

Intro to Triple Bottom Line: People, Planet, Profit



brendle^{GROUP}

Engineering Sustainable Change

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Accounting 101

Electric Company Bottom line

Revenue from Customers

-

Utility Expenses

- coal cost + plant expenses
- + equipment + labor...

=

Utility Company profit

Bayfield Electric Cooperative
P.O. Box 68
Iron River, WI 54847-0068

Your "Touchless Energy" Cooperative

Office hours: 7:30 A.M. to 4:30 P.M. Monday - Friday
715-372-4287 or 800-278-0166
www.bayfieldelectric.com

JOHN A DOE
123 EAST STREET
NEW HIRE, USA 00000-0000

Current Month's Average kWh Per Day
14

Average Cost Per Day
2.18

ACCOUNT ACTIVITY

PREVIOUS BALANCE	99.99
PAYMENTS	-69.99
ADJUSTMENTS	0.00
BALANCE FORWARD	0.00

READINGS THIS PERIOD

Meter Number	Current Reading	Prior Reading	Multiplier	KWH's Used	Rate
08888888	99660	99560	1.0000	430	01
	12	1	2	3	5
					16

CHARGES

FACILITY CHARGE	20.00
ELECTRIC SERVICE	33.11
SECURITY LIGHT	8.50
SALES TAX	3.50
WHOLESALE POWER COST ADJUSTMENT	0.90
PUBLIC BENEFITS PROG	1.30

Due Date 10/14/2003 **Net Due** 68.39

Gross Due After 10/14/2003 **Gross Due** 69.41

Please detach and return this portion with your payment

Meter Number	Meter Reading
12 08888888	15

Account Number: 999999999 8

13 Due Date 10/14/2003 **Net Due** 68.39

14 Gross Due After 10/14/2003 **Gross Due** 69.41

Check here if new address

JOHN A DOE
123 EAST STREET

BAYFIELD ELECTRIC COOPERATIVE, INC.
P.O. BOX 68
IRON RIVER WI 54847-0068

but who pays for?



Contamination



Health Expenses



Full Cost Accounting = Triple bottom line

TBL, 3P, Overview

- Accounting measurement system to incorporate the firms costs and revenue related to people, planet and profit
- TBL - phase first coined in 1994 by John Elkington
- Measure the full cost of business activity for stakeholders
- Stakeholder Interests vs. Share holders Interest
 - stakeholders = people influenced, either directly or indirectly, by the actions of the business

Alta Ski Company Triple bottom line



People

Beneficial business practices toward labor, the community, and region

- Employee benefits
- Employee development
- Community initiatives
- Fair trading
- Reduce promotion of unhealthy products

Whole Foods

Pays 100% of all its employees' health insurance premiums.

Planet Sustainable Environmental Practices

- Reduce, reuse, recycle – paper, packaging, food
- Developing innovative environmentally friendly products
- Reduce usage of non-renewable energy
- Lower pollutants and emissions
- Minimize climate change agents
- Use sustainable packaging
- Energy saving initiatives

Whole Foods
Receives Orion award for energy reduction

Profit

- Profit is key to provide benefits to employees, society and the environment.



Net Income

- \$522 Million dollars 2008 EBITAD

Triple Bottom Line Initiatives

- Global Reporting Initiative
- One Percent for the Planet
- B – Corp
- World Business Council on Sustainable Development
- Dow Jones Sustainability Index
- Goldman-Sachs SUSTAIN List



Goose Networks: The theory of the “And”

Annual program cost: \$2,200, assumed 10% reduction in trips

- **People:**

- Reduced congestion helps with avalanche safety- moves people more quickly through canyon

- **Planet:**

- reduces GHG emissions by 232 tons CO₂e, other benefits eg air quality
- Reduce annual trips by 17,500, vehicle miles traveled by 437,000

- **Profit**

- Skiers save \$55,000 in fuel costs at \$2.50/gallon
- More cash to spend on-mountain
- 200 more skiers on peak days, \$250,000 in additional revenue

Thank you



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