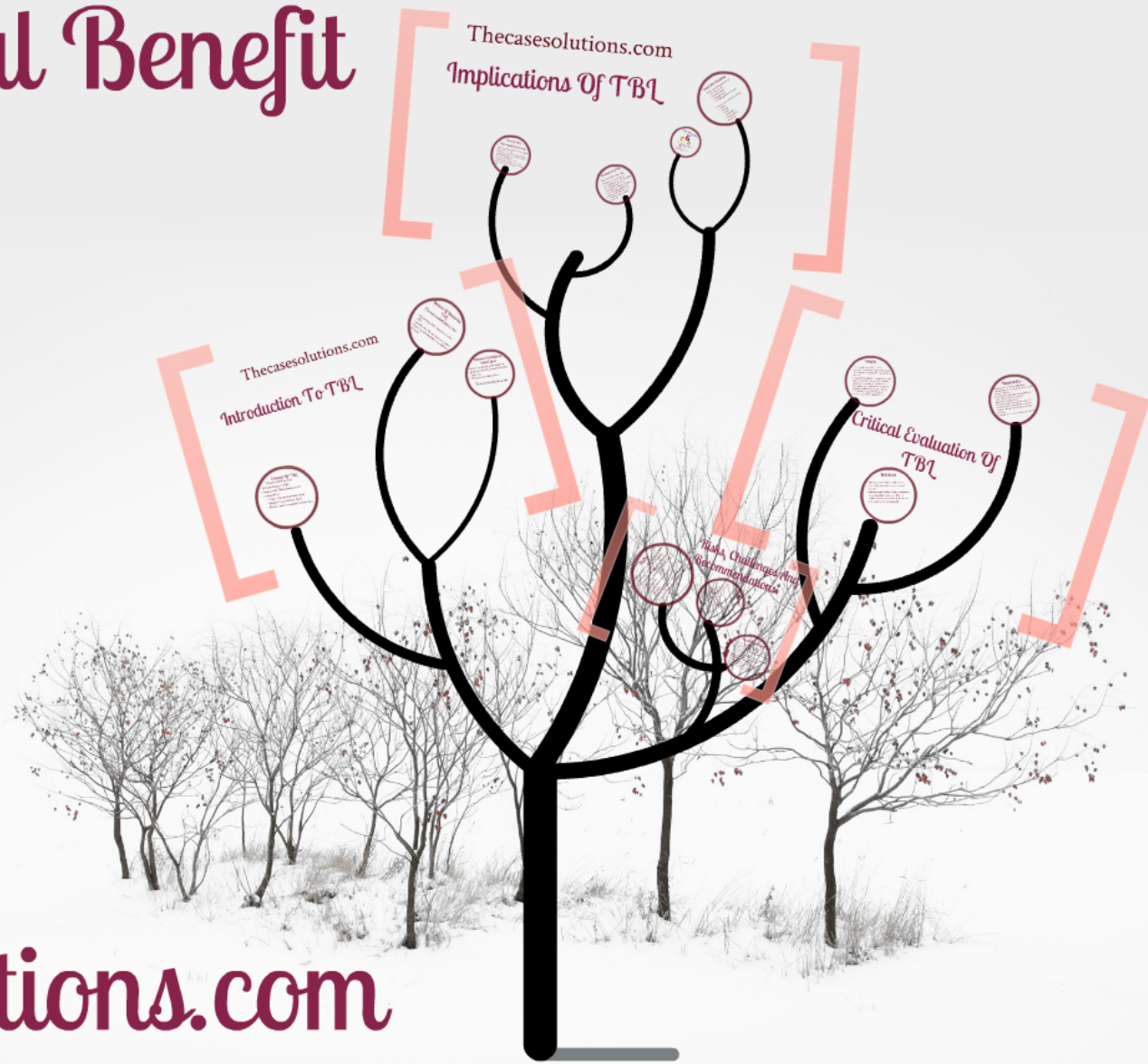
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Paper Readings

Wang, L. & Lin, L. (2007)	Wang, L. & Lin, L. (2007)	Wang, L. & Lin, L. (2007)	Wang, L. & Lin, L. (2007)	Wang, L. & Lin, L. (2007)
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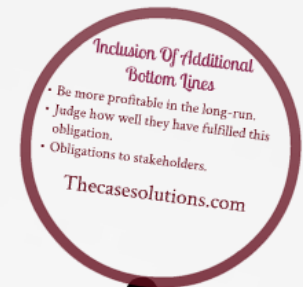
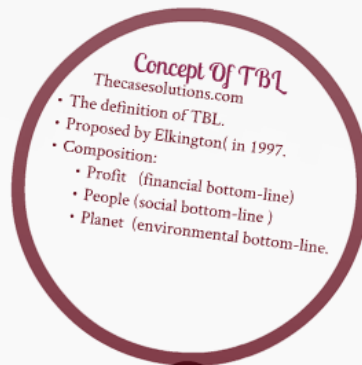
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Introduction To TBL



Concept Of TBL

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- The definition of TBL.
- Proposed by Elkington(in 1997.
- Composition:
 - Profit (financial bottom-line)
 - People (social bottom-line)
 - Planet (environmental bottom-line.

Methods Of Measuring TBL

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- Monetizing all the dimensions of the TBL.
- Calculate the TBL in terms of an index.
- Measuring sustainability using dollars of an index.

Inclusion Of Additional Bottom Lines

- Be more profitable in the long-run.
- Judge how well they have fulfilled this obligation.
- Obligations to stakeholders.

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Implications Of TBL

Users Of TBL
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- Business, non-profit and government entities who use all over the TBL.
- Non-profits address social responsibility through economic prosperity, social and long and sustainable practices.
- Companies want seeking outside help of TBL for decision making and performance measurement.

Businesses And TBL
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- The TBL and its core value of sustainability have become competitive in the business world as evidence of positive long term profitability. Businesses use TBL to measure sustainability and long term profitability.

Issues And Variables

- Economic Prosperity Phase
- Personal Income
- Unemployment
- Productivity
- Knowledge Competitiveness

CI Environmental Quality Phase

- Water
- Energy
- Waste
- Air Quality
- Transportation
- Land Use

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Users Of TBL

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- Businesses, nonprofits and government entities alike can all use the TBL.
- Nonprofits address broad sustainability issues e.g. economic prosperity, social well-being and environmental protection.
- Also to make good business sense.
- Government entities make use of TBL for decision-making and performance-monitoring tools.

Businesses And TBL

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- The TBL and its core value of sustainability have become compelling in the business world due to accumulating anecdotal evidence of greater long-term profitability.
- Businesses use TBL to measure sustainability and long term profitability.