



Chapter 2 The Three P's (People, Planet and Profit)

MFRLCQCHR TDVLFWR L T J B P R S N K G D Z M V B S
GTCHLTTRYR N K F G Y M G N R B M R E F B M C K K K N U
YBLPIQNCRD L F H Z C Q V D D P P F C V V M K E P T J S
NMCLMJZVKR J N Q D T K T N V K J L I N C C B V R B V T
MLK DANWTR L R N J V K K G Y R N N M D K N G D I B J J A
ZCKPTXYTNZN X X X K K W J L V Y B N P P T H T Y Y R I
RNQFEQLHNMNWT V L N K F Y D B T I Q L K R A V R R N
YLGKDHNTNJRFXWNTNNKMBEFHLMIQDTA
QGNHIMYNWDZQPXTRLKRJNRCLVBRTHMTB
BKBR SJTHZNTWNXKJKFJMF MN V M N I L F N I
MKCTCKIRFHQT V N P H N X J X L D A M R B C N T K N L
JNZMLKLRBT K N C J C V M Z W V L G M J X B H I D B H I
WRRWOLILPRFRMT PRBMCTVCRBNJTGGRZT
KCJNSVBWGGCTQDXCTWPGGMOWBPTNPPCY
QHMBUKAMVGRK CXMLBK TMSMFLDDLIGNMR
PMYTRJNK TZKXRCJGGRBIQR RMVKRTTVBE
TKWNEFIRFNLTJRWJIKLMRLENLHTRZMHT
CKTNLYATFRQCTVHPFARHKFP GKVNORLDU
RRKMECTHXSKMKPLVTKKBDREPF FGP TVMR
BDTKARSRLWTBTEYILYZPDZGJKRRECNMN
LLJTDJUTBMVABPPCGRRGFHNVBRRRFLPO
KRCYEJSRBRDOKALBGJFTHBAHRNMLDNBN
MMQJRGFX TZTTCEYFNLQXV LHPYFMAHJQI
RZTKSLOFLT KOTRHRWFMBKLC TTWLB L N J N
CRLJHVS KOWCLKT KOQFLNXJELKQYOWMXV
RKZGIMEMPERHRX XNLJLMCHTZGMNLFCKE
FRQJPKLMJHVRLVRQJDDMVJARCYN GKPN S
NHNQ I I CTQWMNMN N L N N E R C R M P B X X X N V Q T
GMDDNHRQH FVKNR NMLVDRWGITKJFDRKXM
VRLEDBIXXNRDNCVFLMVKSLLYNNZBQTQE
PNTCEGCBQLZQVTCMDYCXKRCCDMT MJBQN
MBRDXCJJNLBRE TURNONINVESTMENTMCT

<http://sus101.com>

Circles of Sustainability

Climate Change Performance Indices

Climate Disclosure Leadership Index

Eco Capitalism

Global Reporting Initiative

Return on Investment

Stakeholders

Sustainability Return on Investment

Triple Bottom Line