



INTERNATIONAL SOCIETY OF SUSTAINABILITY PROFESSIONALS

The world's leading
professional association
of sustainability practitioners

Media Contact

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The Association

Taking sustainability to the next level
Making it standard practice in all organizations

Our Mission

The International Society of Sustainability Professionals (ISSP) is a non-profit, *member-driven association for professionals* who are committed to making sustainability standard practice. Members share resources and best practices, and develop themselves professionally. Special reports, salary surveys, and the upcoming competency study are just a sampling of the rich content offered to members.

Values

We believe sustainability can be defined in different ways in different contexts but at its root is an acknowledgement of the limits of nature and a long-term systems view that includes social and economic elements as well as environmental ones. The world is in its infancy in learning how to develop a sustainable society, so open dialog about different approaches will be key to our success. No one has the whole picture or the whole answer, so through *collaboration, experimentation, and information sharing*, together we can find paths toward a better, more sustainable world.

Bob Willard
Best selling author of
The Next Sustainability
Wave and The Sustain-
ability Advantage

"The launch of ISSP is a significant milestone on the global journey to sustainability. It is the perfect time for sustainability professionals to partner and help each other be more effective and successful sustainability champions..."

It is exciting to be a part of this impressive organization!"

Benefits

As the *premiere international association of sustainability practitioners*, we enhance the competency of sustainability directors, consultants and others who have sustainability as part of their job. We offer them a chance to connect with and learn from one another. We help them build relationships and resumes. They share resources and best practices. We offer training taught by the best in the business, with a star faculty from all over the world. We want to make sustainability standard practice in all organizations.

The Association

Taking sustainability to the next level
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Key Points

PROFESSIONAL DEVELOPMENT ISSP provides a wide array of e-learning month-long courses and individual webinars. Take classes with a cohort of peers, accessing the best instructors from all over the world. See the Sustainability Professional Certificate.

RESOURCE SHARING Stop reinventing the wheel! The ISSP site allows members to post and evaluate content. Imagine being able to search for a tool, policy, case study, book or other resource and be able to see at a glance which ones were deemed most worthwhile by other professionals. Also, similar to Wikipedia, the ISSP site allows members to co-create documents or resources. We've started a glossary of terms but this feature could also be used to write documents with others.

ADVANCEMENTS IN THE FIELD Engage in discussions through topic-centered forums to get answers to difficult challenges from experienced professionals. Participate in special studies (e.g., the Competency Study identifying what a sustainability professional should know.

COMMUNITY ISSP uses web technology to help you search for and connect with people who share certain interests or fit certain criteria. Search for people in your geographic area, within a specific organization, or find people who are working on specific types of projects or have certain skills.

PROFESSIONAL STANDARDS Many members are expressing an interest in moving toward some form of professional accreditation. Our Competency Studies are the first step along that path.

PROFESSIONAL JOURNAL ISSP publishes journal articles, special reports and directories. These articles and reports are distributed through the monthly e-newsletter and are periodically combined into published collections. The newsletter points members to book reviews, upcoming events and other opportunities to get involved."

CONFERENCES Participate in periodic webcasts and teleconferences on leading-edge topics. Imagine being briefed on the latest development in the field or asking questions of the author of a newly released book. We occasionally partner with other conference organizers to offer ISSP events and tracks. As well, an on-site conference is in the works where sustainability professionals can meet in person.

The Community

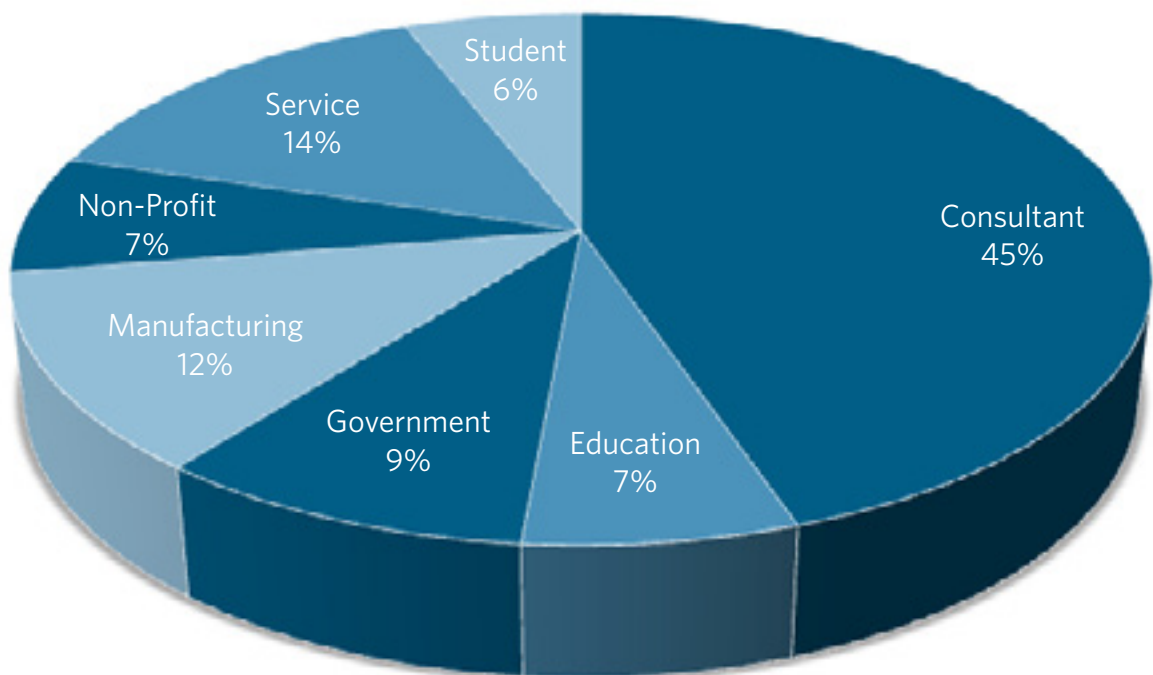
Join others who are changing the world

Members

Our members are sustainability directors, sustainability coordinators, sustainability consultants and other professionals who have sustainability as a core part of their work (e.g., architects, facilities managers, etc.) While a majority of our members are from North America, we do have an international membership. This is important because good ideas come from all walks of life and parts of the world. And *we all share the same planet*.

Our members may also be members of other sustainability-related organizations. These other organizations are often organized by industry sector (e.g., ICLEI for local governments), job type (e.g., Net Impact for MBAs) or framework (e.g., The Natural Step). But ISSP is where we share transferable knowledge and skills.

Member Demographics



The Community

Join others who are changing the world

Member Spotlight

BERNIE BURGNER

As a part of the ISSP Bernie is able to further his passion for sustainability while putting his skills and experience to use for a purpose he can fully endorse. The ISSP has helped Bernie spread the message that "becoming sustainable is really not such a big, uncomfortable step for companies to take - it's all about managing the company's use of, and impact on, resources."

With the help of the ISSP Bernie is pursuing his goal of transforming how companies manage their resources, as currently the focus is on the financial instead of the often neglected and unmanaged natural and human resources in an organization. The ISSP is not only helping Bernie through education, but also by offering encouragement from other members and the knowledge that "success in achieving change is not as elusive as it sometimes seems..."

As an ISSP member Bernie is able to work hard at changing how companies operate while managing a balance of work and the rest of his life. The ISSP's on-line courses and webinars have been immensely beneficial and inspiring as they are "helpful not only for the actual knowledge they provided on particular subjects, but also for the thought process they provoked around the topic."

For over 20 years Bernie has worked in international business development and acquisitions for a consumer goods company. During this time Bernie has seen firsthand the difficulties in creating strategic plans that take into account sustainable, responsible business practices. That's why when Bernie was able to turn 'work' into something he really wanted to do he was motivated to create Responsible Solutions, a consulting company aimed at showing the business case for sustainable changes and inspiring companies to implement these changes.

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- BERNIE BURGNER

"becoming sustainable is really not such a big, uncomfortable step for companies to take - it's all about managing the company's use of, and impact on, resources."

The Offerings

Learn More. Learn Faster

Webinars

ISSP hosts one-hour webinars periodically that provide timely content to our members. These are free to members and a nominal charge to non-members. Members may invite a guest to one webinar a year.

Sample Webinars

Jan 2010

CLIMATE AFTER COPENHAGEN

Mar 2010

GREEN CAREERS

May 2010

CORPORATE SUSTAINABILITY REPORT AWARDS

July 2010

COMPUTING LIVING WAGE

Sept 2010

SURVEYING YOUR CUSTOMERS' ATTITUDES
ABOUT SUSTAINABILITY

Oct 2010

CONNECTING CORPORATE SUSTAINABILITY AND
THE FINANCIAL SERVICES SECTOR

Professional Publications

The ISSP produces publications to assist members and friends with staying up to date.

Special Reports

Directories and studies with relevant and timely research topics

Special Report

COOL TRENDS PART 2—DECARBONIZING CORPORATE AMERICA

ISSP Directories

DIRECTORY OF SUSTAINABILITY ASSESSMENTS

DIRECTORY OF SUSTAINABILITY PLANNING AND REPORTING TOOLS

Competency Studies

SUSTAINABILITY KNOWLEDGE COMPETENCY STUDY

SUSTAINABILITY SKILLS COMPETENCY STUDY

ISSP Insight eJournal

A monthly eJournal full of up-coming events, book reviews and featured articles by sustainability experts

Feature Article July 2010

SUSTAINABILITY CIRCUS: BRINGING THE MAJOR FRAMEWORKS UNDER ONE TENT
(TBL,ESG,TNS,GRI)

The Offerings

Learn More. Learn Faster

Certificate

Our certificate program is designed for current and aspiring sustainability professionals. The professional certificate will provide you with the skills, tools and methods to take on positions such as Sustainability Director, Sustainability Coordinator, Sustainability Consultant, and Climate Officer. You will benefit from access to sustainability experts, the latest tools and methods and the valuable credential once completed.

Sustainability Professional Certificate (SPC)

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.

Workshops

Our workshops, taught by some of the most respected names in the business, are 4 weeks long with weekly 60-90 minute webinars plus other individual or online assignments. Participants should expect to spend several hours each week. Along with individual workshops the ISSP has created several workshop series that focus on specific areas of sustainability.

Sample Workshops

May 2010

IMPLEMENTING ENERGY EFFICIENCY

June 2010

LIFE CYCLE ASSESSMENT 101

July 2010

SOCIAL SUSTAINABILITY: WHAT'S IT GOT TO DO WITH ORGANIZATIONS IN THE DEVELOPED WORLD

Sept 2010

SUSTAINING SUSTAINABILITY: ORGANIZATIONAL ASSESSMENTS AND SYSTEMS

Sept 2010

RESPONSIBLE PURCHASING: HOW CONSUMERS, RETAILERS AND MANUFACTURERS ARE TRYING TO BUY A BETTER WORLD

Oct 2010

ZERO WASTE STRATEGIES

Nov 2010

SUSTAINABILITY AND SUPPLY CHAIN MANAGEMENT

Nov 2010

LEADERSHIP SKILLS FOR CHANGE AGENTS

Workshop Series

CLIMATE PROFESSIONAL

THIS SERIES FOCUSES ON PRACTICAL KNOWLEDGE AND SKILLS FOR MANAGING CLIMATE ACTION AND GREENHOUSE GAS REDUCTION PROGRAMS.

LIFE CYCLE ASSESSMENT

UNDER CONSIDERATION

Getting Involved

Help us shape this emerging industry

Becoming a Member

Regular Membership

\$150 U.S. / Year

Student Membership

\$75 U.S. / Year

What's Included

By joining ISSP, you will have access to the most current information and resources being used in the field. Besides a monthly eJournal jam-packed with special reports and interviews with the movers and shakers of the industry, our members have access to discussion forums, resources, a conference database, and free webinars on current topics. More importantly, you will add your expertise to the knowledge base and help the collective effort of transforming how we live on our planet.

Learn More and Learn Faster	Make a Difference	Build the Credibility of the Profession
READ ARTICLES FROM LUMINARIES AND PRACTITIONERS IN THE FIELD	MAKE MORE PRODUCTIVE, HUMANE WORKPLACES	BUILD THE GO-TO/FIRST-STOP ASSOCIATION FOR SUSTAINABILITY
FIND AND SHARE BEST PRACTICES & RESOURCES	REVERSE ENVIRONMENTAL DAMAGE	CONTRIBUTE TO THE KNOWLEDGE BASE FOR TRANSFORMING SOCIETY
PARTICIPATE IN PROFESSIONAL DEVELOPMENT OPPORTUNITIES	LEAVE THE NEXT GENERATION A POSITIVE LEGACY	

Doug Freeman
COO, Arnold Creek
Productions

"ISSP already has been an aid in networking and sharing our work. Membership also is becoming a recognized professional credential within sustainability circles... the ISSP will become a powerful educational and reference center for consultants, educators and the media."

Getting Involved

Help us shape this emerging industry

Member Testimonials

MEMBER FEEDBACK SURVEY

A survey of current ISSP members were asked why they joined the organization and what they found to be the most important benefit. The results are detailed below



Joel Makower
Executive Editor
GreenBiz.com

"It's an exciting time to be a sustainability professional, but it also can be overwhelming and lonely. As the greening of business has gone from the margins to the mainstream, there is a vital need to bring cohesion and credibility to the field.

ISSP fills this gap by creating a space for professionals to sharpen their skills and learn from one another...

helping all of us become more effective at finding solutions for our companies and clients."

The Sponsors

Contribute to the ISSP

Opportunities

Platinum Sponsorship

\$10,000

YOUR ORGANIZATION'S LOGO BANNERED ON THE PUBLIC WEB SITE

A 100-WORD STORY ABOUT YOUR ORGANIZATION

A ONE-YEAR MEMBERSHIP FOR UP TO 10 PEOPLE FROM YOUR ORGANIZATION

Gold Sponsorship

\$5,000+

NAME AND LOGO LISTED ON OUR SPONSOR PAGE AS A GOLD LEVEL SPONSOR

A ONE-YEAR MEMBERSHIP FOR UP TO 5 PEOPLE FROM YOUR ORGANIZATION

Silver Sponsorship

\$2,500+

NAME AND LOGO LISTED ON OUR SPONSOR PAGE AS A SILVER LEVEL SPONSOR.

A ONE-YEAR MEMBERSHIP FOR ONE PERSON FROM YOUR ORGANIZATION

Bronze Sponsorship

\$1,000+

NAME AND LOGO LISTED ON OUR SPONSOR PAGE AS A BRONZE LEVEL SPONSOR

Our Donors

HANSA GCR – PLATINUM SPONSOR

Hansa|GCR is a full service marketing research and advisory firm built on a legacy of over three decades of experience and part of the R K Swamy|Hansa Group of India. Our practice includes a specialization in green customer experience research. We understand that sustainability is much more than a tag line or a check list, and that greener products and positioning are but one step on the pathway to a true, sustained global commons.

HEWLETT-PACKARD – PLATINUM SPONSOR

As a global leader in information technology, HP applies new thinking and ideas to deliver simpler, more valuable experiences with technology. For decades HP has worked to manage its environmental impact by adopting environmentally responsible practices in product development, operations and supply chain. The company strives to be a global leader in reducing its carbon footprint, limiting waste and recycling responsibly.

The Start

Developing the Professional Defining the Industry

ISSP Cofounders

AXIS PERFORMANCE ADVISORS

Marsha Willard
Darcy Hitchcock

ZERO WASTE ALLIANCE

Dorothy Atwood
Larry Chalfan

2006

THE IDEA OF AN ORGANIZATION DEDICATED TO THE PROMOTION AND SUPPORT OF THE EMERGING GROUP OF SUSTAINABILITY PROFESSIONALS WAS FIRST FLOATED AT THE ZERO WASTE ALLIANCE. SO MANY OTHER PROFESSIONS HAVE THEIR OWN PROFESSIONAL ASSOCIATION. WHERE WAS OURS?

BY THE END OF 2006, A CORE GROUP OF COMMITTED ZERO WASTE ALLIANCE ASSOCIATES HAD COME TOGETHER TO SERIOUSLY LOOK AT THE FEASIBILITY, OUTLINE THE FRAMEWORK AND DETERMINE A TIME LINE FOR LAUNCHING SUCH AN ORGANIZATION.

THE ZERO WASTE ALLIANCE, AND ITS PARENT ORGANIZATION THE INTERNATIONAL SUSTAINABLE DEVELOPMENT FOUNDATION, GENEROUSLY INCUBATED ISSP IN THE FIRST TWO YEARS OFFERING ADMINISTRATIVE SUPPORT AND THE OFFICIAL STRUCTURE OF AN INCORPORATED NON-PROFIT ORGANIZATION.

2007

BY EARLY 2007, WE HAD AN ADVISORY BOARD OF RESPECTED SUSTAINABILITY PROFESSIONALS FROM AROUND THE WORLD TO HELP VET THE DESIGN AND A COUPLE CORPORATE SPONSORS UNDERWRITING THE COSTS OF GETTING THE ORGANIZATION STARTED. APPROXIMATELY 50 FOUNDING MEMBERS FROM AROUND THE WORLD STARTED POPULATING THE SITE WITH USEFUL MATERIAL IN THE 2ND QUARTER OF 2007. IN OCTOBER 2007 WE OPENED THE DOORS FOR INAUGURAL MEMBERS FOR A SOFT LAUNCH.

2008

IN 2008, WE MATURED ENOUGH AS AN ORGANIZATION TO FORM OUR OWN 501C3 WITH AN INTERNATIONAL BOARD OF DIRECTORS. WE HAD SEVERAL HUNDRED MEMBERS FROM FIVE CONTINENT

2009

IN 2009, WE LAUNCHED THE SUSTAINABILITY PROFESSIONAL CERTIFICATE SERIES WITH WORKSHOPS FROM ESTEEMED MEMBERS OF THE SUSTAINABILITY COMMUNITY SUCH AS BOB WILLARD, GWEN HALLSMITH AND HUNTER LOVINS, ALAN ATKISSON AND MANY MORE. WE INTRODUCED VIRTUAL MEMBER MEETINGS AND CEMENTED OUR BIMONTHLY WEBINAR PROGRAM. WE ALSO REACHED ALMOST 600 MEMBERS.

2010

AS OUR MEMBERSHIP CONTINUES TO GROW WITH THE PROFESSION, ISSP CONTINUES TO IMPROVE AND INCREASE THE OFFERINGS INCLUDING NEW COURSES, WEBINARS AND SPECIAL REPORTS. ISSP ALSO LAUNCHED IT'S NEW AND IMPROVED WEB SITE THAT ENABLED MEMBERS TO FORM AUTONOMOUS GROUPS, MANAGED REGISTRATIONS ON OUR SITE AND TRACKED MEMBER ACTIVITY INCLUDING COURSES COMPLETED.

The People

...who make it happen!

The Management Team

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DARCY HITCHCOCK
Managing Editor

CHRISTY NORDSTROM
Education Director
DOROTHY ATWOOD
Board Liaison

JESSICA VREESWIJK
Marketing Director

The Board

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