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Title: Triple Bottom Line (TBL): Getting Beyond "Handwaving" on the Social Bits for Recycling and Energy Real World Examples

Abstract: The Triple Bottom Line (TBL) framework works to combine Economic, Environmental and Social dimensions to analyze sustainability and recycling programs. However, our in-depth research of TBL reports in the recycling field show that even leading cities and counties mostly "punt" on the social side. While many list the "types" of benefits, or include anecdotal information, quantification work is nearly non-existent. Given that many of the recycling changes communities consider are more expensive (out of pocket) than the status quo, quantification and monetization of all three types of effects provides a much stronger counterargument to those arguing costs. We discuss the sophisticated analysis methods we have applied to monetize all three elements of TBL. Certainly, some social elements are wrapped up in environmental and economic (e.g. job creation and reduced public deaths from criteria pollutants) elements we have monetized. But a host of clearly social impacts unmeasured. We discuss quantification of the pieces of all three TBL elements. On the social side, we generally employ surveys and interviews and enhanced analytical methods to develop quantitative estimates of the social benefits. For one project studying a recycling collection change, we specifically monetized the (positive and negative) changes in: street cleanliness / attractiveness / access / odors, reduced scavenging, safer streets and reduced crime, and a host of other impacts on area residents, businesses and stakeholders. The extra quantification work turned the program from a net "negative" to a benefit-cost ratio of 4:1. The case on the energy side is also discussed in detail. The presentation discusses theory, fruitful methods, and case studies / quantitative examples for fuller TBL estimation.