



**International Society of
Sustainability Professionals
Annual Report**

2010/II



Letter from the Executive Director

This was a big year for ISSP. We passed the 600 member mark, graduated our second cohort of certificate students, inaugurated our Hall of Fame award, and held our first ever face-to-face conference. The conference was clearly the highlight. As a first conference it was not huge in size, but enormous in spirit. We managed to pull off an event that was instructive, entertaining, engaging and inspiring (in the words of our participants). We're looking forward to the next conference as part of our effort to build value for our members.

Some of the other initiatives we're pursuing this year (based on member input) include the development of local groups to facilitate more face-to-face connections, participation in some of the run up activities to Rio +20, expanded webinar offerings (expanded both in number and type) and a comprehensive review and update of our certificate offerings.



We've also launched our 1,000-member drive targeting a membership number we think will launch us into a new level of service and visibility. The more members we have, the more benefits we can offer and the greater the opportunity for members to connect, engage and learn.

Watch for more news as the year progresses and join us in some of the exciting initiatives!

A handwritten signature in black ink, appearing to read "Marsha Willard". The signature is fluid and cursive.

Executive Director

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Highlights

Key accomplishments in 2010-11

2011 ISSP Conference

September 21-23, 2011 brought ISSP's first every face-to-face conference. The event, held in Portland, Oregon, brought together over 150 professionals from five different countries to learn, network and engage. The conference included a number of informative presentations on late breaking topics, a tour of some of Portland's most progressive organizations, networking activities and the opportunity to provide input to some of ISSP's projects aimed at developing the profession. The conference venue enabled us to hold the most sustainable conference possible. The Portland Double Tree was the first hotel in the nation to be green sealed certified. All served meals were vegetarian and locally sourced. Our signage, provided by Brooks Design, were re-usable and recyclable. Our site tour was all done on Portland's light rail. We even managed to stay within the free rail zone for the entire tour.

Hall of Fame

ISSP launched its "Sustainability Hall of Fame" by inducting five pioneers of the profession. The first to receive this honor were: Karl-Henrik Robert of the Natural Step; Ray Anderson (posthumously) of Interface; Gil Friend of Natural Logic; Amory Lovins of the Rocky Mountain Institute; and Bob Willard, of Sustainability Advantage. ISSP will continue to honor the leaders, innovators and major contributors by inducting professionals each year.

Comments from conference participants

Just back from the ISSP Conference 2011 in Portland. Due to the structured networking and multi-stakeholder engagement sessions, I found it better than any conference I have ever been to!

Lucinda Brown

The ISSP conference was such a delight – great job!! Please pass this along to your colleagues. All of your unique and seasoned conference organizing skills lent an important quality - it opened our minds. It also helped attendees to be open and to engage in deep conversations about important issues AND about themselves. The second day, especially, provided many special moments, including that extraordinary presentation from Randy Olson on marketing and sustainability.

Rory Bakke

Professional development

ISSP's professional development events served over 700 members and participants from around the world from more than 10 countries in 21 different events over the 12 months of the 2010 - 2011 fiscal year.

The workshop curriculum includes key core skills and knowledge to support sustainability professionals working within an enterprise or as a consultant.

Continuous online technology improvements and facilitated best practices enhanced interactivity during both the workshops live webinars and in the online course Discussion Forums.

Participants actively exchanged real time comments and responses with the subject matter expert-instructor during the workshops' live webinars. Everyone had the ability to contribute directly to the live dialogue through the chat box, in polls, breakout rooms and with their microphone activated via their headset. Each

week the facilitated conversations continued in ongoing discussions in the forums over at the online ISSP Learning Center. There they would add their thoughts to the general discussion and be able to ask questions on the weekly topic questions. Assigned activities offered participants the opportunity to practice with tools, improve their written communication skills deepen their knowledge and practice of sustainability. Successful completion of weekly assignment activities and a final deliverable plus interactivity performance reinforced key objectives.

Lexicon Project

The ISSP Lexicon Project brought together a range of sustainability professionals – ISSP members and others – to discuss and, where possible, move towards consensus on the terminology used by sustainability professionals across various disciplines. This year’s activities included a survey administered to professionals around the world, a webinar to engage members in a discussion about terminology and a session at the ISSP conference in which attendees discussed and diagrammed key sustainability terms and concepts.

Major initiatives for 2011-12

Thousand-member drive – we’d like to hit 1,000 members before our next conference.

Conference 2013 – we’re moving the conference away from the busy fall schedule and planning ahead for spring 2013. We’ll schedule the next round of Hall of Fame inductions to coincide with the conference.

Lexicon Project – 2012 will bring the publication of the results of our Lexicon Project in an attempt to bring cohesion to the language we use in our profession.

Local Groups – we will begin experimenting with face-to-face meetings at various locations around the world as we edge toward managing local chapters.

Curriculum Review – we plan a comprehensive review of our certificate program to make sure we are delivering the most current and relevant training in the field.

Research – ISSP is dedicated to contribute at least one study each year to the professional body of knowledge. This year we are exploring research into industry best practices (in partnership with Vermillion) and a survey on what employers look for when hiring sustainability specialists.

Resources

ISSP provides its members with a variety of tools and resources that they can use each day. This year, we worked to deliver more value to our members by offering them an assortment of tools, services and discounted memberships to other related organizations. We also published numerous articles and book reviews, and posted news releases and social media updates of interest to people in the sustainability profession. All of these are added to our resource library for future reference. Here's a quick look at each of these content-rich offerings:

Book Reviews

In calendar year 2011, ISSP co-founder Darcy Hitchcock posted 25 reviews of books related to the field of sustainability on the ISSP Website. Each issue of the ISSP monthly newsletter ISSP Insights featured two or three new book reviews, which were then stored in the Resources section of the ISSP Website for future reference by ISSP members. In 2012, ISSP members are encouraged to write book summaries in exchange for a copy of the book they review. People interested in reviewing a book should contact info@sustainabilityprofessionals.org to get involved.

News Releases

ISSP prides itself in being an educational resource for the profession. This year, ISSP began distributing its news releases via PRWeb, the leading service for online news distribution and online publicity. Through PRWeb, ISSP news now reaches journalists, bloggers, and potential members and partners across the United States and around the world. Each release is optimized to help ISSP get the best organic search results. PRWeb also distributes ISSP's news to major online outlets and sends ISSP releases directly to journalists who track developments in the field of sustainability.

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Social Media Posts

ISSP is an active user of various social media services, and as such, provides numerous on-line platforms for communities of like-minded people to share information and ideas. Since ISSP established a [Twitter account](#), it has sent out more than 3,000 Tweets to its followers, who numbered more than 4,450 in December 2011, and who received the top sustainability news stories as chosen by ISSP each month. [ISSP's Facebook page](#) was liked by more than 850 people at the end of 2011. During the same time period, more than 650 people around the globe counted themselves as members of the [ISSP Group](#) on Linked In. And on the ISSP Website, more than 100 members have chosen to join the News You Don't Want To Miss on-line discussion group, which is hosted by ISSP co-founder Darcy Hitchcock. The content presented in this group emphasizes the quality, and not quantity, of the news items selected.

Really a lot of great information, and I am grateful to have access to it. Thank you!

Jim McRae, Bainbridge Graduate Institute

Articles/Publications

Each month in 2011, ISSP published an in-depth journal article or special report focusing on different aspects of the sustainability profession. Topics ranged from managing carbon to social entrepreneurship to an overview of smart grid dynamics with input from authors who are leaders in their fields. Our Voices from the World series presented regional insights into sustainability in Asia, Europe and India. Journal articles and special reports are introduced in our monthly newsletter and are retrievable through the Publications portion of our website.

Resource Library

Book reviews, news releases, and articles are archived in the resource section of the website where they can be retrieved for future use by searching by topic.

Membership Discounts

Membership dues are the financial basis for ISSP. To ensure ISSP's financial sustainability, we endeavor to have membership dues cover at least 40% of our operating expenses. At the same time we strive to make membership as accessible as possible for professionals. Our current rate of \$150/year is designed to be in the lower half of the professional dues we benchmarked from other similar associations. We also offer several discounts to that rate. Our partnership membership rate offers a 20% discount for people who already have a membership in organizations with whom we have a formal relationship. Currently these include Net Impact, The Natural Step, and V360. We also offer a student discount rate of \$75/year. In addition, ISSP encourages timely membership renewal by offering a \$20 discount to members who renew before their expiration date.

Sample of ISSP Member Discounts	
Natural Step Network membership	
Subscription for Solutions Journal	
Environment: Science and Policy for Sustainable Development	
Sustainable Industries	

Professional Development

Workshops in 2010/11

We offered a total of 10 workshops, serving 210 participants. And we have the best faculty from around the world!

Each four-week workshop includes four weekly web-based synchronous webinars plus an asynchronous virtual learning environment and faculty feedback on assignments.

You can take many of these classes in a self-study format on the [ISSP Learning Center](#) site.

ISSP Sustainability Professionals 2010 – 2011 Certificate Core Workshops:

1. Leadership Skills, Bob Willard
2. SPaRK Sustainability Planning Tool, Marsha Willard
3. Sustainability Management Systems, Dorothy Atwood
4. Practical Tools for Change Agents, Alan AtKisson
5. [Workshop: Sustainable Community Development: Economic Recovery 101](#) Gwen Hallsmith and Hunter Lovins

ISSP Sustainability Professionals Certificate Elective Workshops 2010 - 2011:

6. Climate Action Plans, Paul Horton
7. Zero Waste, Wayne Rifer
8. Measuring Impact: Enterprise GHG Inventory and Product Carbon Footprint Assessment, Tom Gloria
9. Life Cycle Assessments 101 | A Simulated Approach, Tom Gloria

I personally took [Sustainability Planning and Reporting] International Society of Sustainability Professionals (ISSP) course and wanted to get it out to the [Linked In] group that it was being offered again. It is an excellent course. If you have expertise in multiple functions and are doing sustainability auditing and/or planning this is an excellent course to help you pull the entire picture together.

Steve Levitsky

Other workshops:

Consultants Cohort, 12 month program, Darcy Hitchcock
Sustainability 101, On-Demand, Darcy Hitchcock

New for 2012:

BPRC - Business Partners for Resilient Communities facilitated by Susanne Croft with invited Guests such as Michael Schuman and David Korten

Webinars in 2010/11

We also offered free to members a total 9 webinars, serving 490 attendees

- OCTOBER 2010 Webinar: Navigating to Successful Energy Management with Stan Price
- NOVEMBER 2010 Webinar: The Future of Sustainability Education Jill Bamburg
- MARCH 2011 Webinar: David Korten | Agenda for a New Economy
- APRIL 2011 Webchat: A Day in the Life of a Sustainability Professional Jennifer Woofter and Kathleen Shaver
- MAY 2011 Webchat A Day in the Life of a Sustainability Professional with Kevin Hagen CSR Director at REI
- JUNE 2011 Webchat A Day in the Life of a Sustainability Professional with Joyce Lavalley, retired, Interface
- AUG 2011 Webchat: Meegan Jones and the Events IndustryN
- SEP 2011 Webinar ISSP Sustainability Lexicon Project
- NOV 2011 Sustainable Marketing Webinar

ISSP SPC Grads UPDATE

Graduates earning the Sustainability Professionals Certificate in 2009-10 receive this badge of completion that they can attach to their communications.



The following people completed the program this year:

Alena Alberani
Sue Bruning
Bernie Burgener
Eric Damon
Sarah Dehler
Monica DeMarco
Sean Hanna
Tajana Mesic
Brian Sheehan

Year End Budget Report

Inflows	Actual	Budget	Difference	2009-2010
Total Conference earnings	32,521.34	52,650.00	-20,128.66	0.00
Total Course registration	65,804.70	68,000.00	-2,195.30	69,094.00
Donations	9.73	800	-790.27	700
Interest Earned	264.13	0	264.13	47
Membership dues	58,474.33	60,000.00	-1,525.67	44,462.00
Product sales	1,442.93	500	942.93	95
Sponsorships	0	2,500.00	-2,500.00	0
Webinars	723.11	500	223.11	400
Total Inflows	159,240.27	184,950.00	-25,709.73	114,798.00
Outflows				
Insurance	0	500	-500	0
Taxes	131	100	31	0
Telephone	0	0	0	69
Staff	56,249.00	65,000.00	-8,751.00	33,513.00
Award program	0	400	-400	0
Conference:				
hotel	-927.39	39,570.00	-40,497.39	1000
materials	667.5	3,300.00	-2,632.50	
other	0	0	0	
speakers	1,341.40	10,000.00	-8,658.60	
staff	0	2,000.00	-2,000.00	
Total Conference	1,081.51	54,870.00	-53,788.49	1,000.00
Conference or web service fees	0	200	-200	963
Event registration system	129.34	500	-370.66	1403
Instructor fees	23,425.43	27,200.00	-3,774.57	32,577.00
Interest Paid	0	0	0	
Legal & professional fees	850	2,500.00	-1,650.00	970
Management retreat	345.87	800	-454.13	0
Marketing	15,886.18	0	15,886.18	9935
Miscellaneous	0.00	1,000.00	-1,000.00	137.00
Newsletter publication	1178.5	4,500.00	-4,362.50	4376
Printing	892.62	1,000.00	-107.38	171
Professional development	772.34	2,500.00	-1,727.66	790
Research projects	0	0	0	2765
Supplies	136.29	500	-363.71	93
TA's	0	1,000.00	-1,000.00	0
Travel	206.25	2,500.00	-2,293.75	160
Web development	5,700.00	8,000.00	-2,300.00	14,049.00
Web hosting and domain name	-40.3	200	-240.3	58
			-	
Total Outflows	108,025.54	228,140.00	121,155.46	104,029.00
Net Inflows/Outflows	51,214.73	-43,190.00	95,445.73	10,769.00

Performance Metrics

The following chart summarizes the performance measures and targets that guide the ISSP management team and our results for fiscal year 2010/11.

Measure	Target	Results
Budget variance report -	Meet or exceed budget expectations and achieve financial stability	We ended the year with a budget surplus of over \$50,000 in spite of the fact that our conference lost nearly \$15,000.
Revenue growth –	Income sufficient to support staff and expenses	We supported a staff of five paid people or an equivalent of 1.6 FTE but at a rate below market wages.
Membership growth –	750 by Aug 2011	We fell short of this goal and hit only 550 by the time of the conference. Our growth continues, however, and we have set a target of 1,000 members by the spring of 2013.
Contribution to sustainable businesses as a portion of total contracts let –	Contribute to the development and growth of sustainable businesses.	Every contractor ISSP worked with throughout the year was itself pursuing sustainability and/or specialized in providing sustainable service options. Included in our list of contracts: Trilibrium – ISSP’s accounting firm Brook Designs – produced the signage for our conference out of sustainable materials Vauthier Ferguson LLC – designed our conference materials and helped us update the look of our web site
Staff and contractor satisfaction -	Goal = Average rating of 4 or better on 1-5 scale	TBD
Document management –	Establish agreements for document control and adhere to them.	Established a drop box account to enable file sharing.
Member customer satisfaction surveys; workshop feedback	Goal = Average rating of 4 or better on 1-5 scale	92 members responded to our annual survey. Overall satisfaction rating was 3 on a scale of 5.
Carbon calc for staff activities - GHG neutral		TBD

2011/12 Goals UPDATE

Financial Goal	Research Goals
Meet budget	✓ Assessment tool directory
Membership Goal	✗ Life cycle assessment directory
✗ Increase membership to 750	✓ Reporting tool directory
Member Networking Goals	— Sustainability Lexicon, consensus on concepts and principles
✗ Member meetings – Hold at least six virtual “web chats” this year.	— Rio +20 (2012) Explore what role ISSP should play
✗ Regional leads – Facilitate the creation of five regional “chapters”	✓ Benchmark our educational offerings to compare price, instructors, offerings.
✗ Functional or special interest groups (spawn research, etc) – 2 this year	✓ Knowledge assessment
Workshops / Webinar Goals	Conference Goal
✓ Establish calendar of training offerings	✗ 250 people Fall 2011
✗ Offer GRI certification and offer LCA coursework for certification	Member Involvement Goal
Fill every workshop (fill=22/class)	✓ Award program
\$75,000 gross income	Web Site Improvement Goals
✓ Star studded line up of good instructors	✓ Get registration system working before end of summer
✗ Explore becoming an accrediting body for ISO 26000	✓ Improve member management functions
Sponsorship and Donation Goal	Award Program Goal
✗ Secure at least \$2,500 in sponsorship (linked to conference)	✓ Contribution to the field or profession – people who have sped the adoption in their work
Publications (journal, books, compendia, etc) Goals	Marketing Strategy Goals
Monthly article and newsletter - 12	✓ Develop a comprehensive approach
✗ Compendium on Climate Change	✓ Develop a system for managing information and datasets, etc.
✗ Build relationship with Solutions	✓ Book affiliate program
✗ Explore idea of Book series	✓ Add marketing experience to the management team
✗ Profiles compendium	

✓ indicates goal already met

✗ indicates goal unmet

— indicates in progress

Appendix: ISSP Leadership

Management Team	Board of Directors
<p>Dorothy Atwood, Resources •</p> <p>Ray Berardinelli, Marketing</p> <p>Ira Feldman, Partnerships</p> <p>Darcy Hitchcock, Publications •</p> <p>Christy Nordstrom, Professional Development</p> <p>Marsha Willard, Executive Director •</p> <p>(Staff with a • are co-founders and officers of our non-profit)</p> <p>Contact us:</p> <p style="text-align: center;">International Society of Sustainability Professionals 2515 NE 17th Avenue Ste 300 Portland, OR 97213 503 284-9132</p>	<p>2010-2011</p> <p>Jill Bamburg, Bainbridge Graduate Institute, USA</p> <p>Christophe Bongars, SustainAsia, China</p> <p>Unmesh Brahme, SustainabilityCXO Partners Worldwide, India</p> <p>Julian Crawford, EcoSTEPS, Australia</p> <p>Ira Feldman, greentrack, USA</p> <p>Cate Gable, USA</p> <p>Rich Goode, Alcatel-Lucent, USA</p> <p>Stephen D. Lane, Partner, Capri Capital, USA</p> <p>K.J. McCorry, eco-efficiency, LLC, USA</p> <p>Bud McGrath, USA</p> <p>James Miles, Perform Sustain USA</p> <p>Bob Pojasek, Capaccio Environmental Engineering, Inc, USA</p> <p>Hector Rodriguez, Biogen IDEC, USA</p> <p>Laurel Sukup, State of Wisconsin Department of natural</p> <p>Fabio Vancini, Fichtner Group, GmbH, Germany</p> <p>Rick Woodward, USA</p> <p>Changes for 2011-2012</p> <p>Retiring members:</p> <p style="padding-left: 20px;">Cate Gable, Bud McGrath, Hector Rodriguez</p> <p>Incoming members:</p> <p style="padding-left: 20px;">Cliff Bast, Bast SustainGroup LLC, USA</p> <p style="padding-left: 20px;">Tom Gloria, Industrial Ecology Consultants, USA</p> <p style="padding-left: 20px;">Steve Levitsky, Sustainable Resources Group, Inc., USA</p> <p style="padding-left: 20px;">Sue Sakaki, Sustainable Earth Initiative , USA</p> <p style="padding-left: 20px;">Kathleen Shaver, Mattel, USA</p>