

Before you start filling in the BMC, please take into consideration the following ideas!

A conventional business plan aims to demonstrate the financial viability of the proposed venture. A green business plan must also account for the environmental and social impacts of the proposal. This is called a triple-bottom-line approach: measuring success according to the impacts on people, the impacts on the planet, and the generation of profit.



A green business plan must drive home to the reader in each section exactly how the enterprise will preserve or enhance the environment, and how it will improve social equity locally and/or globally. For example, a green plan for a business with a mail-order component should detail the environmental impacts of shipping a product to customers. What happens to the packaging after your customer is finished with it? Will it be thrown into the trash, thereby contributing to the overflow of landfills? Can it be recycled? Is the packaging itself made from recycled materials? As this example illustrates, many business decisions have environmental or social dimensions that green entrepreneurs should consider.

Ultimately, a green business plan should demonstrate that the proposal is economically viable, environmentally sound, and socially just.