

The triple bottom line: a new era of business

By Patrick Veilleux
Contributor

“The important thing is listening to people across the Gulf so we can understand what’s working and what isn’t, making changes and fixing problems, so we can make things right. That’s been my approach, and will continue to be,” says Bob Dudley.

Dudley is in charge of BP’s restoration efforts in the Gulf of Mexico, and as stated in his speech on Aug. 29, BP’s approach is to make things right; the company will correct the accident and it wants to help the people in the Gulf of Mexico.

BP is one of many companies that are focused on the new Triple Bottom Line; a reevaluation of the way business is conducted and putting those new ideas into action.

According to Professor Thomas Gladwin, these ideas also have a new kind of capital: ecological, material, human, and social capital.

Ecological defined as: renewable resources generated by living systems, such as wood or animal by-products.

Material defined as: nonrenewable, geological resources such as mineral ores, fossil fuels, and

fossil ground waters.

Human defined as: people’s knowledge, skills, health, nutrition, safety, security, and motivation.

Social defined as: assets of civil society such as social cohesion, trust, reciprocity, equity, and other values that provide mutual benefit.

This new concept emphasizes that money is not the only way a company or a society may prosper; rather, that people, and a healthy world are just as important the bottom line.

More companies are considering the idea of going green. Gap has a new artificial environment: a corporate campus in San Bruno, California. The roof is a giant meadow that absorbs storm water and supports local birds.

The interior is designed so that people feel as if they are working outdoors under giant clouds. Cool nighttime air is stored in the floor for cooling during the daytime, reducing the need for heating and cooling equipment by 50 percent and energy consumption by over 60 percent. Employees breathe fresh air and spend their day in natural light.

Experts on the Triple Bottom Line claim that the Gap is an example of a company trying to advocate green business.

In business, employees and the general public have not always been treated “fairly.” A hundred years ago, westernized countries operated on a money driven basis.

In the Industrial Revolution, there were no benefits, or severance, and breaks were unheard of. Rather, during this time period, some people worked in potentially lethal conditions; when a factory worker lost a limb, they lost their job.

In the modern era, a company takes care of its employees. And customer satisfaction is something we hear about from every company. Even if the business does not honestly believe in this ideal, society expects that every man and woman be treated fairly by a company.

Entire departments within a corporation are created for Customer Service. In the modern business world, people and opinions are valued.

The social implications of the Triple Bottom Line are simple: to connect with society and to create trust. According to Thomas Gladwin, corporations on a broad level should be concerned with the ecological and socioeconomic ideas involved with business.

Gladwin asserts that, “all business is affected by ecological and socioeconomic deterioration. Corporate welfare is dependent on healthy social systems. Business worlds would cease to thrive without educated citizens, public order, a supply of savings and credit, legal processes, or the observance of rights. It would thus seem logical for business to protect, maintain, and restore the integrity of such vital life support services.”

The Triple Bottom Line is a new philosophy and set of standards in business that measure a corporations responsibilities to society. It measures a company’s interaction with the environment; whether it is positive or negative.

In the past, companies measured success merely by how much cash they could bring in. With the triple bottom line, new ideals are brought into the business world; more specifically, that it takes more than money to make a profitable economy.

What do you know about the Constitution?

Test your knowledge with this Constitution Day quiz

By Daniel Heyman

Managing Editor
Vice Pres. of Debate Society

It was the intention of Debate Society to hand out pocket-sized Constitutions for Constitution Day today, Sept. 17. Due to a delay in shipping, this will have to be postponed until sometime in the near future.

We are moving forward with our Constitution Day celebrations. Debate Society plans to show videos during meal times today in Myers Dining Hall that feature talks about the Constitution and its importance with past and present Supreme Court Justices. Debate Society urges students to pay attention to whatever portion of the video they can to show respect for the supreme law of the land.

Test your knowledge with this Constitution Day quiz, then check your answers and see how some of your fellow students fared.

1. How many amendments are in the Bill of Rights?
2. According to the Constitution, what is the age requirement to run for President of the United States?
3. What year was the Constitution ratified?
4. What is the role of Congress: To make laws, interpret laws, enforce laws, or all three?
5. Which amendment gave women the right to vote?

*See ‘answers & examples’ on page 6.



THE CLARION

SENIOR STAFF

Editor in Chief	John M. Climer
Managing Editor	Daniel Heyman
Business Manager	Position Open
Copy Editor	David Alexander
News	Position Open
Opinion	Position Open
Arts & Life	Position Open
Sports	Position Open
Photography	Position Open
Faculty Advisor	John B. Padgett

OTHER STAFF

Chantel Azevedo	Ashley Fortune
Park Baker	Jacob Liske
Karam Boeshaar	Alex McCracken
Sarah Bowers	Chris Novak
Danielle Burch	Daniel Schreiman
Zack Christy	Krisma Sellers
Kathleen Crady	Patrick Veilleux
John Dornier	Caleb Welborn

The Clarion is a student-run college newspaper produced by student journalists enrolled at Brevard College. Unsigned editorials represent the collective opinion of the staff of The Clarion. Other opinions expressed in this newspaper are those of respective authors and do not necessarily reflect the opinions of the faculty, staff or administration of Brevard College.

All correspondence should be mailed to:
The Clarion, Brevard College, One Brevard College Drive, Brevard, NC 28712, or send E-mail to clarion@brevard.edu

www.brevard.edu/clarion