



Triple Bottom Line

**Assessing Economic, Social, & Sustainability
Impacts of Proposed Projects**

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The Triple Bottom Line Tool helps optimize investments for economic, environmental, and social impact – what's referred to as the triple bottom line or TBL. Investors, economic development professionals, and decision-makers can use the TBL Tool to:

Design economic development investments for maximum returns

Consider an economic development investment's impact on various factors

Compare or **communicate** impacts of investment

An orientation to the TBL Tool is provided in this brief [video](#). Important information is also included in the [User's Guide](#) -- particularly the section titled Using the Tool.

The TBL Tool is in Beta mode. Make sure it works for you - take a test drive and provide your feedback [here](#). When testing the TBL Tool, you may find that you don't have all of the necessary information on hand. In these instances, for the purpose of testing the TBL Tool, you may estimate the response and note that in the Beta feedback survey.



TRIPLE BOTTOM LINE (TBL)

Framework for identifying and evaluating the economic, environmental, and social impacts of investments.

- ★ Going beyond primary metrics of jobs & private investment.
- ★ Provides a framework for exploring how federal and state agencies can work together on projects that align various missions and programs (e.g., Partnership for Sustainable Communities).
- ★ Not just about LEED and clean tech—sustainability provides a way of thinking about how you can pursue short-term economic gains & long-term prosperity.





TBL Tool Overview

Janet Hammer



TBL Tool: What are some practical uses?

- ★ Provides EDDs and HUD Sustainable Communities grantees a data-driven system for linking CEDS and sustainability plans.
- ★ Enables applicants to calculate a TBL score in order to communicate benefits of proposed projects and integrate that data into project narratives (supporting justification, not required).
- ★ Could potentially be combined with other EDA funded data tools, such as the Cluster Mapping website, to show connections between public works projects and regional cluster strategies (e.g., Registry).





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For additional information on testing or to provide feedback and comments, contact the Project Director, Janet Hammer.