



**Nestlé** Good food, Good life

<b>LEVEL</b>	2
<b>LEARNING OUTCOME</b>	LO4 Student can generate, develop and test sustainability-driven business ideas and opportunities
<b>SPECIFIC LEARNING OUTCOME</b>	Student is able to explain why a business idea is sustainable
<b>KEYWORDS</b>	“Triple Bottom Line” analysis, social profit, environmental profit and economic profit.
<b>INTRODUCTION</b>	This activity allows you to evaluate why and how deep a sustainable idea is. You will consider beyond the traditional bottom line of business to the profits that your business makes socially, environmentally, and economically.
<b>HOW TO WORK WITH THIS MATERIAL</b>	<ul style="list-style-type: none"> <li>• Firstly, we will look at “Nestlé” sustainable values and commitment as a gold standard and then, we will analyse a local business though the “triple bottom line” template.</li> <li>• Computer will be requested.</li> <li>• Individually or grouped in pairs</li> </ul>
<b>TIMING</b>	aprox. 2 - 2,5 hours



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1. Introducing “Triple Bottom line” concept
2. Exercises

## 1. Introducing “Triple Bottom line” concept. Beyond economic sustainability...

What is the Triple Bottom Line analysis? There are many ways to explain why a business idea is sustainable and the “triple bottom line” is one of the most used by businesses. Incorporating sustainability into your strategy can raise a lot of questions:

- How do you measure sustainability?
- How do you make sustainability work for your business?
- How do you define sustainability for your corporation?

The Triple Bottom Line is one of the main systems being used by businesses to assess the profits they are making through their corporate sustainability solutions. The Triple Bottom Line method asks you to see **beyond the traditional** bottom line of business to the **profits** that your business makes socially, environmentally, and economically. Measuring your business using the Triple Bottom Line is one of the best markers of how sustainable your business is, and how profitable it really is.



You can watch this video about “Tripple Bottom line” and understand why a business idea is sustainable. The concept is that an idea must include not only profit, if not also people and planet.

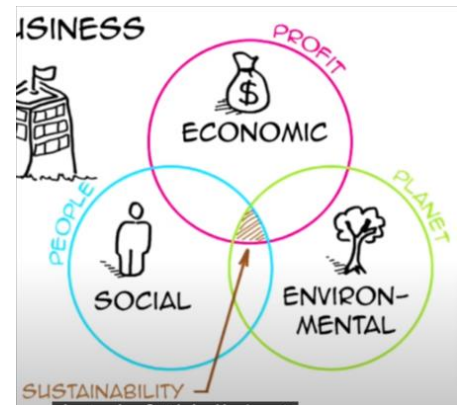


<https://www.youtube.com/watch?v=2f5m-jBf81Q&t=3s> ( 4:13min, english)



## I) Social Sustainability

The Social bottom line measures your business' **profits in human capital**, including your position within your local society. Your social bottom line is increased by having fair and beneficial labour practices and through corporate community involvement, and can also be measured in **the impact of your business activities on the local economy**.



For example, some questions you can ask yourself when measuring **Corporate Social Responsibility** are:

- a) Is your business a job-growth driver in your city? Do you or your employees give back to the community?
- b) Are the people you hire statistically better situated within the community in terms of economic stability and community health?
- c) Does your business support local initiatives and grow the overall sustainability of your community/region?
- d) Do you implement fair hiring standards? What are your employee demographics?

After all, if your business is not nurturing positive relationships with your community, your client base and employee pool shrinks accordingly. The **social bottom line** questions the belief that the less a business pays its work force the longer it can afford to operate.

Instead, **the social bottom line measures the long-term sustainability of business human capital**, with the understanding that a **business that is also a desirable workplace will always be able to operate into the future, since there will be a workforce striving to be part of the business**.

Like most subjective public relations efforts or intangible benefits, your social bottom line can be difficult to measure. However the [Global Reporting Initiative \(GRI\)](#) has developed guidelines to enable businesses to report and measure their social impact.



## II) Environmental Sustainability

The Triple Bottom Line approach to sustainability takes the view that **the smaller impact** your business has on the environment and the fewer natural resources you consume, the longer and more successful your business will be.

Controlling your Environmental bottom line means **managing, monitoring, and reporting your consumption and waste and emissions**. This is typically the work of your EHS department, though most sustainable business models also make waste reduction and green policies corporate-wide values across all levels of management. A sustainability committee is often required to communicate your sustainability solution and sustainability goals across all departments.

Measuring and reporting your environmental bottom line is certainly possible, though depending on the size of your business, it can be a time-consuming and difficult process.

Again, the Global Reporting Initiative offers a few helpful metrics for measuring and reporting your [environmental triple bottom line](#). These include some examples:

- Renewable energy use and energy consumption (direct and indirect)
- Amount of material that is recycled
- Amount of water withdrawn from local water sources
- Percentage and total volume of water that is recycled or reused.
- Total NOx, SOx, and GHG emissions
- Transportation: impact of transporting your materials and finished products.
- ...etc

## III) Economic Sustainability

In the Triple Bottom Line approach, economic sustainability is not simply your traditional corporate capital. Your economic capital under the Triple Bottom Line model should be measured in terms of how much of an impact your business has on its economic environment.

**The business that strengthens the economy it is part of is one that will continue to succeed in the future, since it contributes to the overall economic health of its support networks and community.** Of course, a business needs to be aware of its traditional profits as well, and the Triple Bottom Line accounts for this.



- a) Does your business help local suppliers stay in business and innovate? Or do your activities put the local economy at risk?
- b) Do you pay employees enough to stimulate economic growth and spending? Or does your compensation policy shrink the local economy?
- c) Do you choose materials that are economically a good investment? Or do you buy cheaper products that create issues in other areas? For example, do you buy chemical products that are low emission, or cheaper high-VOC products that put your environmental compliance at risk?

## 2. Exercises

Step 1. We encourage you to find out “Nestle” sustainable values and commitment with their communities all over the world.



<https://www.youtube.com/watch?v=LWWISFyWrZQ>

You can find many examples of sustainable actions that directly and positively impact on, one hand to local people such as enhancing livelihood for farmers, giving education..etc and on the other hand, impacting on planet such as planting trees, or neutral carbon products, 100% recycled bottle plastics...etc

Have a look at Nestle “Our Impact” website and read more about this company:

<https://www.nestle.com/csv>

### Our ambitions

Through our three ambitions, we are unlocking the power of food to enhance quality of life for everyone, today and for generations to come.

#### For individuals and families

Our 2030 ambition is to help 50 million children lead healthier lives.

[HOW WE ARE HELPING CHILDREN →](#)

#### For our communities

Our 2030 ambition is to improve 30 million livelihoods in communities directly connected to our business activities.

[HOW WE ARE IMPROVING LIVELIHOODS →](#)


#### For the planet

Our 2030 ambition is to strive for zero environmental impact in our operations.

[HOW WE ARE STRIVING FOR ZERO →](#)



Our global initiatives



*Nestlé for Healthier Kids* global initiative

[READ MORE →](#)




Global youth initiative

[READ MORE →](#)



Global Alliance for YOUTH

[READ MORE →](#)




Nestlé Gender Balance Acceleration Plan

[READ MORE →](#)



*Caring for Water* global initiative

[READ MORE →](#)



Our 1.5 degree pledge

[READ MORE →](#)



Tackling plastic pollution

[READ MORE →](#)

After understanding Nestle Sustainability Program, please write down some sustainable actions that Nestlé is carrying out or planning, to achieve its sustainable goals for their communities and for the planet

Ex. Wunda beverage innovation: plant based, not milk is CARBON NEUTRAL.



<b>TRIPLE BOTTOM LINE</b> Beyond the economic impact	<b>ACTIONS IMPLEMENTED BY NESTLÉ PRODUCTS.</b> Provide some examples..
<b>SOCIAL SUSTAINABILITY</b> (impacting on their communities)	<ul style="list-style-type: none"><li>• XX</li><li>• XXX</li><li>• XXX</li><li>• XXX</li></ul>
<b>ENVIRONMENTAL SUSTAINABILITY</b> (impacting on planet)	<ul style="list-style-type: none"><li>• XX</li><li>• XXX</li><li>• XXX</li><li>• XXX</li></ul>



Step 2. Now, we encourage you to think about a local business. Which sustainable idea would you like to analyse? Why is the idea sustainable? Explain to us how it is positively impacting on the local community and on your local environment, city or region.

<b>TRIPLE BOTTOM LINE</b> Beyond the economic impact	<b>SUSTAINABLE ACTIONS IMPLEMENTED BY LOCAL BUSINESS. Provide some examples..</b>
SOCIAL SUSTAINABILITY (impacting on their communities)	<ul style="list-style-type: none"><li>• XX</li><li>• XXX</li><li>• XXX</li><li>• XXX</li></ul>
ENVIRONMENTAL SUSTAINABILITY (impacting on planet)	<ul style="list-style-type: none"><li>• XX</li><li>• XXX</li><li>• XXX</li><li>• XXX</li></ul>

Step 3. Present this local sustainable product or products of your local company to your classmates and explain to us why this is a sustainable product. You can use the template below but please, ensure you enhance your presentation with pictures and videos, if needed.

