

EXECUTIVE LECTURESHIP IN BUSINESS ETHICS

THE MYTH OF THE TRIPLE BOTTOM LINE MARTIN WOLF

Tuesday, March 21, 2023
2:00 to 3:00 p.m.

Wilder Pavilion, Bentley University

[Register for Webinar](#)

In-person attendees do not need to register.

"There is one and only one social responsibility of business—to use its resources and engage in activities designed to increase its profits..."

– Milton Friedman

In the decades since the reemergence of neoliberal economics in the 1980s, wealth inequality has grown and widespread degradation, including the total collapse of life-sustaining ecosystems has accelerated. In response, the concept of the Triple Bottom Line was developed by John Elkington, and suggests that corporations be managed in a way that benefits society, the environment, and corporate shareholders. Although appealing, the concept is flawed both in concept and execution. This discussion will explore why people, planet and profit should not be given equal weight when evaluating corporate performance, and why current management systems are inadequate to address social and environmental issues.

Presented by the Hoffman Center for Business Ethics.

Co-sponsored by the Bentley Service-Learning and Civic Engagement Center,
Center for the Integration of Science and Industry and Office of Sustainability



Martin Wolf

As Director of Sustainability and Authenticity, Mr. Wolf is responsible for creating frameworks for the design of sustainable products at Seventh Generation, Inc., a manufacturer and distributor of ecological household and personal care products. He is also responsible for structuring for more sustainable systems of commerce, and for working with other businesses, industry associations, legislators and regulators to implement those frameworks.

Mr. Wolf holds an MA in Chemistry from Yeshiva University (New York) and a BS in Chemistry from Worcester Polytechnic Institute (Massachusetts).

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