



John Elkington
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Triple Bottom Line People - Planet - Profit “Three Ps”

Businesses can be economically successful (profit) while at the same time socially (people) and environmentally (planet) responsible and sustainable.



Triple Bottom Line - People

the company's degree of
social responsibility



Triple Bottom Line - Planet

measures the company's
environmental
responsibility

Triple Bottom Line - Profit



the economic value
created by the
company

Triple Bottom Line - 3 Ps



People: The company's degree of social responsibility.



Planet: Measures the company's environmental responsibility.



Profit: The economic value created by the company.