

Harvard
Business
Review

SUSTAINABILITY

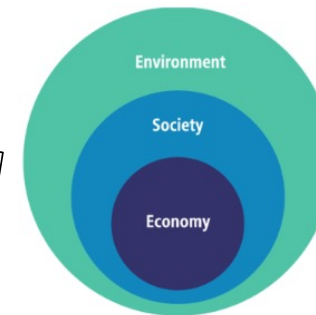
25 Years Ago I Coined the Phrase “Triple Bottom Line.” Here’s Why It’s Time to Rethink It.

by John Elkington

JUNE 25, 2018

engagement and, increasingly, strategy. But the TBL wasn’t designed to be just an accounting tool. It was supposed to provoke deeper thinking about capitalism and its future, but many early adopters understood the concept as a balancing act, adopting a trade-off mentality.

Critically, too, TBL’s stated goal from the outset was *system change* — pushing toward the transformation of capitalism. It was never supposed to be just an accounting system. It was originally intended as a genetic



WEGO
Wellbeing Economy
Governments



TRIVSELSØKONOMI

Et økonomisk **system**, der opfylder de fundamentale **behov** og sikrer de fundamentale **rettigheder** for alle nulevende og **fremtidige generationer** inden for de **planetære grænser**.

