



Sign up for the Fort Collins Chamber Advocacy Newsletter so you never miss an important update! Scan here to sign up today!

For more information on business advocacy: www.fortcollinschamber.com/business-advocacy/



Issue of the Week: Sustainability

November 3, 2023

What is the issue?

The City of Fort Collins is committed to incorporating Triple Bottom Line analysis in all decision-making processes. TBL refers to environmental, economic, and social stewardship to promote long-term health and sustainability of our community.

Why is it important to business?

In many ways, TBL analysis reflects the process many owners go through in developing their own business plan. Ultimately, the success of any business is dependent upon the competence of economic evaluations.

How does it affect business?

The vibrancy of the local business environment is heavily influenced by the ability to attract, retain and grow its workforce with mutually beneficial outcomes. These outcomes include a healthy natural environment, robust social engagement and economic mobility. Outcomes must also evolve and strengthen organically so as to assure long-term viability.

Business's Role: The voice of business must demand that economic considerations not be treated as subservient to social and environmental concerns. Economic vitality provides the means with which to address social and environmental objectives.

Learn More: <https://www.fcgov.com/sustainability/faq>