

2012-2013 ISSSP ANNUAL REPORT



*Making **SUSTAINABILITY** standard
practice around the world.*

LETTER FROM THE EXECUTIVE DIRECTOR

This report documents the changes and achievements of our last fiscal year, which ran from September 1, 2012 through August 31, 2013. After a quick summary of Highlights, we break down our accomplishments and plans by major programs:



- *Membership*
- *Research and resources*
- *Professional development*
- *Policy and partners*

I'm excited for where the organization is going and its potential for growth and impact. It's been a privilege to have been here from the beginning and to have worked with so many stellar professionals to get this organization launched.

WHAT'S NEXT FOR ISSP

This will be my last report for ISSP. The organization is entering a new chapter in its development as am I. As I write this, the search committee from the ISSP board of directors is conducting an international search for a new Executive Director to take the organization into its next phase of evolution. I'm excited for where the organization is going and its potential for growth and impact. It's been a privilege to have been here from the beginning and to have worked with so many stellar professionals to get this organization launched. The next couple of years should prove dramatic for the organization. We are expanding membership through the creation of local chapters. We also plan to increase our on-the-ground presence with face-to-face training workshops. And we continue our effort toward professional certification. It's a great time to be a professional in this field and ISSP hopes to be the primary source of development for all those working in it. I plan to maintain MY membership in ISSP and hope you do too!

A handwritten signature in black ink that reads "Marsha Willard". The signature is fluid and cursive.

MARSHA WILLARD
EXECUTIVE DIRECTOR

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ISSP MISSION AND VISION

Our **VISION** is:

MAKING SUSTAINABILITY STANDARD PRACTICE AROUND THE WORLD.

Our **MISSION** is:

EMPOWERING PROFESSIONALS TO ADVANCE SUSTAINABILITY IN ORGANIZATIONS AND COMMUNITIES THROUGHOUT THE WORLD.

We are...

GLOBAL - internationally recognized leaders of the profession

CREDIBLE - building recognition and standard of practice for the profession

EDUCATIONAL - providing training for professional development at all levels, and

CONNECTED - linking professionals sharing best practice and innovation

HIGHLIGHTS

KEY ACCOMPLISHMENTS ON 2012-2013 GOALS

- Four more dignitaries inaugurated into the Sustainability Hall of Fame.



HUNTER LOVINS



JOHN ELKINGTON



ALAN ATKISSON



HAZEL HENDERSON

- Three research projects completed adding to the definition of professional competencies for sustainability practitioners.
- International membership outreach doubles the number of non-North American members.
- Record attendance at our May conference in Chicago.
- Local chapter efforts ignite interest in almost a dozen communities around the world.
- Launched professional certification effort.
- Formed a 5-member Leadership Team within the Board of Directors.

ANTICIPATED GOALS FOR 2013-2014

HOLD OUR MEMBER CONFERENCE IN DENVER, NOVEMBER 12-14, 2014

PUBLISH THE BODY OF KNOWLEDGE FOR THE FIELD

DEVELOP A PROFESSIONAL CERTIFICATION SCHEME

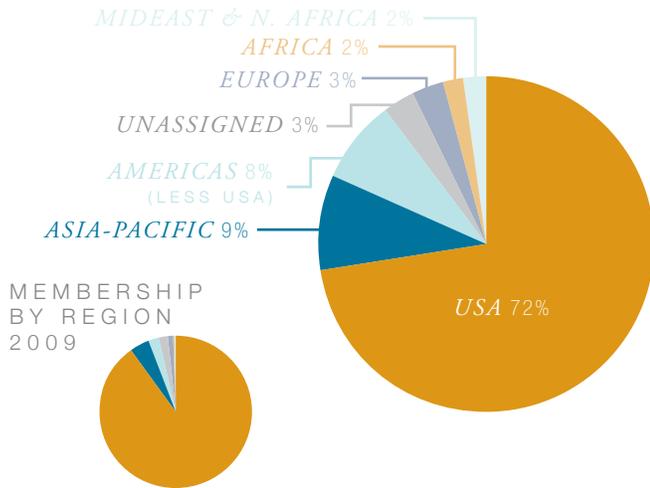
EXPAND THE LOCAL CHAPTER EFFORT

INCREASE MEMBERSHIP BY 30%

MEMBERSHIP - DEMOGRAPHICS

Membership in ISSP topped 700 this year. More noteworthy was the growth in areas other than North America. As we wrap up our fifth year of operation, we are pleased with both our growth and reach going way beyond the handful of members we started with in the Pacific Northwest of the US. Here is a break down of membership.

MEMBERSHIP DEMOGRAPHICS



ISSP membership is **MORE GLOBAL** than ever.

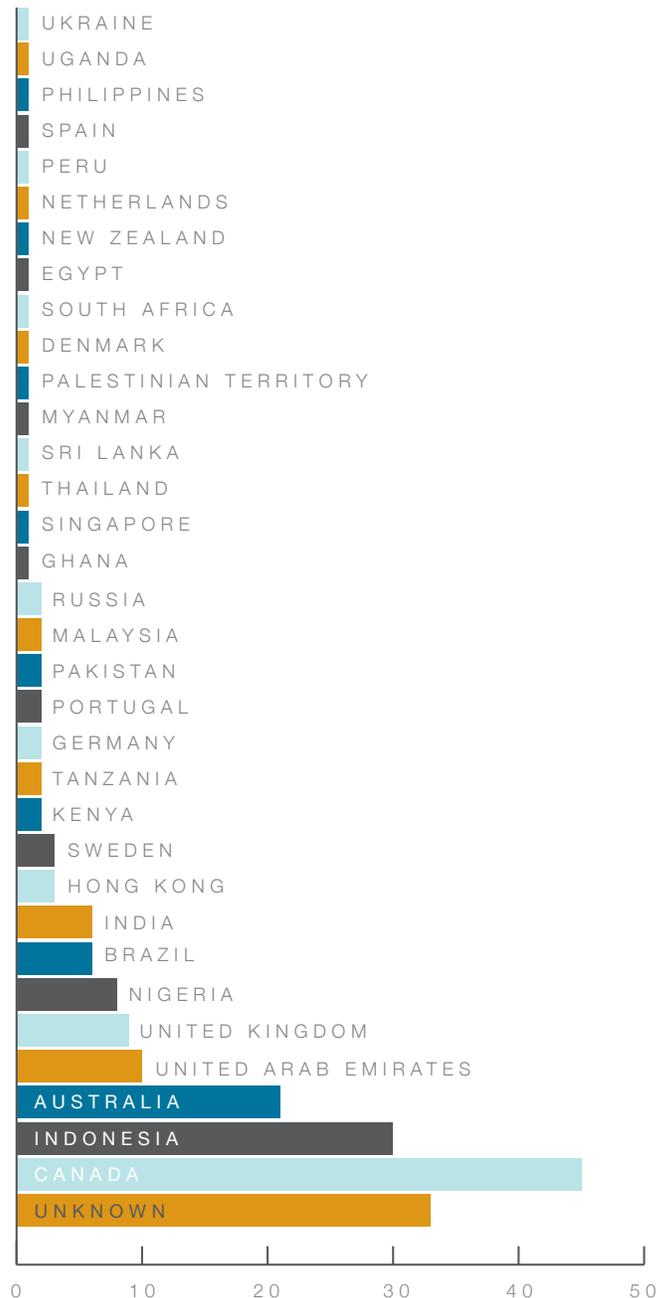
LOCAL CHAPTERS

In 2012 ISSP began exploring the possibility of creating local chapters around the world to meet members' desires to meet face-to-face. More than 80 members joined a focus group to determine how we might achieve that, what we should expect of local efforts and how ISSP might best serve members in their communities. By February 2013 the first official chapters were formed in Jakarta, Indonesia, Toronto, Canada and Portland, Oregon. There are also meetings happening in the Great Lakes Region of the US. Close behind these efforts are groups organizing in Chicago with interest percolating in Seattle, Vancouver, Texas, Northern and Southern California, the US Eastern Seaboard, Hong Kong and Australia.



ISSP MEMBERSHIP BY COUNTRY

Excluding USA (USA = 513 MEMBERS)



MEMBERSHIP - MEMBER SURVEY DATA

MEMBER SURVEY DATA

Each year ISSP surveys its members to keep a finger on the needs and level of satisfaction. Here are highlights of that research.

WHAT WERE THE REASONS YOU JOINED ISSP?

(Check all that apply)

ANSWER		NUMBER OF RESPONSES
Support the mission to speed the adoption of sustainability	71.4%	45
Network with other professionals	90.4%	57
Access to professional resources and materials	79.3%	50
Further my education and learning	76.1%	48
Stay current on relevant events and issues	66.6%	42
Help define and shape the profession	44.4%	28
Other	9.5%	6
		TOTAL 63

“I feel ISSP is well positioned to lead in the area of advancing the profession of sustainability and in the integration / adoption by industry. A clear focus on these elements can differentiate ISSP from other ‘sustainability groups and entities’ through partnership and leadership.”

WHAT TYPES OF MEMBER ACTIVITIES WOULD YOU LIKE TO BE INVOLVED IN?

(Check all that interest you)

ANSWER		NUMBER OF RESPONSES
Topic discussion groups (meet by phone for deep conversations)	43.8%	25
Reading group	19.2%	11
Projects or research groups that produce a report or product	52.6%	30
Special interest groups (long term groups that share an interest or industry)	57.8%	33
Newsletter submissions	26.3%	15
Fund raising committee	3.5%	2
Conference planning committee	17.5%	10
Membership recruitment committee	7.0%	4
Local chapter formation	47.3%	27
Hosting a local ISSP event (workshop, meeting, mini-conference)	36.8%	21
Other	3.5%	2
		TOTAL 57

MEMBERSHIP - MEMBER SURVEY DATA

Although members are generally satisfied, ISSP clearly has the opportunity to increase its value proposition to them.

HOW WELL HAS ISSP MET YOUR NEEDS & EXPECTATIONS?

Use the comment box to share ideas about what we might be doing differently.



*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses

Member input gives us direction of where and how to continue to add value.

MEMBER IDEAS FOR INCREASING THE VALUE PROPOSITION

"I love the conferences, but in between the in-person events I have not found a lot at ISSP to keep my attention. The courses are great (I've heard lots of nice things), but are not aligned with my needs for further training and education. I would really love to see more frequent in-person events."

"I think there may be tremendous potential value in the local chapter concept because the value of face to face networking and discussion is well beyond what can be achieved through webinars and online gatherings."

"At the conference in Portland a few years ago, it felt like a homecoming. Maybe providing local networking/educational opportunities, in conjunction with other events might be helpful to maintaining the connections on top of the annual conference."

RESEARCH & RESOURCES

2012-13 E-JOURNAL ARTICLES

- (SEPTEMBER) *Sustainability Nears A Tipping Point* by MIT Sloan Management Review and Boston Consulting Group
- (OCTOBER) *Sustainability Consulting: Riding the Wave of Opportunity* by Linda Lovett
- (NOVEMBER) *Competencies for Sustainability Consultants* by Linda Lovett
- (DECEMBER) *Top Sustainability Tools: Standards and Certifications* by Linda Lovett
- (JANUARY) *Top Sustainability Tools - Part 2: Getting ROI from Professional Associations* by Linda Lovett
- (FEBRUARY) *Sustainability Dynamics Drive Professional Growth - A Survey* By Sustainable Plant and ISSP
- (MARCH) *The Triumph of Fantasy Over Science* by Rob Dietz
- (APRIL) *SASB: Establishing Standards for Formal Sustainability Accounting*
- (AUGUST) *Take Ten Outside: Bridging the Gap Between the Office and Nature* by Lisa Berntsen, Ph.D.
- (SEPTEMBER) *The Value of Communicating Sustainability: At the Intersection of Reality and Perception* by James Cerruti

GLOBAL SURVEY OF SUSTAINABILITY CONSULTANTS



Four part series on market opportunities, competencies, tools and associations of interest to sustainability consultants based on a 2012 global survey done in partnership with New York City-based consulting firm Green Research.

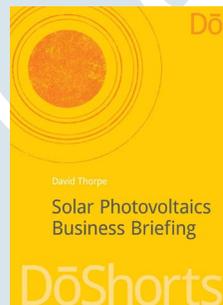
To read any of these past issues, go to <http://sustainabilityprofessionals.org/issp-insight-ejournal>.

RESOURCE LIBRARY

At the heart of ISSP is the growing databank of professional materials. Originally designed to save professionals time and expose them to tested resources, the member resource section of the ISSP web site contains hundreds of postings from members all over the world. Included are sample policies, training materials, white papers and other tools. Members generously offer these materials so that any member may freely download and use them. We only ask that you cite your source to give credit back to the authoring member so that we foster a collaborative and mutually supportive environment. As the membership grows, so too does this resource. We look forward to nurturing its evolution over the coming years.

DISCOUNTS

ISSP member get special privileges and prices for ISSP events of course, but we also continue to work deals on members' behalf to secure special prices on publications, conferences and training. Below is just a sampling of the deals we have brokered.



PROFESSIONAL DEVELOPMENT

COURSES IN 2011-12

We offered a total of 13 courses, serving 249 participants and presented by the best faculty from around the world!

Each four-week course includes four weekly web-based synchronous webinars plus an asynchronous virtual learning environment and faculty feedback on assignments. *(Except for Sus 101: Self-study)*

- *Sustainability 101 with Darcy Hitchcock* (18)
- *Sustainability Planning @ ISSP Conference with Marsha Willard, September 2011* (37)
- *Sustaining Sustainability - Organizational Assessments and Systems with Dorothy Atwood* (16)
- *Zero Waste Strategies with Wayne Rifer, October 2011* (15)
- *Leadership Skills with Bob Willard, November 2011* (30)
- *Sustainability Planning with Marsha Willard, January 2012* (42)
- *Business Partners for Resilient Communities with Susan Croft, February 2012* (28)
- *Measuring Impact: Enterprise GHG Inventory and Product Carbon Footprint Assessment with Tom Gloria, March 2012* (29)
- *Practical Tools and Methods with Alan Atkisson, April 2012* (30)
- *Life Cycle Assessment with Tom Gloria, May 2012* (25)
- *Sustainability Planning with Marsha Willard, June 2012* (25)

WEBINARS IN 2011-12

We also offered free to members a total of 12 webinars:

- *Sustainability Lexicon Project, September 2011*
- *Social Media for Sustainability Professionals, October 2011*
- *Author Event, Sustainable Marketing, November 2011*
- *A Day in the Life of A Sustainability Professional at Joint Base Lewis-McChord, December 2011*
- *Implementing Living Wages in Global Supply Chains with Social Accountability International, January 2012*
- *Hunter Lovins | Climate Capitalism: Capitalism in the Age of Climate Change, February 2012*
- *Innovators in Sustainability, Electric Utilities, February 2012*
- *Creating a Sustainable Organization | Approaches For Enhancing Corporate Value Through Sustainability, March 2012*
- *Eco-Products | A Living Case Study, April 2012*
- *Creating a Sustainable Organization, Approaches For Enhancing Corporate Value Through Sustainability, March 2012* (n/a)
- *The Importance of Rio+20, June 2012* (n/a)
- *Make Your Transition to a Greener, More Sustainable Career Successful, June 2012* (50)
- *Insight from ecological economics and what thermodynamic limits tell us about the economy, August 2012* (96)

COURSES IN 2012-13

We offered a total of 12 courses, serving 168 unique participants (341 total registrations) and presented by the best faculty from around the world!

Each four-week course includes four weekly web-based synchronous webinars plus an asynchronous virtual learning environment and faculty feedback on assignments. *(Except for Sus 101: Self-study)*

- *Sustainability 101 with Darcy Hitchcock* (50)
- *Biomimicry – Pathway to innovation with Mary Hansel, 2X* (22)
- *Focus and Design Your Career in Sustainability, with Carol McClelland* (7)
- *Sustaining Sustainability - Organizational Assessments and Systems with Dorothy Atwood 2X* (48)
- *Sustainable Event Training with Meegan Jones* (9)
- *Leadership Skills for Change Agents with Bob Willard 2X* (29)
- *Ecosystem Valuations with Jim Pittman* (27)
- *Stakeholder Engagement with Susanne Croft* (28)
- *SPaRK – Sustainability Planning with Marsha Willard* (20)
- *Practical Tools and Methods for Change Agents with Alan AtKisson* (21)
- *Life-Cycle Assessment with Tom Gloria* (22)
- *Consultants Cohort with Jennifer Woofier* (22)

NUMBERS IN PARENTHESES REPRESENT NUMBER OF REGISTRANTS.

PROFESSIONAL DEVELOPMENT

WEBINARS IN 2012-13

We also offered free to members a total of 10 webinars, serving 337 unique attendees (548 total registrations).

- *Frances Moore Lappé - EcoMind, Changing the Way We Think, to Create the World We Want*, September 2012 (59)
- *Employee Engagement - The Key for Successful Sustainability Implementation*, October 2012 (79)
- *Green Up the Game | Sustainability In Sports*, November 2012 (24)
- *Changing Business from the Inside Out with Timothy Mohin*, December 2012 (50)
- *The Inside Story of California's Cap & Trade system*, January 2013 (42)
- *Modern-day Slavery in Supply Chains – Focus on Human Trafficking*, February 2012 (56)
- *Integrated Reporting: The Next Frontier of Sustainability Transparency*, March 2013 (62)
- *Storytelling for Sustainability*, April 2013 (102)
- *ISSP 2013 Conference Highlights*, May 2013 (37)
- *ResourceFULL Use, Industrial Collaboration*, June 2013 (37)

NUMBERS IN PARENTHESES REPRESENT NUMBER OF REGISTRANTS.

ISSP SUSTAINABILITY PROFESSIONAL CERTIFICATE

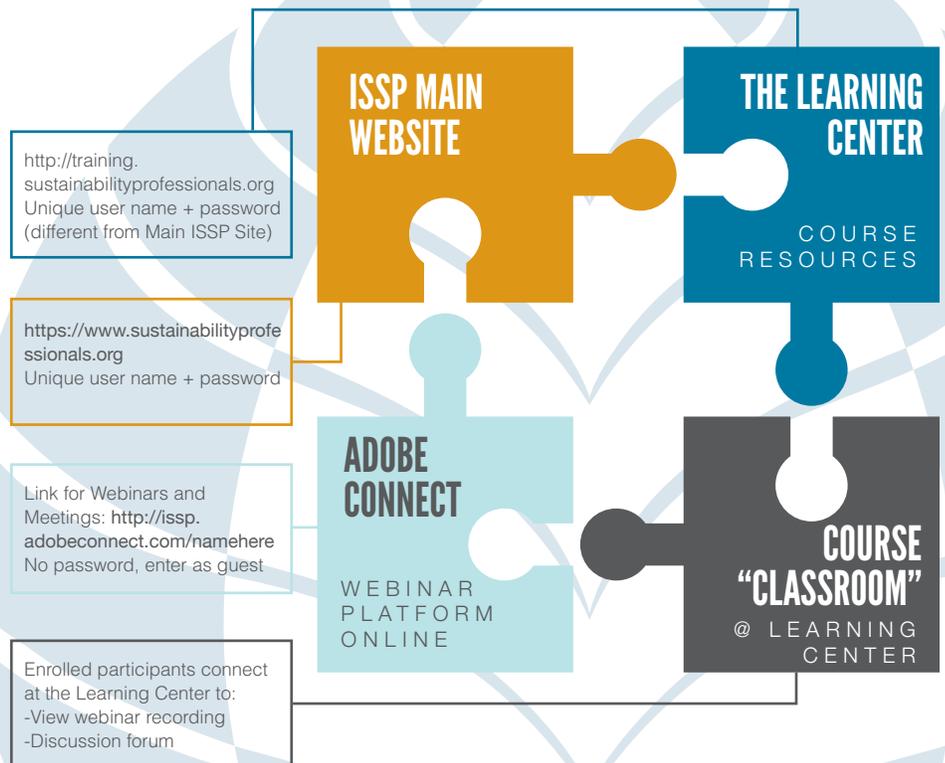
All graduates earning the Sustainability Professionals Certificate since 2011 have received this badge of completion that they can attach to their communications.



Granted for completion of International Society of Sustainability Professionals Certificate Program

The following people completed the program in the last year:

- | | | |
|-------------------|----------------------------|--------------------|
| • Amit Shukla | • Karen Loida | • Scott Bennett |
| • Andy Chambers | • Lucinda Brown | • Stacey Stovall |
| • Eileen Tierney | • Manual Ceja | • Brian Chen |
| • Faye Sinnott | • Mike O'Malley | • Chris Lyon |
| • Garrett Dolan | • Nicole Baber | • George Kralovec |
| • Jane Rutherford | • Nikolaus Marbach | • Julie Diegel |
| • Jason Young | • Oscar Rodriguez-Gonzalez | • Julie Montgomery |
| • Joanne Gorski | • Sally Mills | • Nathan Stinnette |
| • Joanne Perdue | | |



PROFESSIONAL DEVELOPMENT

WHAT PARTICIPANTS SAY ABOUT OUR CLASSES

“That ISIS course was superb and I know I will use so much of the material I learned in my future work.”

“I will miss the contact of class & colleagues and all the team at ISSP. I’m sure to drop by as often as possible and participate in webinars.”

“SPaRK – Sustainability Planning “With the resources provided by your book, the web resources cited, SPaRK, the webinars and TED talks, workshop sessions, and the collaboration opportunities, the benefits I gained from this workshop exceeded my expectations. Your facilitation of the four on-line sessions was masterful. Brings to mind the “herding cats” cliché. “

“Bob Willard’s books have been very helpful and inspiring for me on my sustainability journey, and I am happy to report that he is even more informative and inspiring in this workshop.

“[What I valued most was] 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.”

CONFERENCE MAY 8-11 IN CHICAGO

ISSP’s second conference took place in Chicago this last spring. Over 200 professionals joined us from every inhabited continent on the planet with our most distant members joining us from Jakarta.

Here’s what attendees had to say...



I want to congratulate you all on a GREAT Conference! This includes everything from the venue, the agenda, the material and most of all the participants and dialogue. It was a truly wonderful gathering of a diverse group of sustainability professionals, bringing a robust and energizing set of talents, insights and perspectives. I really mean it when I say that I think that it was indeed the most rich, meaningful and useful few days at a conference in recent memory — I am thrilled to be associated with ISSP.

— MARILYN JOHNSON
CORPORATE SUSTAINABILITY DIRECTOR, IHS

IF YOU HAVE ATTENDED AN ISSP CONFERENCE, HOW WOULD YOU RATE YOUR EXPERIENCE?

1 = Not worth my time, 3 = Good conference, 5 = One of the best I’ve attended



*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses

POLICIES AND PARTNERSHIPS

PROFESSIONAL CERTIFICATION

This year ISSP embarked on an ambitious effort to lay the ground work for a professional certification in the field.

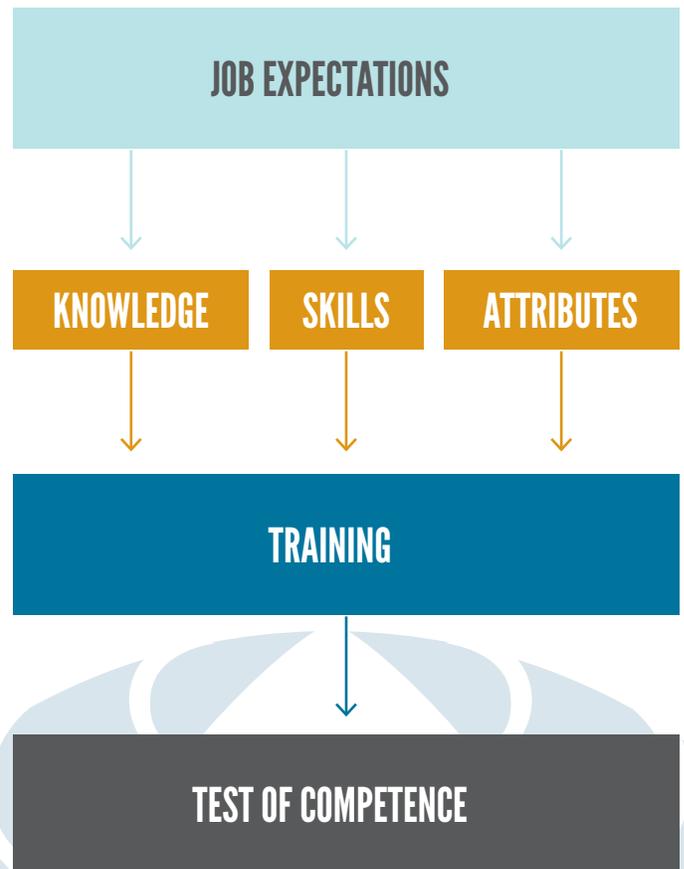
Though the field is still in rapid growth and development, it is no longer served by the trial and error approach that characterized the earlier years. We've learned enough and the need for wide spread adoption of sustainability is great enough, that the time has come to begin to codify the profession. We've already seen this happen in corners of the field. There are now globally accepted standards and certifications for sustainability reporting, life cycle assessments, building design and green house gas accounting. In keeping with this trend, as well as to meet the demand from the growing number of people seeking to become sustainability professionals, we need to define the profession and standardize the competencies that form its practice.

Codifying a profession is no easy task. The process begins with the end in mind and works backward to define the particular competencies required to successfully perform in this field. This process not only provides a means for eventually certifying professionals working in the field; it also provides the basis for designing training and educational curricula to prepare the people entering it.

There are three phases in this proposed process:

1. **DEFINING THE END STATE** – *describing the precise expectations of the actual work.*
2. **SPECIFYING THE KSA'S** (*knowledge, skills and attributes*)– *detailing the knowledge, skills, and abilities necessary to successfully perform the job expectations. These KSA's constitute the "body of knowledge" for the profession.*
3. **DESIGNING THE TEST** - *determining the nature and level of evidence that would sufficiently demonstrate competence in those KSA's.*

ISSP has completed steps 1 & 2 and has produced the first draft of the definitive body of knowledge for our profession. Next we will design a Test of Competence instrument to test for the specified KSA's.



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“As the newly elected President of the ISSP Board of Directors, it is a pleasure to work with such a talented and engaged group of professionals from around the world. There is a sense of anticipation and excitement as we begin to move ISSP to the next level.”

—DOROTHY ATWOOD

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