A sustainable business has an ongoing focus on the four areas of the Quadruple Bottom Line: **ENVIRONMENTAL, SOCIAL, ECONOMIC** and **CULTURAL OUTCOMES**.

How can you blend the Quadruple Bottom Line into your YES Company goals?

**Environmental Sustainability**

is about ensuring there are enough resources to sustain production of goods and services now and in the future.

In Maori culture, a kaitiaki is a guardian and kaitiakitanga means guardianship, protection or preservation. It is a way of managing the environment, based on the traditional Maori world-view.

**Social Sustainability**

means caring about the needs of all of your stakeholders - within your company and your community.

Your stakeholders can include employees and their families, consumers, shareholders, suppliers and neighbours.

**Economic Sustainability**

is about providing goods and services to your customers in a profitable way, so that the business can continue in the future.

Think about the following questions:

- Do our customers need or want our product/service?
- Can they afford to buy it?
- Does this work financially for our business?

**Cultural Sustainability**

refers to 'the way things are done around here'. This can mean workplace culture, music culture, arts culture, as well as culture related to ethnicity, spirituality, and ethical practices.

Think about the following questions:

- How would you describe the culture of your YES Company?
- How can you respect the cultural differences of your stakeholders?

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**The D-Tec Satchel**:

In 2012, Decagon from Pukekohe High School created the D-Tec Satchel - a laptop bag made entirely from recycled materials. The bags were made from old billboards and lined with carpet offcuts, while the straps came from old safety belts. Each bag was designed to hold a laptop and a ring binder. The D-Tec Satchel was sold for $70 each and the Decagon team won the National Award for Excellence in Environmental Sustainability.

**White Raspberry chocolate bar**:

Pink was a Young Enterprise team whose main goal was to raise funds for the NZ Breast Cancer Foundation. The team worked with Whittakers to create a new White Raspberry chocolate bar, with 20c from the sale of every bar being donated to the NZBCF. The product was a runaway success and at the end of the year, the Young Enterprise team and Whittakers presented NZBCF with a cheque for more than $70,000.

**Tri-Stick**:

Tri-Stick was a triangular glue stick created by a Young Enterprise team at Takapuna Grammar School in 2012. The idea was simple – change the shape of the glue stick from a circle to a triangle and make it easier for young children to use. The Tri-Stick team was stocked nationwide as part of Warehouse Stationery’s 2013 Back to School promotion, and the team generated 33 cents’ profit from every sales dollar earned.

**EthicalMall.co.nz**:

In 2012, a Young Enterprise team at Garin College created EthicalMall.co.nz - a new website where producers of ethical products could sell their products to like-minded consumers. The team focused solely on ethically made products, which included environmentally friendly products, people friendly (fair trade) products, animal friendly products, organic produce and products that support a charitable cause.

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**How can you make your YES company sustainable?**

Which of these outcomes are important to you and your team?