



Triple Bottom Line

Fun Facts

- **There are more shopping malls in the U.S. than high schools.**
- **Social sustainability** occurs when formal and informal processes, systems, structures and relationships support the capacity of current and future generations to create healthy and liveable communities that are equitable, diverse, connected and democratic.
- **Criteria:** Community, diversity, employee relations, human rights, product safety, reporting and governance structure
- **Social entrepreneurship** recognizes a social problem and uses entrepreneurial principles to organize, create and manage a venture to achieve social change.
- **Social innovation** refers to new strategies, concepts, ideas and organizations that meet social needs of all kinds—from working conditions to education.

What You Can Do

- **Vote with your dollars:** Shop—and drink—at businesses that participate in the community.
- **Promote the 3Rs (Reduce, Reuse, Recycle)** by organizing community outreach activities, promoting sustainable practices, and sharing information on waste management.
- **Support local business** and events within your community.
- **VOLUNTEER!**

