

Triple Bottom Line

USE OF TRIPLE BOTTOM LINE SUSTAINABILITY FRAMEWORK IN RURAL WINE ENTREPRENEURSHIP



APPLIED TBL SUSTAINABILITY FRAMEWORK PRACTICES



TRAINING CURRICULA TO DEVELOP AND GROW WINE BUSINESSES



TRAIN THE TRAINER EVENT TO IMPLEMENT THE USEWINE TRIPLE BOTTOM LINE MODEL



The UseWine project is funded by the European Commission and aims to support small and medium sized enterprises (SMEs) within the wine sector to develop approaches to sustainability through the use of the Triple Bottom Line (TBL). Whilst organisations primarily focus on profit, sustainable organisations are committed to measuring and making key decisions based upon measures that take into account **profitability**, the **planet** and **people**: the three pillars represent the TBL.

To enable business coaches, consultants and advisors to support wine-based SMEs to implement the UseWine Triple Bottom Line Model.

TBL sustainability framework practices - IO1

In the first stage of the project, a diagnostic tool was developed to benchmark SMEs within the wine sector in ten different business areas. The results have been used to develop the Triple Bottom Line Consultant training course.

Three separate questionnaires:

- one for the local governments/authorities to record and assess the existence of any social, environmental and economic legislation, policies and regulations supportive to the TBL framework;
- one for the Wine SMEs to evaluate any internal or external business practices currently in place, related to TBL;
- one for the social and environmental groups to evaluate the appreciation of the policies and practices in place introduced by the local governments/authorities and Wine SMEs.

The project will publish a series of research reports which will provide a baseline against which the UseWine project can benchmark the impact of the project - UseWine Use of Triple Bottom Line Sustainability Framework in Rural Wine Entrepreneurship. The final stage of the project involves three follow-up surveys to assess the impact of the UseWine project.

Training curricula - IO4

The second stage is to deliver the TBL Consultant training course enabling local consultants to work with wine SMEs with the aim of helping wine SMEs to develop and grow their wine business in a sustainable, profitable way.

Course Aim

To enable business coaches, consultants and advisors to support wine-based SMEs to implement the UseWine TBL Model

Objectives

- Explain the principles and **potential** uses of the UseWine TBL Model
- Define the different stages and potential **risks** associated with each stage of the UseWine TBL Consulting Cycle
- Build effective **relationships** with clients throughout the UseWine TBL Consulting Cycle
- Conduct an initial assessment using the UseWine TBL diagnostic **tool**
- Identify **opportunities** to improve their client's profitability, performance and **sustainability**
- Develop **project** plans to support the effective delivery of UseWine TBL interventions
- Support clients to implement a UseWine TBL project plan designed to improve profitability, performance and sustainability
- Select appropriate tools and techniques to support clients to improve business performance
- Evaluate the **impact** of the UseWine TBL Model on client's **performance**

All three questionnaires are translated in the national languages to facilitate the running and the results will measure the degree of effectiveness of the TBL related policies and regulations applied by all actors and how these are perceived by the beneficiary groups.

TBL Train-the-trainer & Leadership workshop curricula

The Triple Bottom Line Consultant Course Structure

Four modules delivered over five consecutive days.

Module 1: The Triple Bottom Line Model

Module 2: The Triple Bottom Line Facilitation Cycle

Module 3: Triple Bottom Line Project Management

Module 4: Leadership and Entrepreneurship