

Triple Bottom Line

The word sustainability means different things to different people. The most common definition comes from the Brundtland Commission - meeting the needs of the present without sacrificing the needs of the future. One of the trickier aspects of sustainability is *how do you measure it?* The Triple Bottom Line is an answer to that question. Using the Triple Bottom Line, environmental performance and social performance are taken into consideration as well as financial performance.

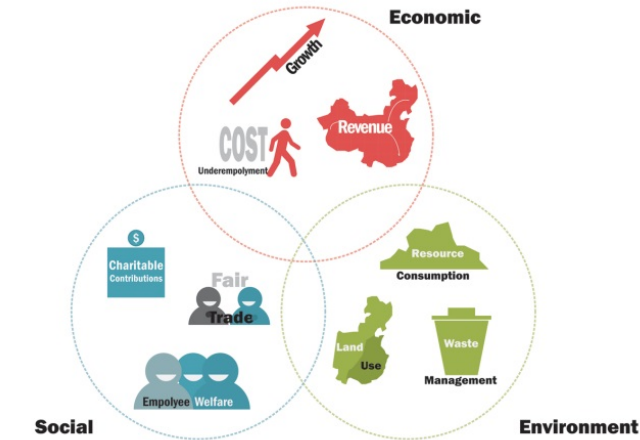


Image courtesy of Wikipedia - https://en.wikipedia.org/wiki/Triple_bottom_line

Where these interests intersect is where you begin to approach sustainability with the ideal being in the center where everything overlaps.

For Example - The new limited edition SCOF water bottle:



Financial – the financial benefits of this water bottle are the savings on the part of the student who does not have to purchase bottled water bottle and on the part of the campus for not having to pay to have additional water bottles recycled.

Environmental – fewer plastic water bottles used means fewer plastic bottles being made, recycled, and disposed of. The bottles are also made of recycled aluminum and are themselves completely recyclable. They are made in a Washington state, zero waste facility.

Social – the manufacturer, Liberty BottleWorks (www.libertbottles.com) pledges 1% of their sales and 1% of their working hours to helping large, local and grass roots efforts. In addition, currently 35% of the people who work on the bottles were in the military.