



INTERNATIONAL SOCIETY OF  
SUSTAINABILITY  
PROFESSIONALS

## **ISSP Certificate Program 2011 - 2012**

### **About the Sustainability Professional Certificate (SPC)**

**ISSP's SPC Certificate** is designed for current and aspiring sustainability professionals. The workshops offered will provide you with the skills, tools and methods to take on positions such as Sustainability Director, Sustainability Coordinator, Sustainability Consultant, Climate Officer, Director Green Initiatives, Corporate Environmental Officer, Sustainability Initiative Coordinators and others. You will benefit from access to a network of sustainability experts, the latest tools and methods and the valuable credential once completed.

### **Learning Environment**

As part of our commitment to keeping a small footprint and providing you with the best instructors, all workshops are delivered virtually via distance learning. We use a combination of live webinars, online discussion forums and individual study to meet the learning outcomes in a dynamic learning environment.

### **Enrollment**

You may begin the certificate with any course. Workshops are offered nearly every month (except August and December) and participants can take up to 2 years to complete the requirements.

### **Completion of Certificate**

Successful completion of the ISSP Sustainability Professional Certificate (SPC) program includes completing 5 core workshops, 3 electives and 4 webinars. A basic understanding of sustainability concepts is required and this can be attained by completing the Sustainability 101 course now offered as an On-Demand workshop available anytime.

### **Tuition**

The following prices are in effect September 1, 2011 – August 31, 2012.

#### **Individual Course Registration – Member**

<b>Early Bird Registration</b>	<b>\$325 USD</b>
Regular Registration	\$375 USD
<b>Webinars</b>	<b>Free to Members</b>

## Individual Workshops/Webinars Registration – Non-member

<b>Early Bird Registration</b>	<b>\$400 USD</b>
Regular Registration	\$450 USD
<b>Webinars</b>	<b>\$10 USD</b>

Note 1: Early Bird Registration refers to registration at least 10 days in advance of the course start date. Note 2: ISSP membership can be purchased for \$150 USD per year.

### Workshop packages

The full certificate program can be paid for in advance. The package for members (excluding membership) is \$2,775 USD and includes registration to Sustainability 101.

### Group Discounts

Discounts for groups of 6 individuals or more are also available upon request.

Participants regularly note in workshop survey follow-ups how very important the instructor, resources and assignments, on-line format and price are to them. We've designed the ISSP certificate with all of these imperatives in mind! It's the best value, most accessible and highest quality program available.

### Statement from a 2010 graduate of the SPC:

Survey question: What did you like best about the certificate program?

*Answer: "The high quality and level of experience of the instructors. The instructors are all accomplished leaders and authors in the field of sustainability and delivered exceptional webinar programs which were supplemented with excellent readings. The perspective and experience shared with us by the instructors was most valuable. It was a good group of courses, covering all the major areas at a high level without a lot of extraneous material or busy work. Also, the tools that I have available to me for use on sustainability planning and reporting are very valuable and could not be obtained from other sources without considerable expense. The program is, in my opinion, the best value for obtaining education in the field for working professionals - very reasonable cost and time commitment. I can't say enough about what the program has done for my professional development and me. I am now in a position that I very much enjoy due directly to my participation in the certificate program."*

## ISSP Sustainability Professional Certificate (SPC) 2012 Calendar

**This certificate program blends sustainability concepts and practices with organizational change theory to provide you with the leadership skills and knowledge to lead a sustainability program.** In this program you will engage with sustainability experts on a broad range of topics. Successful completion of the certificate requires 5 cores course, 4 webinars and 3 electives. Please refer to this page for current information:

<http://sustainabilityprofessionals.org/education-and-events>

### Prerequisite Sustainability 101

### Core Workshops

The core workshops for this certificate ensure that you have the leadership skills and tools to lead sustainability programs.

Learning Event Title	Date	Instructor
Sustainability Planning	JAN 2012	Marsha Willard
Business Partners: Resilient Communities	FEB 2012	Susanne Croft
Practical Tools and Methods	APR 2012	Alan AtKisson
Sustaining Sustainability	OCT 2012	Dorothy Atwood
Leadership Skills for Change Agents	NOV 2012	Bob Willard

### Electives

For the ISSP SPC certificate you can choose any 3 other workshops offered to meet the certificate requirements. Each year we offer at least three electives. These course offerings are based on member input and late breaking trends in the field.

Learning Event Title	Date	Instructor
Measuring GHG Impact	Mar 2012	Tom Gloria
Life-Cycle Assessment	MAY 2012	Tom Gloria
3 <sup>rd</sup> Elective	Oct 2012	TBA

### Webinars

Choose any four webinars. Webinars are added to the schedule during the year. All ISSP webinars are free events for members and \$10 for non-members. All webinars are free if you purchased the certificate program. If you want to take a webinar for credit toward the certificate program, you will need to write up a short report covering what you learned (just a few sentences) and email that to [cnordstrom@sustainabilityprofessionals.org](mailto:cnordstrom@sustainabilityprofessionals.org) after the session. That will be our reminder to log your credit into our files.

## **Workshop Descriptions**

Our workshops are usually 4 weeks long with weekly synchronous online one-hour webinars plus other individual or online assignments. Participants should expect to spend 3-5 hours a week per course.

### **Sustainability 101 – 24/7 On Demand asynchronous online workshop**

Sustainability 101 covers the fundamental concepts related to sustainability and sustainable development: its source, foundational principles and major practices/frameworks. We will approach this topic using methods for different learning styles: reading non-fiction and fiction, mind mapping, research, webinars and journaling. The instructor is Darcy Hitchcock.

#### ***Instructor Biography***

*Darcy Hitchcock is president of AXIS Performance Advisors, a sustainability consulting firm based in Portland, Oregon. She and her business partner Marsha Willard, have been in business for 20 years and bring to the sustainability field an expertise in organizational change, facilitation, teaching and team building. Darcy has written numerous business books and The Business Guide to Sustainability (2006) won the American Library Association's Best Academic Title award. Her latest book, The Step by Step Guide to Sustainability Planning (2008) is a cookbook for how to create sustainability plans and reports.*

### **Sustaining Sustainability: Organizational Assessments and Systems (October 2012)**

Once initial sustainability projects have been completed, organizations are often at a loss as to how to maintain newly acquired practices and continue to move their sustainability efforts forward. Management systems are the key to ongoing progress. A SMS (sustainability management system) allows for systematic internal review, monitoring and corrective actions for continual improvement. The instructor is Dorothy Atwood.

#### ***Instructor Biography***

*Dorothy Fisher Atwood has over 25 years of environmental consulting experience with the last ten years focused management systems implementation for private and public organizations. She is the Management Systems program manager for Zero Waste Alliance (ZWA), a Portland-based non-profit organization. ZWA is one of the eleven US Environmental Protection Agency-designated Local Resource Centers in their PEER center of management system excellence. Her work includes development of implementation tools and procedures, training, and sustainability and environmental management system (including ISO 14001) integration into core business systems.*

### **Leadership Skills for Change Agents (November 2012)**

This course prepares sustainability professionals at any level in the organizational hierarchy to lead an organizational change to a sustainable enterprise. ISSP Hall of Fame inductee and instructor Bob Willard will help you connect the dots between timeless leadership practices and bottom-line benefits of sustainability strategies to transform an organization to a sustainability culture. You will practice how to quantify the business case for sustainability strategies - key to organizational change. At the end of this course, participants

will be able to:

1. Lead the integration of sustainability into their organization, using a seven-step sustainability change process.
2. Build an effective, relevant business case to support their company's transformation to being a sustainable enterprise.
3. Be able to apply effective change leadership practices during the sustainability change process, capitalize on change paradoxes, and avoid potential derailers of their initiatives.
4. Help others be more effective sustainability champions.

### ***Instructor Biography***

*Bob Willard is a leading expert on the business value of corporate sustainability strategies. He has given hundreds of keynote presentations to corporate, government, university, and NGO audiences on the bottom-line benefits of sustainability strategies. He has authored three books, The Sustainability Advantage, The Next Sustainability Wave, and The Sustainability Champion's Guidebook, plus created a DVD of his presentation, The Business Case for Sustainability. He worked 34 years with IBM Canada, is on the faculty of the Sustainable Enterprise Academy, and serves on the advisory board of the Natural Step Canada. He has a PhD in sustainability from the University of Toronto. See [www.sustainabilityadvantage.com](http://www.sustainabilityadvantage.com) for more information about him and his resources for sustainability champions.*

### **2010 Participant's survey comments: (I most appreciated...)**

"Bob Willard is very well organized - has good experience and information to share."

"... Dr. Willard's ability to quantify Sustainability. It inspires me to do the same for my business."

"... being in class with Bob Willard. I have seen Bob speak, have read all of his books, and walked out of the class with even more food for thought. He is constantly evolving his material and is one of the most knowledgeable men on the topic of leadership for sustainability."

### **Sustainability Planning (June 2012)**

Learn how to create a comprehensive sustainability plan from justification for your sustainability efforts, through impacts assessment and determination of measures. The resulting plan also sets you up for reliable and pain free reporting. At the end of the course you will have a "draft" plan and experience applying each of the key steps of the process. Participants will be provided the SPaRK (Sustainability Planning and Reporting Kit) electronic files - spreadsheets for common metrics already set up for you. Taught by ISSP Executive Director Marsha Willard.

### ***Instructor Biography***

*Marsha Willard is co-founder and CEO of AXIS Performance Advisors, Inc. a Northwest based consulting firm specializing in helping organizations implement sustainable business practices. She has worked with organizations in both the public and private sector providing training, consulting, facilitation and executive coaching services. Some of her clients include Monsanto, Bonneville Power*

*Administration, Cascade Corporation, City of Portland, AAA of N. California, Oregon Department of Human Services, Oregon Department of Environmental Quality, Washington Department of Ecology, Oregon Museum of Science and Industry, Wacker Siltronic, Conway Transportation, GreenBlue and the Zero Waste Alliance.*

## **Business Partners for Resilient Communities (February 2012)**

Businesses have the potential to play an enormous role in a community's ability to be resilient. Going into a future of unstable shipping & supply chains (due to the impacts of climate change and energy issues), the extent to which they can source and sell locally both diversifies the community's options and places the business on more predictable footing. When local people are financially invested in local businesses, they're also philosophically invested in them and will stand by them and support them through thin times. You will be taking a deep look into how expanding and strengthening the many ways that businesses can and should be in relationship with the residents of their communities. Sustainable businesses believe that it's those relationships that will make the difference in how well communities survive the stressors of the future.

This course is designed as a survey of corporate/community socially responsible initiatives that make an impact. You will explore how businesses and local communities are teaming to stimulate relationships and the local economy while supporting the community capital: talented, skilled and engaged people. The Instructor of Record, Susanne Croft, will lead you through three topics and presenters over the four weeks. The three-prong approach will include a Corporate Social Responsibility director from a major international business; a survey and intimate look at BALLE, Transition Towns, economic leakage and local investing; and you'll conclude with a focus on tools to research and compare CSR ratings.

### ***Instructor Biography***

Susanne Croft, Instructor of Record, has a Masters degree in Urban Planning and 20 years of experience with policy planning and public engagement. She's worked for the City of Spokane, WA for 12 years in long range planning, local economic development, development incentives, and finally as the Mayor's Sustainability Coordinator. She helped create an award-winning strategic action plan for how city government could address and prepare for energy security, climate mitigation and climate adaptation. Susanne now serves as the Executive Director of a non-profit she helped to start: Sustainable Resources Inland Northwest (<http://www.sustainableresourcesinw.org>). SRIN's main focus is on bringing local businesses to sustainability, helping them understand how sustainable business practices can strengthen their operations, and then matching them up with the technical and financing assistance they need to move down that road. Susanne has completed the ISSP Sustainability Professional certification and is licensed to use AXIS Performance Advisor's SCORE sustainability assessment tool.

## **Measuring GHG Impact: Enterprise GHG Inventory and Product Carbon Footprint Assessment (March 2012)**

This course will provide background, process and concrete tools for conducting a Greenhouse Gas (GHG) inventory of a company and carbon footprint of a product. The material presented will provide key context, policy trends, and emerging protocols overview, and then present the entire process, including:

- Selecting relevant protocols and data tools
- Setting boundaries for your inventory Data gathering
- Calculating emissions
- Estimating emissions sources with incomplete data
- Interpretation of results, and framing of major issues
- Final reporting writing and other dissemination
- The instructor is Tom Gloria.

### ***Instructor Biography***

*Thomas P. Gloria, Ph.D. is Managing Director of Industrial Ecology Consultants. He has more than 19 years of professional experience in sustainability management consulting and information technology engineering design. His work encompasses product innovation; LCA; LCM; methods and policy implications GHG inventories; and energy efficiency feasibility analysis. Tom has worked with several private & public sector clients conducting sustainability related work including: Armstrong, Avery Dennison, Cargill, Church & Dwight, Codelco, Comalco, Duratel, EILEEN FISHER, Herman Miller, Interface, IZA, ICMM, Iron Ore Company of Canada, Kraft Foods, Levi Strauss & Company, News Corp., NIST, Nike, OECD, Rio Tinto, Sears, SC Johnson, Samsung, Silgan, Timberland, and US EPA.*

## **Practical Tools and Methods for Change Agents (April 2012)**

This course will guide practitioners through the jungle of sustainability techniques and change processes, and help them learn when and how to apply them successfully. Using the ISIS Method as a guiding structure and sequence (Indicators Systems Innovation Strategy), participants will deepen their understanding of both these general methodological categories, as well as specific sustainability tools, with AtKisson's ISIS Accelerator tools in focus. The instructor is Alan AtKisson.

### ***Instructor Biography***

*Alan AtKisson has been working at the forefront of sustainability for over twenty years; and he has helped to initiate, guide, train, or strategically develop sustainability initiatives in many different countries. As a consultant, he has worked with clients in many different sectors as well, from small businesses to global corporations, from large cities to small islands, from UN and World Bank funded programs in Africa to US military bases. He is the author of two books, Believing Cassandra: An Optimist Looks at a Pessimist's World (Chelsea Green, 1999); and, most recently, The ISIS Agreement: How Sustainability Can Improve Organizational Performance and Transform the World (Earthscan, 2008). He is a contributing author to several other books as well, including The Natural Advantage of Nations (Earthscan, 2006) and The Future of Sustainability*

*(Springer, 2006). His articles and essays have been widely published in magazines, academic journals, and websites.*

### **Life Cycle Assessment 101 (May 2012)**

This is an introductory course on life cycle assessment. Participants will learn the steps involved and complete a simple LCA in a business simulation using an Excel spreadsheet. You will gain an understanding of the scope, challenges and possibilities in applying life cycle assessment to decision- making processes. The instructor is Tom Gloria.

#### ***Instructor Biography***

*Thomas P. Gloria, Ph.D. is Managing Director of Industrial Ecology Consultants. He has more than 19 years of professional experience in sustainability management consulting and information technology engineering design. His work encompasses product innovation; LCA; LCM; methods and policy implications GHG inventories; and energy efficiency feasibility analysis. Tom has worked with several private & public sector clients conducting sustainability related work including: Armstrong, Avery Dennison, Cargill,*

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### **Third Elective TBA**

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