

Creating New Economies Fund




The Triple Bottom Line



This overview provides some helpful guidance to understanding and addressing the “triple bottom-line” question in your CNEF application. Resourceful Communities staff is available to talk through this question as you write your proposal. Please do not hesitate to contact any staff member: bit.ly/3VzAJzr

The “triple bottom-line” includes **environmental** stewardship, community **economic development** and **social justice** to address community challenges. Instead of looking at challenges as isolated issues, the triple bottom line approach emphasizes that challenges – poverty, -isms, resource loss – are connected. To be effective, solutions address these connections.

Here are examples of each part of the triple bottom-line when looked at INDIVIDUALLY:

 Economic	 Environmental	 Social Justice
Creating or supporting a job	Providing environmental education	Meaningfully engaging underserved populations in designing projects
Generating additional income	Protecting land and increasing landownership retention	Overcoming barriers to access (food, outdoor recreation, health, etc.)
Helping develop new job skills, apprenticeship	Growing or sourcing food more sustainably	Providing culturally-appropriate resources and/or programs
Helping teach “soft” skills to young people	Getting people outdoors and enjoying nature	Teaching advocacy skills and/or civics education
Teaching business skills like: entrepreneurship, business planning, or marketing	Helping people understand local environmental issues and how it impacts them	Improving conditions or resource access
Projects that have the potential to bring economic impact in the future (e.g. agriculture, eco-tourism, value-added foods etc.)	Practices that promote a healthy environment (pollinator gardens, composting/ food waste reduction, stream clean-ups, etc.)	Prioritizing dignity of the people you serve

What Do Triple Bottom-Line Projects Look Like?



Economic Impacts: These can be direct (creating a job or business) and/ or indirect job training or revenue generation).



Environmental Impacts: Don't just think about traditional environmental projects like recycling or planting trees!



Social Justice Impacts: Do not confuse "social justice" (trying to achieve equitable economic, political and social rights and opportunities for everyone) with "social" (simply bringing people together).

Below are some project examples that include all three types of impacts TOGETHER:



= environmental impact



= economic impact



= social justice impact

Triple-Bottom Line Project Examples

Start an after-school program for low-income youth to improve school performance and **incorporate outdoor activities such as herb gardening and plant identification**. **Value added training and basic business skills provided.**

Help farmers earn additional income by starting a farmers' market where their produce can be sold. Help farmers access **USDA funds and training to help them protect land or grow food in more environmentally-friendly and sustainable ways**. Provide transportation and accept EBT/ SNAP **benefits at farmers' market** so that low-income residents can purchase healthy food at the market.

Provide healthy "heritage" cooking classes that emphasize traditional dishes, healthy foods, and **skills like canning, taught by elders (who are paid)**. **Products created in class are sold to generate revenue**. Most of the **food used is sustainably grown by local farmers**.

Provide **summer jobs for low-income youth to clear a lot** and create the first public park, designed by local residents, that **protects salamander habitat in a rural creek**.

Promote your underserved region as an **eco-tourism destination for hunting, fishing, paddling, hiking**, etc. Train residents in need of income to become tour guides or **develop businesses related to eco-tourism**.

Unsure whether your project is triple bottom line?



Our staff is here to help! Please reach out to any of us to discuss your work and see how it aligns with our triple bottom-line grant priorities:



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