

# The Impact of Our Business: Ecologic and Life Considerations of Doing the Work We Have Chosen

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## ABSTRACT

The impacts of our designs, our buildings, and our material selections are all critical in the fight for a sustainable future. However, how sustainable are the businesses we run so that we can succeed in this important work? This seminar will introduce and analyze the triple bottom line (3BL) approach as a successful business model. The triple bottom line is a different mindset in analyzing commerce which looks beyond the traditional measures of short term profits, return on investment, and the maximization of shareholder value by encompassing environmental and social criteria. The 3BL incorporates social, ecological, and financial frameworks as equally important to better measure sustainability and consider the impact of a company or organization on the world. Decisions based on this ethos shape the structure and impact the growth of the company, yet have the opportunity to reach further, influencing a company's global impact through everyday decisions on processes, purchases, material choices and use, employee satisfaction, community relationships, and more.

This talk will review the practice of business sustainability for high performance design and build professionals, academics and policy-makers, in the context of both general practice and the actual experience of the speaker in his 30 year quest to use business for social change and better buildings.

## BIOGRAPHY

**Jonathan** is founder and president of two western New York businesses: Pioneer Millworks, which over its 26 years in business has recycled more than 26 million board feet of wood, and New Energy Works Timberframers. Combined, these companies employ 130 designers, timberwrights, engineers, craftsmen, and community members in their shops in NY and OR. Each company and its members use the Triple Bottom Line (3BL) of People, Planet, and Profit as their guiding business principles.