Triple Bottom Line – Overview

The Triple Bottom Line (TBL) is a sustainability framework introduced by John Elkington (1997). It encourages organisations to focus on three 'bottom lines':

• People – Social impact and responsibility

• Planet – Environmental impact and resource use

• Profit – Financial viability and long-term sustainability

Sustainable projects consider these three elements when making decisions. This is particularly important for charities and small businesses that rely on trust and long-term community engagement.