

What is the Triple Bottom Line?

Resourceful Communities' "triple bottom line" includes **environmental** stewardship, community **economic** development and **social justice** to address community challenges. Instead of looking at challenges as isolated issues, the triple bottom line approach emphasizes that challenges – poverty, -isms, resource loss – are connected. To be effective, solutions address these connections.

Proposed projects for the Creating New Economies Fund (CNEF) small grant program must incorporate the triple bottom line. This means your **project must result in environmental, economic and social justice benefits/impacts**.

Results of triple bottom line efforts might include:

⇒ Examples of Economic Impacts

Direct Impacts:

- creating a new job
- increasing income
- launching a new business

Indirect Impacts:

- building new job skills
- reducing poverty
- developing new income opportunities through agriculture, heritage or eco-tourism or similar projects

⇒ Examples of Environmental Impacts

- providing environmental education
- growing food with limited use of chemicals
- improving water quality
- protecting land
- planting trees
- reducing energy use and consumption

⇒ Examples of Social Justice Impacts

Do not confuse "social justice" (trying to achieve equitable economic, political and social rights and opportunities for everyone) with "social" (simply bringing people together).

Examples include:

- *meaningfully* engaging people of color or low wealth
- overcoming barriers to participation
- addressing racism or other injustices

Using the **triple bottom line approach** helps address real issues in our communities. The key to planning and carrying out triple bottom line projects is to ***design the project to include goals in all three areas***. For example:

Single Bottom Line Project	Double Bottom Line Project	Triple Bottom Line Project
Economic: Start a business that creates jobs.	Economic and Social Justice: Start a business that creates quality jobs for low-income workers, paying livable wages.	Economic, Social Justice and Environmental: Start a business that trains low-income apprentices for quality jobs in the recycling industry, paying livable wages.
Economic: Help farmers earn additional income by starting a farmers' market where their produce can be sold.	Economic and Environmental: Help farmers earn additional income by starting a farmers' market where their produce can be sold. Help farmers access USDA funds and training to help them protect land or grow food in more environmentally-friendly and sustainable ways.	Economic, Social Justice and Environmental: Help farmers earn additional income by starting a farmers' market. Help low-income farmers access USDA funds and training to help them grow food in more environmentally-friendly and sustainable ways. Provide transportation and accept EBT/ SNAP benefits at farmers' market so that low-income residents can purchase healthy food at the market.
Social Justice: Provide cooking classes for low-income and elderly people to help them eat healthier and prevent diabetes.	Social Justice and Economic: Provide healthy "heritage" cooking classes that emphasize traditional dishes, healthy foods, and skills like canning, taught by elders (who are paid). Products created in class are sold to generate revenue.	Environmental, Economic and Social Justice: Provide healthy "heritage" cooking classes that emphasize traditional dishes and skills like canning, taught by elders (who are paid). Products are also sold. Most of the food used is sustainably grown by local farmers.
Environmental: Protect salamander habitat in an urban creek.	Environmental and Social Justice: Create the first public park in a low-income neighborhood, designed by local residents, that protects salamander habitat in an urban creek.	Environmental, Social Justice and Economic: Provide summer jobs for low-income youth to clear a city lot and create the first public park in a low-income neighborhood that protects salamander habitat in an urban creek.
Economic: Promote and help develop tourism in your region.	Economic and Environmental: Promote your region as an eco-tourism destination for hunting, fishing, paddling, hiking, etc.	Economic, Environmental and Social Justice: Promote your region as an eco-tourism destination for hunting, fishing, paddling, hiking, etc. Train low-income and unemployed residents to become tour guides or develop businesses related to eco-tourism.