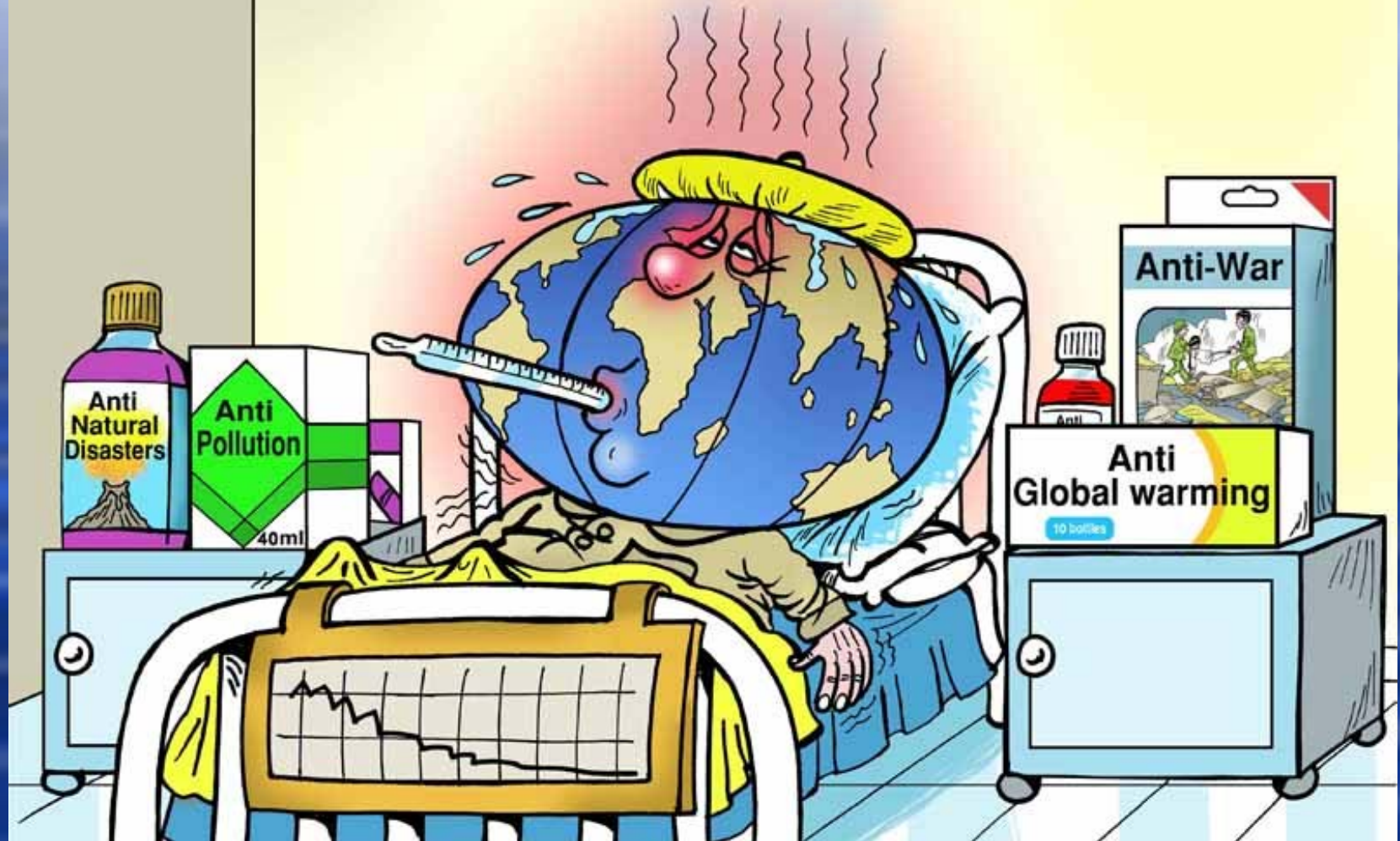


# The Quadruple Bottom Line And the Queen of Aloha

By Stuart H. Coleman  
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**EARTH DAY**  
**APRIL 22**







- 1776: The Declaration of Independence—signed—Creating the United States of America.
- 1776: Adam Smith's "The Wealth of Nations" published—Creating capitalism, "enlightened self-interest" & the single bottom line.





# Declaration Of Interdependence

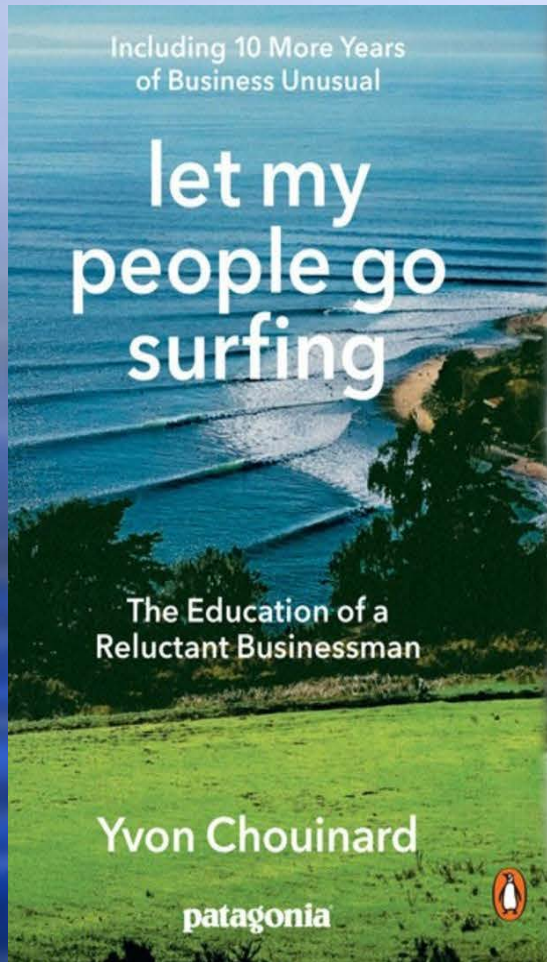
- 1992: Triple Bottom Line coined by John Elkington
- 2006: B Corps creates Declaration of Interdependence—Business as a Force for Good



The 3 P's of the Triple Bottom Line (TBL):  
People (Social Equity), Planet (Environment) and  
Profit (the economy)—it's about sustainability.



Moving from the Single  
Bottom Line of the Old,  
Industrial Economy  
to the Triple Bottom  
Line of the New, Blue  
Circular Economy



Yvon Chouinard's co. Patagonia is a B Corp. He was drawn to iconic surfers like Rell Sunn, who became a good friend. She embodied spirit of aloha & the TBL.



# RELL SUNN: The Queen of Aloha





Rell Sunn was the first female lifeguard and champion pro surfer in Hawaii. She also became a fierce environmental activist and a founding board member of the Surfrider Foundation after developing breast cancer.





While recuperating from cancer, Rell took her beloved Menehunes to the Biarritz Surf Festival in France. She instilled in them a love of the ocean & a desire to protect it.

“Malama I ke Kai”—“Take care of the ocean.” And the ocean will take care of us.

-- Rell Sunn, the Queen of Makaha







15 years after being diagnosed with terminal breast cancer, Rell Sunn finally passed on Jan. 2, 1998.

**43RD ANNUAL**



# RELL SUNN



**MENEHUNE SURFING**

**CHAMPIONSHIPS 2019**

**APRIL 20TH & 21ST**

**MAKAHA BEACH, HAWAII**

Hurley) ( Kō Olina QUIKSILVER



# Quadruple Bottom Line



Let's revise the Triple Bottom Line to create a new Quadruple Bottom Line: People, Planet, Prosperity & Purpose, which gives meaning to our life & work.

# ALOHA

Rell Sunn once said the spirit of aloha is about “giving and giving until there’s nothing left to give.” And that’s exactly how she lived her life: she found Purpose in giving to People, Protecting the planet and creating Prosperity for her community.

# MAHALO

Aloha to each of you and Mahalo for being here today & letting me share these stories.