

The Triple Bottom Line Approach

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The triple bottom line helps high-poverty rural communities create wealth by using a systems approach to economic development. Big business fails to produce sustainable jobs and rural areas are normally excluded.

Summary

The triple bottom line is opportunities in rural areas that influence the economy of the region, the environment, and social inclusion.

Rural communities need to develop “systems thinking” in their community development work.

What can systems thinking do for rural community development?

- help regions anticipate unintended issues, both good and bad
- forces foundations to look at regions instead of programs
- help attract more resources to a region
- enable community ownership and opportunities
- help avoid issues with negative outcomes
- is a learning tool.

Memorable Quote

Even when a project does not contain one or more aspects of the triple bottom line, communities need to look for ways to use the project to improve the triple bottom line and get resources that can help them succeed.

Remaining Questions

What are the best approaches to use in rural areas?

What can communities do when they lose a big business?

Where can communities find resources to help them achieve a triple bottom line?