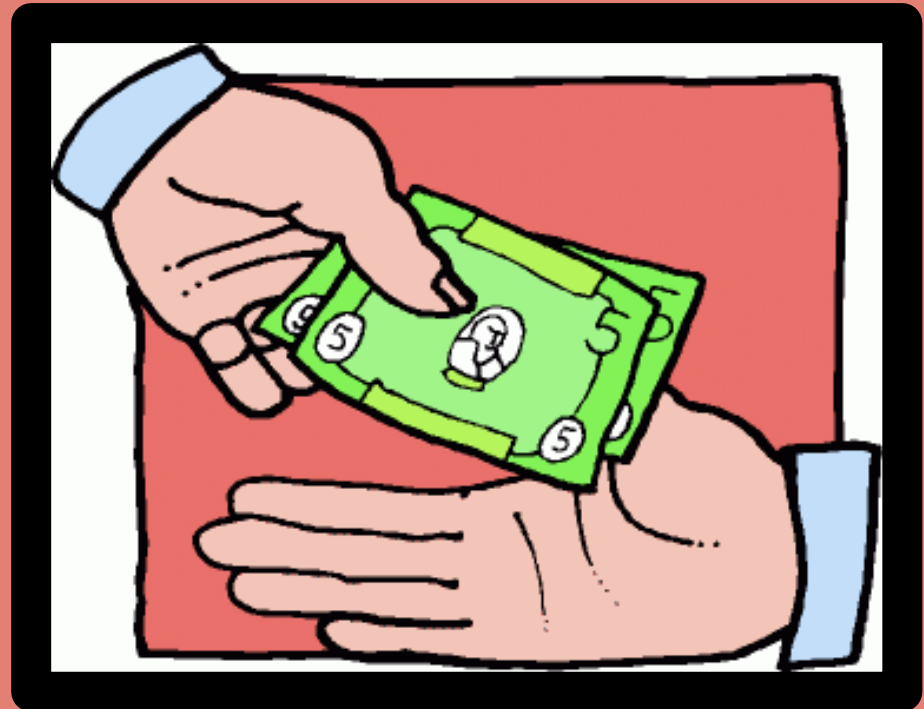




Triple
Bottom
Lines

What is the purpose of business?

- Businesses offer...
 - goods, things that are made or grown.
 - services, work done for someone else.
- Producers make goods or offer services.
- Consumers buy goods or services, usually using money but sometimes bartering, or trading items.



What is “the bottom line?”

- In business, “the bottom line” is a term used to describe the amount of money a company earns, or profit.
- On the most basic level, it means adding up all of the money you make and then subtracting out the amount you put into the business.
- For example, if you make \$25 at a lemonade stand, but you paid \$10 for the lemons, sugar, and cups, how much would your bottom line be?



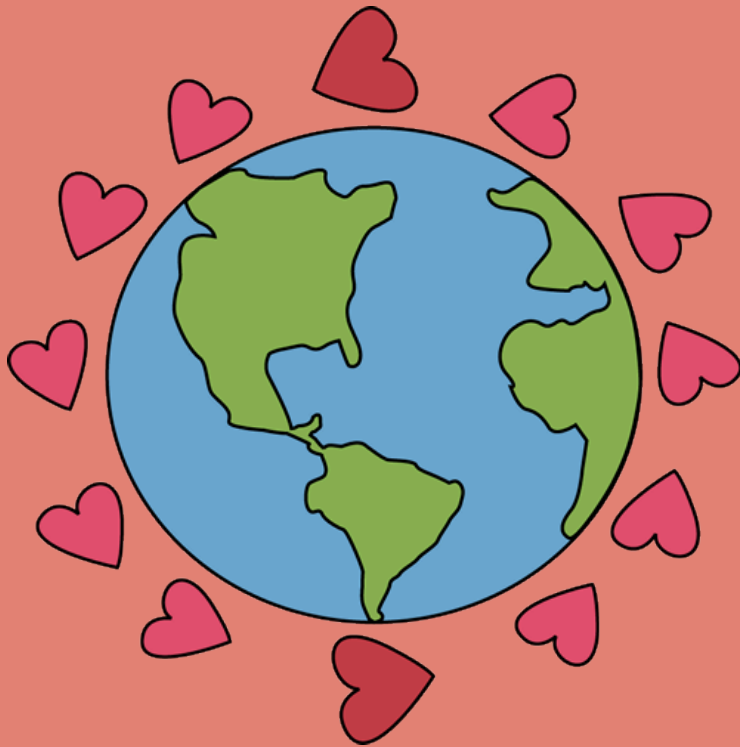
What is a “Triple Bottom Line?”

- Many businesses are now trying to look at more than just “the bottom line” or profit, as they set goals and make plans for their companies.
- Realizing we all have an impact on the environment, businesses are trying to help preserve the planet as well.
- Companies are also attempting to put in place business practices that support the people of the communities they are a part of.
- Companies that focus on all three are known as Triple Bottom Line companies. They are also said to be sustainable.



Stop and Discuss:

In what ways do you think a company could positively impact the planet?



Stop and Discuss:

In what ways do you think a company could positively impact the people of its community?



Roles for Challenge:

Each student will be assigned a role to play throughout this challenge:

Impoverished
Mother/Father from
Colombia



International
Entrepreneur

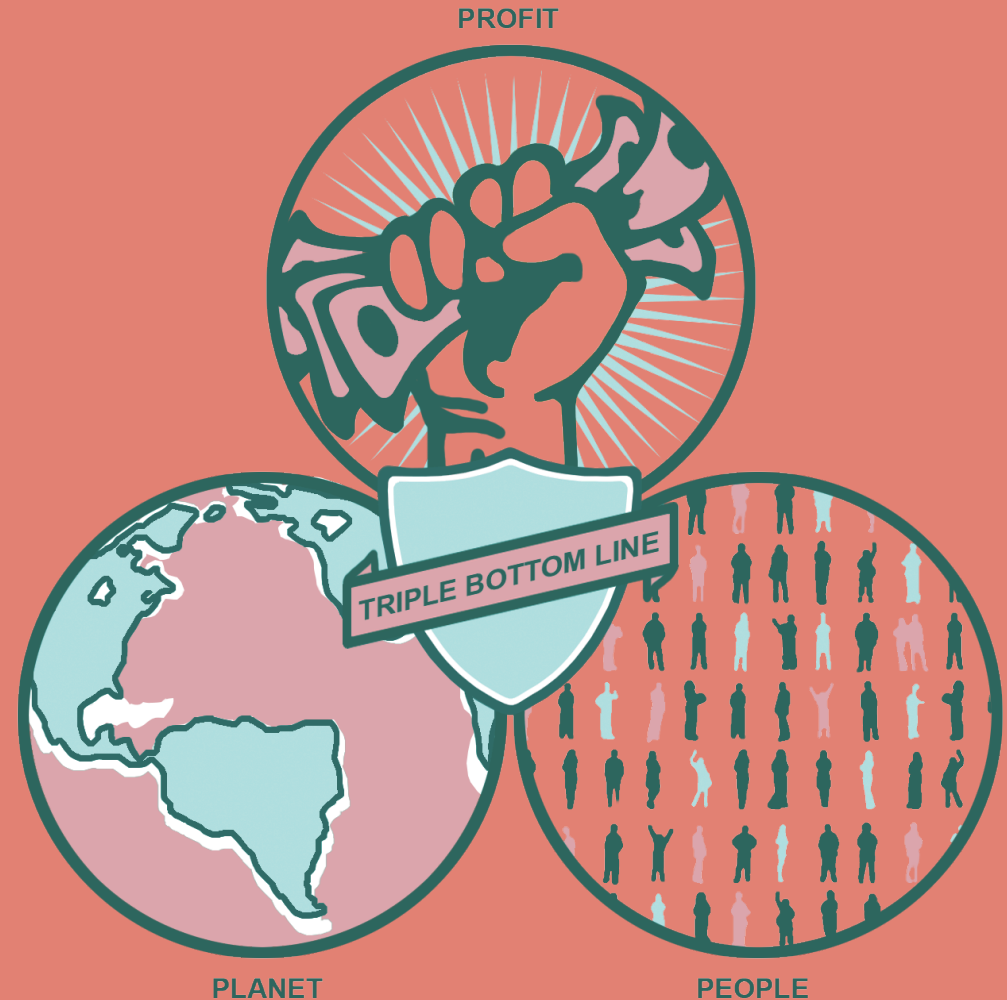


Environmental
Science Major at
University of TN



Challenge:

- Read your role card to learn about the person you are playing during this challenge.
- Create a start-up plan for a fictional Triple Bottom Line company!
- An impoverished mother/father from Columbia, an international entrepreneur, and an environmental science major from UT will work together to create the company.
- You must make sure that your business plan is sustainable (benefits people, planet, and profit.)



Roles for Challenge:

Every decision you make as part of this challenge should be made from the perspective of your role:

Impoverished
Mother/Father
from Colombia



Grant T	Saniyah
Bailey	Anna Claire
Caroline	Sara
Landen	

International
Entrepreneur



Abby	Grant R
Sean	Wyatt
Mia	Murphy




Environmental
Science Major at
University of TN



Madi	Brooklyn
Kiyana	Anna
Nick	Noah
Finn	

Project Groups:



			
Group 1	Grant T	Abby	Madi Brooklyn
Group 2	Saniyah	Grant R	Kiyana
Group 3	Caroline	Sean	Anna
Group 4	Anna Claire	Wyatt	Nick
Group 5	Sara Landen	Mia	Noah
Group 6	Bailey	Murphy	Finn

Introducing Roles:

- First, group up by roles.
 - Read your role cards together, and discuss who you are and how you are going to play that role.
 - Discuss “Mind Your Motives” cards, brainstorm answers together, and answer in the box next to your role.
- Then, split up into your project groups.
 - Read your role card aloud to your group.
 - Tell them your answers to the “Mind Your Motives” questions.
 - Copy your groupmates’ answers onto your “Mind Your Motives” cards.

Role Card: Impoverished Father/ Mother from Colombia

My name is Mario/Maria Moreno and I am a father/mother of 5 children living in Bogota, Colombia. In our city, many children are referred to as “throwaway children.” Because their mothers and fathers are too poor to take care of them, they are on their own in the streets. They have to beg and steal just to survive.

I desperately want to take care of my children. I do not want them to end up on the streets. However, there are no jobs available for me in this city. We have a system called socio-economic stratification in Colombia. This means that the government categorizes people into groups based on how much money we have. The problem with this system is that no one wants to hire someone lowest low category. No one wants to hire someone like me.

I want to help start a business in order to support my family. I want to make sure my kids can eat and have clean water. I do not want them to end up on the streets, alone and abandoned. I desperately want them to have a better life than I have had.



Role Card: International Entrepreneur



My name is Edwin/ Edwina Ernest. I am an entrepreneur who has started several successful businesses already. I enjoy the process of starting a new company- brainstorming ideas, organizing people, laying out the steps necessary, taking those steps, and seeing the benefits of my hard work in the form of profits. The last company that I started brought in over a million dollars during the first quarter!

Starting a business is all about seeing a need or want that is not being met and then finding a way to meet it. People will pay big money for things that are important to them. Part of my job is to show people how important my goods or services are to their lives.

I am looking to start a new business in Colombia, South America. I want to look outside the US for a new market need. I want to include the local people in this business in order to make business connections.

Role Card: Environmental Science Major at University of TN



My name is Lee/ Leigh Lawson. I am student at the University of Tennessee studying environmental sciences. As I have studied the way that we are impacting the earth, I have become very concerned about cleaning up the damage that has already been done and protecting the planet from further harm. We have cut down trees in the rainforest! The oceans are full of plastic! Air pollution is harming the ozone layer! Humans, animals, plants, and the earth itself are being constantly harmed by these irresponsible practices.

I believe that businesses must play a primary role in protecting the environment from further pollution and cleaning up existing contamination. Therefore, I want to help start a business while I am in Colombia for study abroad next year. I hope that my business makes a positive impact on the environment.

Mind Your Motives:

What scarcity is of biggest concern to you?
(scarcity = shortage, not enough to go around)



Mind Your Motives:

What are you trying to accomplish by starting this company?



Considerations for Designing Your Business Plan:



Offering:

What goods or services will your
company provide?

Target Market:

Who will buy your product or use your service? Why will they want it?

Triple Bottom Line Check:

How does your business make a profit?

How does your business benefit people in the local community?

How does your business benefit the planet?

Go to
padlet.com/reagan/plasticbank
to learn about a real life Triple
Bottom Line company impacting
South America!
(Link on Blackboard.)

Now that you have learned about a real life Triple Bottom Line company, what changes would you make to your own fictional company?

Create an Adobe Slate website promoting your company!

Be sure your website includes:

- A description of your product or service.
- A description of your target market.
- A mission statement- one or two sentences explaining the company's purpose and how it benefits people, planet, and profit.
- Bios of the company's creators- not just copied and pasted from the role cards but in your own words explain who you are and why starting the company was important to you.

Image Sources

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