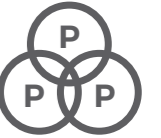




# PEOPLE PLANET PROFIT TEMPLATE



## DESCRIBE YOUR IDEA

### RATE CONCEPT

Give two pluses if it fits the criteria very well, one if it just fits it, a minus if it doesn't fit it, and two minuses if it really doesn't fit the criteria.

### PEOPLE

Describe how your concept aims for interdependent well being of all the different stakeholders

### PEOPLE

	++	+	-	--
Beneficial				
Fair				
Correct business				
Good for community				
Good for the region				

### PLANET

Describe how your concept aims to benefit the natural order or at least minimize as much as possible any negative impact on the environment

### PLANET

	++	+	-	--
Sustainable				
Non polluting				
Eco friendly				
Low CO2 footprint				
Craddle to Grave				

### PROFIT

Describe how your concept takes into account the real economic impact it will have on its economic environment

### PROFIT

	++	+	-	--
Social benefit				
Generates revenue				
Economically sustainable				
Economically viable				
Profitable				