

Environmental Contest Business Template

The Triple Bottom line:



The Triple Bottom Line is when a company takes three aspects (People, Planet, and Profit) into consideration when they are operating their business. The traditional bottom line was simply Profit, doing everything possible to increase it. However, now many companies utilize the Triple Bottom Line to be stewards to their communities and the world.

Sustainability Description

Here is where you will state the business you've chosen and outline your plans and ideas to make the company more sustainable. Keep in mind the kinds of things would have to spend money on, if you would have to hire extra workers, if you would have to obtain materials etc. Give a rough estimate of the numbers for these (it doesn't have to be exact, but just to give an idea)

Business Name	
Sustainability Actions/Ideas	
Benefits of actions/plans	
What does implementation look like? <small>(Estimate for additional staff, money, materials)</small>	
Timeline for implementation	
Competitors sustainability practices	
Does this give your company an edge over competition?	

Environmental Sustainability Strategy Chart

Utilize this chart to help expand your thoughts for estimated costs of your three main actions and/or plans for your company.

	Action/Plan 1 (Ex: composting)	Action/Plan 2	Action/Plan 3
Anticipated One-Time Expenses	(Ex: Compost bins across campus)		
Anticipated Monthly or Annual Expenses	(Ex: Waste removal services)		
Anticipated Labor Costs	(Ex: Additional employees for waste removal)		

One Page Business Pitch

What is a Pitch?

A pitch is your chance to tell someone about your ideas. The purpose of a pitch is to persuade others to choose your proposed ideas. The pitch is generally geared towards investors, customers, or in this case, your “bosses.” You will be using this next page to propose your ideas and why the company should adopt the measures that you have outlined for making operations more environmentally sustainable.

Your Pitch:

To do this take everything from the chart you filled out above and create your one page pitch to the company you have chosen. Keep in mind the Triple Bottom Line (People, Planet, and Profit). What impact these actions will have on the perception of the company by consumers if any? Why are your suggestions valuable to your company? Have confidence in your proposed actions and ideas!

Citations

Avramenko, E. (2018, February 01). Contribute to a better world = Be a successful company. Sustainability in a shared-economy startup. Retrieved September 01, 2020, from <https://medium.com/@Anaiska/contribute-to-a-better-world-be-a-successful-company-sustainability-in-a-shared-economy-startup-50cc72f2e37b>

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