

# Tripple bottom line aproach essay



**ASSIGN  
BUSTER**

The implications of the use of the Triple Bottom Line approach in the events industry: A case study of 'Dubai pet show' Every business just focuses on how they could achieve their economical, social and environmental success in today's scary era of environmental and social responsibility, before organizations just thought about profit, profit and more profit but now they have realized that they also need to focus on the social and environmental values, so every business is trying to go green, therefore they use the Triple bottom line approach to have a sustainable future.

Triple bottom line approach was first used by 'John Elkington' who was the co-founder of the business consultancy sustain ability, in his book Cannibals with Forks: The Triple Bottom Line of 21st century business. This approach is about the People (social), Planet (environment) and Profit (economic). It joins the social, environmental and economical impacts of the organization. It demonstrates strategy to the organizations, which helps them to have a sustainable future.

In the events industry they practice the triple bottom line approach during their planning process, so that they could restrict their negative impacts of the event and promote the positive ones- from green living tips website, 19th January 2010, by Michael Bloch, URL: <http://www.greenlivingtips.com/articles/264/1/Triple-bottom-line.html> The key concepts of The Triple Bottom Line approach is co-operate social responsibilities (CSR), stakeholders, economical and social cultural aspects of environment.

Co-operate social responsibilities is about how the organization's development creates a positive impact on the society- form Mallen baker

website , URL: <http://www.mallenbaker.net/csr/definition.php> Organizations voluntary themselves and get involved in the society and the environment to give positive impacts to them such as employing the local people and increasing the employment rate. Co-operate social responsibilities is essential for the survival of a sustainable business.

A stakeholder in an organization is (by its definition) any group or individual who can affect by the achievement of the organization's objective' (Freeman, 1984, p. 25) R. Edward Freeman" strategic management" (1984). URL: <http://www.youtube.com/watch?v=vdP6mgegn3U&NR=1>. To run the business successfully communicating with the stakeholders often can guarantee that they know what the business is doing and this would help them understand the project fully which would later benefit the organizations projects by supporting them whenever required.

The environment is to some measure affected by the economic and social impacts of a business. There are various pros and cons to this, some of what are as follow, impact on the social culture of the community, increase in traffic due to events, noise and air pollution because of tourist coming in and moving around the city, it also helps in improving the infrastructure of the city, for example, common wealth games held in India, Delhi was helped to improve its infrastructure and also helped it in getting employment and economical benefits to the community. Due to many tourist arrivals it also causes destroy to the cultural heritage.

Business that execute triple bottom line approach increase their accounting as they appear to be more responsible towards the community socially and

the environmentally than their competitors. TBL makes the company work ethically, they don't give unfair wages, no use of child labor, and they have safe work conditions. It helps organizations to go green and gave a sustainable future. TBL approach also helps in increasing employment and helps the community to gain economical benefits. TBL also benefits the community around the event as TBL helps them go green and decrease all types of pollution.

It also helps the company to stay away from bad publicities and other issues, as they company is in concentrate on the community and environmental aspects and try's not to harm any of them which helps them gain more partnership and also keeps their stakeholders satisfied. TBL does not concentrate on profit; the approach is based on how the company could be sustainable and be environmental friendly. TBL is about treating their entire employee equal which is good for the progress of their company as if the employee's are happy they will work had for the company, which will lead to all the stakeholders happy.

These were some of the advantages and benefits of using TBL in the organization. Now we are going to talk about the limitations and disadvantages of TBL in the organizations. According to what I have studied about Triple Bottom Line approach, I have come to an assumption that it does limit the growth of the accounts of the organization. The organization does have growth in other way but its economical growth is at an average standard. I hope all the information given until now has helped you to understand what triple bottom line approach is in general and what are the concepts, advantages and limitations of this approach.

<https://assignbuster.com/tripple-bottom-line-aproach-essay/>

From this point I'll be giving details about the case study which I have taken which is the 'Dubai Pet Show', and linking it to the triple bottom line approach and how they have a sustainable event by using this approach. The 'Dubai Pet Show' is chiefly organized by pedigree and Whiskas. The Pet show organized on the 25th January 2010 was held at 'Dubai Festival City'. This annual event has its arms open to various sorts of sponsors as it being a non profitable event, below is the list of sponsors who supported the 22nd Annual Pedigree® and Whiskas® Dubai Pet Show in 2010: The coast 103. , pets plus, connector, channel 4 (104. 8), dog walk clinic veterinary clinic, move one pet transportation, Peugeot, Twix ice cream, 89. 1 radio 4 fm, time out Dubai, snickers ice cream, mars ice cream and time out kids Dubai. This event is known to be the largest show of its kind in the entire Middle East. The main motive of the show is to enrich the closeness between pets and their beloved owners. The Dubai pet show welcomes wide-ranging public and is designed to hearten visitors to interact with animals, and each other.

This is mainly to build a better bond between people and the canines and felines that live in this beautiful world with us, who have also managed to bring tremendous happiness to their owner's lives. " The main benefactor of the Dubai Pet Show is the local dog aid organization that has survived solely on charitable donations and care of the public. "(<http://www.dubaipetshow.com/index.php/volunteers.html>). K9 Friends is a Dubai based non-profit dog rescue organization dedicated to the salvation of canines in need – either those who have been abandoned, wounded, or whose owners could not keep them anymore.

K9 Friends provide veterinary treatments, temporary housing and care until these lovely canines are able to find new loving homes. (<http://www.dubaipetshow.com/index.php/volunteers.html>). This event is above all looking for animal lovers, and/or people who willing to help their cause. People can help in abundance to this show and help it achieve its true motive. The 2010 Pedigree® & Whiskas® Dubai Pet Show has been one of the most triumphant by far, welcoming over 35, 000 visitors and raising over AED 100, 000.

They have an entrance fee of 10dirham which is entirely in its collection donated to the needs of canines and felines. How they could apply triple bottom line approach to Dubai Pet Show, as I have mentioned before that the event had taken place at the Dubai Festival City, which is huge ground open ground next to a Mall and residential area. This caused a lot of noise pollution and traffic in that area. Which lead to a negative impact to the people staying next to the event and even to the tourist who came to the mall. Pollution was caused due to the animal waste around the place.

This event had a lot of lecture and seminar for the superior range of eco-lifestyle products for environmentally conscious families and they even were selling eco-friendly product for dogs. This shows that they are concerned about the environment which is a positive thing. As we know that it is a non-profitable event all they revenue made by them was given to K9 which helped them in growing up the abundant dogs. In the event they even have dog adoption taking place which helps more people build their bonds with the animal world. This event doesn't generate money to the local community, they just give voluntary jobs.

<https://assignbuster.com/tripple-bottom-line-aproach-essay/>

This event gave a lot of promotion and voluntary jobs for the community. This event does have an impact on the social-cultural aspect of the city, as the country is a Muslim country; they avoid Dogs as according to their religion. There this might have negative impact on the local community as they would not prefer visiting the event. All this clearly shows that they didn't use the triple bottom line approach during planning this event. I would like to recommend, how triple bottom line approach would have helped them in having a better sustainable and environmental friendly event.

Instead of having the event in the city they should have held the event in deserted area, by this I mean they can have this in some ground and not on open desert. As if they have it on open desert it will destroy the beauty of the environment by polluting it. This would not have caused traffic in the residential area and tourist spot (mall). They could even ask all the owners to get dog waste bags with them so that there would not be dog waste around the ground. They can even ask the owners to put snoot loop to their dog's mouth so that there won't be noise pollution as the dogs keep on barking.

They can even have some areas where they could have entry for cats form different side and this would even help attract the cat's liker's. As I conclude I would like to mention that the Triple Bottom Line (TBL) would have created a completely different impact on the event mainly because refering to it makes planning much more reliable and efficient. Due to the fact that Triple Bottom Line wasnt considered in the event stated above, we have come to verdict that the our surrounding have been affected by this event and has disturbed many non-attending crowd.

However if the Tripple Bottom Line was used when planning there would have been a completely different outcome. There would have been more positives than negatives, and everyone would be beneficial with this event. Tripple Bottom Line is widely used so far and is helping many organisations and provides planning with barely any flaws. It boosts companies improving their name in society. Triple bottom line has many advantages to this new era of eco-friendly organisations. its a very usefull aproach to the organisatiosn which think about the environment and thier social responsibities more then revenue.