Elkington’s triple bottom line model

Profit: the traditional financial or economic value created by the company.

Impact on people: a company social values and the way it treats its employees and the local community

Impact on planet: a company's environmental values and impact on the environment.

Positives	Negatives
• Great for sustainability • Makes businesses aware of future generations • Identifies strengths and weaknesses of a firm	• Not all KPI's can fit in 3 areas • Some ideas cannot be placed into numerical data or financial terms

A business can only be sustainable if it balances financial performance, its impact on planet and its impact on people