Making SUSTAINABILITY standard practice around the world.
What a year it’s been! This year has shown how ISSP’s success is the result of the wonderfully dedicated members who make up the organization.

ISSP Conference 2014: The Conference Committee, chaired by KJ McCorry and Graham Russell, went all out, creating a program that brought more than 200 sustainability professionals to Denver, Colorado in November. From the pre-conference tours of sustainability activity in and around Denver led by Christopher Juniper and Kara Peck and the Birds of a Feather dinners organized by Lucinda Brown to the information-packed conference sessions, the conference was a wonderful opportunity to network, learn and share best practices. And a special thanks to Jaci Tylicki and Christy Nordstrom for their help with on-site logistics at the conference.

ISSP Sustainability Professional Certification: While at ISSP Conference 2014, the ISSP Board of Directors voted to take the next step toward creating a sustainability professional certification. Led by Marsha Willard, the Certification Technical Committee crafted over 300 exam questions while the Scheme Committee, led by Nicole Bradford, defined the eligibility criteria and developed the Candidate Handbook and related application material.

ISSP Local Chapters: It was a busy year for ISSP chapters around the world! The Portland and Denver Chapters hosted several meetings of sustainability experts to develop questions for the ISSP Sustainability Professional Certification. Mary Singer led the AR-MS-TN Chapter in its inaugural event - a day-long summit in Memphis on sustainable business practices. The NYC Regional Chapter, under the leadership of Mark Wolf and Trish Bauman, and the Greater Washington DC Chapter, led by Holli Redekop, Jenn Truong, Mark Frieden, and Agustin Cruz, were busy planning a series of events for the fall of 2015. And last but not least, under the leadership of Maria Dian Nurani, the Indonesia Chapter put on a 5-day training session in Jakarta that covered five of the core courses in the ISSP Educational Certificate Program.

I also want to recognize the hard work of ISSP staff and members, Elias Kauders, Ray Berardinnelli, and Stephen Dworkin, on their tremendous behind-the-scenes effort in June creating the wonderful new look-and-feel for both the Website and the ISSP Newsletter for which we have received very positive feedback.

It’s amazing to see how much a small group of determined sustainability professionals can accomplish. With the growth of ISSP’s membership to nearly 1,000 by the end of FY2014-2015, I am delighted that there are even more sustainability professionals committed to our efforts.

I am looking forward to working with all of you and accomplishing even more in the coming year, as together, we make sustainability standard practice around the world!

MAUREEN HART
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 GLOBE.

We achieve this through:

**MEMBERSHIP**
Linking professionals sharing best practices and innovation, locally and around the world

**PROFESSIONAL DEVELOPMENT**
Providing training courses, webinars and professional certification for sustainability professionals

**RESOURCES & RESEARCH**
Providing tools and resources for advancing sustainability

**PARTNERSHIPS & POLICIES**
Working with other sustainability-related organizations to extend our reach

HIGHLIGHTS

**KEY ACCOMPLISHMENTS FOR 2014-2015**

- Conducted a Successful ISSP Conference 2014
- Expanded International Board Representation
- Beta Tested ISSP Sustainability Professional Certification Program
- Increased Membership to Almost 1000 Members
- Hosted Five-Day Training Session in Jakarta
- Launched Local Chapters in Greater New York City, Greater Washington DC, and the AR-MS-TN Region
- Welcomed Four New Members to the ISSP Sustainability Hall of Fame
- Presented 19 New Webinars, Bringing the Total Number of Webinars in the Online ISSP Professional Development Center to more than 50

**GOALS FOR 2015-2016**

- Launch ISSP Sustainability Professional Certification Program
- Grow Membership Base Beyond 1000 Members
- Expand Strategic Alliances and Partnerships With Other Sustainability Organizations
- Launch Educational Partnership Program Aligned with Professional Certification
ISSP’s growing member base continued to expand its global footprint in 2014-2015. Sustainability professionals from Canada, Australia, Sri Lanka, Nigeria and France traveled to Denver, Colorado to join their colleagues from the United States at ISSP Conference 2014. Past president Julian Crawford of Sydney, Australia, initiated efforts to establish ISSP member chapters in Australia and New Zealand.

ISSP’s Indonesia chapter hosted a hugely successful week-long sustainability training session in Jakarta. While the majority of ISSP members currently are located in North America, sustainability professionals from all regions of the world joined in growing numbers. With this steady, continued growth, ISSP’s overall membership base pushed toward the 1,000 mark in 2014-2015.

**Members by Country** (USA = 686 Members)

ISSP members can be found on all inhabited continents of the world. Currently the majority of the members are in North America, but our membership is growing around the globe.

**ISSP Membership by World Region, 2015**

- **USA**: 73%
- **Americas** (Less USA): 10%
- **Asia Pacific**: 6%
- **Sub-Saharan Africa**: 4%
- **Mideast & N. Africa**: 1%
- **Europe**: 4%
- **Other**: 4%

Membership | 5
---|---
ISSP Annual Report 2014-15
MEMBERSHIP

LOCAL CHAPTERS

Chapters are a way to connect locally with fellow sustainability practitioners. ISSP currently has 12 chapters launched or in development around the world. For contact information, see the local chapter page on our website:

sustainabilityprofessionals.org/local-chapters

HIGHLIGHT: INDONESIA CHAPTER

In August 2015, Unilever Indonesia and the BNI Bank of Indonesia sponsored a week-long face-to-face Sustainability Training Session in Jakarta organized by the ISSP Indonesia Chapter. Instructors included members of the ISSP Leadership Team from Australia and the United States. Maria Dian Nurani, ISSP Indonesia’s Secretariat General, did a superb job of attracting excellent participants, securing sponsorships, and coordinating the training logistics. The five days of training were capped by a sixth day of fascinating site visits, including to a collaborative community urban farm in the heart of Jakarta and a collaborative waste bank where discarded packaging is transformed into handbags, toiletry kits, and shopping bags.
The 2014-2015 fiscal year was a very exciting one for ISSP in terms of certification. At the Nov 2014 meeting, in conjunction with ISSP Conference 2014, the ISSP Board of Directors unanimously agreed to move forward on creating a certification process for sustainability professionals in order to:

- Bring cohesion and definition to the emerging field and profession of sustainability
- Provide sustainability practitioners evidence of competency, furthering their credibility, influence, and career advancement opportunities
- Provide organizations hiring employees and consultants assurance of a standard level of competency
- Provide clear guidance and direction to educators and trainers

That set the wheels rolling on a very busy and productive year with the goal to have a beta certification launch in summer 2015.

The Technical Committee, made up of more than 20 ISSP members and chaired by Pinchot faculty member and ISSP Secretary Marsha Willard, gathered potential test questions from many different sources worldwide. The result was hundreds of questions across the six competency areas identified in the Job Task Analysis. The next step was the review process to validate the questions, where another group of dedicated ISSP members stepped in to volunteer their time for individual review as well as several online meetings where 10-15 people reviewed scenario questions to test their validity (everyone agreed that these meetings were lots of fun!)

The Scheme Committee, made up of another group of ISSP members chaired by Nicole Bradford, created the eligibility criteria. The result was two levels of certification described below.

Finally, on July 15, 2015, the registration was opened for the Beta ISSP-SA. The response was tremendous! Within 10 days we reached our target of 150 candidates and decided to expand the beta to 165 seats. In August we opened registration for the Beta ISSP-CSP with a goal of 75 candidates and again, due to the response, expanded number of seats to 80. This brings us to the end of the 2014-2015 Fiscal Year, so the results will be reported in the next Annual Report.

ISSP Sustainability Associate (ISSP-SA)

For individuals who are new to the field of sustainability but have sufficient education and training to pass a test on basic knowledge and understanding of key sustainability concepts. The ISSP-SA exam covers the Core Sustainability Concepts described in Area 1 of the Job Task Analysis.

ISSP Certified Sustainability Professional (ISSP-CSP)

For experienced sustainability practitioners who demonstrate a combination of 5 or more years of sustainability-related work experience and formal education. The ISSP-CSP exam covers the material in Competency Areas 2-6 described in the Job Task Analysis.

Maintaining the Certification at either level will require ongoing professional development activities.
Development of the ISSP Sustainability Professional Certification program attracted interest from people around the world. Beta test participants represented diverse industries and experience levels.

"After 38 years, I pivoted into addressing environmental issues as my third career. Professional memberships have always been a key to my success. After obtaining a graduate degree in Sustainability Management, I sought out an ongoing relationship with the best leaders available globally. The ISSP provides that and more. I am excited about the emerging certification program that will create the standard for experienced and emerging practitioners."

—MARK D. WOLF, PRESIDENT, LMW GROUP INC.

Mark D. Wolf is the Founder and Co-Chair of the ISSP Greater NYC Chapter and the President of LMW Group Inc. His company advises successful small business owners and entrepreneurs to break revenue plateaus and accelerate their company growth. He obtained an MS in Sustainability Management from Columbia University in 2014.
Professional development is at the heart of ISSP’s mission. In fulfillment of that mission, the Education Committee helps identify timely and relevant webinar presenters and elective course offerings as part of the suite of Online courses. The Committee also works toward furthering the definition of the role of sustainability practitioner and establishing standards of performance and ethics for the field.

### COURSES AND WEBINARS

ISSP continued to offer an exciting range of online, web-based, educational opportunities for members and non-members. ISSP’s instructors are experts and practitioners in the field of sustainability. Paired with an interactive online learning platform, the ISSP Learning Center, ISSP’s four-week-long virtual courses offered access to current research and other professionals working in the field. In the 2014-2015 fiscal year, a total of 333 participants attended ISSP classes and 1,500 people registered for ISSP webinars.

<table>
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<tr>
<th>COURSES</th>
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<tr>
<td>SPaRK Sustainability Plan and Reporting Kit</td>
<td>Marsha Willard</td>
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<td>Sustaining Sustainability</td>
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<td>Tom Gloria</td>
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<tr>
<td>Storytelling for Sustainability</td>
<td>Jeff Leinaweaver</td>
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Case Studies, Methodologies and Tools, Policy, Research and Roundtable Discussions about various aspects of sustainability in organizations, industries and communities were explored as part of ISSP’s Webinar series. Here’s a representative sample of recent ISSP Webinars in 2014–2015:

- B Corporations: How You Can Use Business As A Force For Good
- Sustainable Aquaponics: The Future of Food
- Life Cycle Assessment – A Key Sustainability Tool
- Facilitation Skills for Sustainability Practitioners
- The Path To Zero Waste: Reduce Impacts and Save Money
- The Sustainability Consortium – Using Science and Multi-Stakeholder Engagement to Improve Consumer Products
- IT Energy Savings for Non-Techies: Identifying and Cashing In On Opportunities
- The Circular Economy – Heading In the Right Direction
- What’s Your Green Story?
- Driving Sustainability Behavior Change in Large Organizations
- The Engagement Toolkit: What’s In Your Quiver?
ISSP EDUCATIONAL CERTIFICATE PROGRAM

ISSP’s Educational Certificate Program blends sustainability concepts and practices with organizational change theory to provide participants with the leadership skills and knowledge to lead a sustainability program. Once again in 2014 – 2015, ISSP Educational Certificate Program courses offered access to current research and professionals working in the field. Because the ISSP Educational Certificate Program is aligned with the Body of Knowledge on which the Sustainability Professional Certification is based, going through the ISSP Educational Certificate Program helps participants prepare for the exam component of Professional Certification, although additional studying may be necessary.

RACHEL APPLEWHITE
STEPHANIE KUZIW BAZZAGLIA
CAMILLE CANNISTRACI
MICHELLE COCCHIA
KIRAN DHANAPALA
JULIE DIEGEL
EVA GREFF
OLABAMPE IFEOLUWA
CHRISTINE KENNEDY
TESHOME MOLALENGE
ERICA STANULIS
BARB TOPE
PELIN YENIGUN

Award-winning graduate architect and community builder, Andrée Iffrig LEED AP is passionate about sustainable design. A Royal Architectural Institute of Canada medalist, she uses her design background to collaborate with others in building more sustainable communities. Andrée is the Leader of the Green Team at DIRTT Environmental Solutions and writer of the Inglewood Design Initiative, a sustainable community plan for an inner-city neighbourhood in Calgary, Alberta. She is a co-founder of the Biomimicry Network in Alberta and Chair of the Advisory Committee, Green Building Technology Access Centre, Southern Alberta Institute of Technology.

“Courses at the ISSP taught me it’s all about relationships when it comes to a sustainability agenda. I started the courses enthusiastic about the content but downhearted about the opportunities for change where I work. I’m ending on a note of gratitude and delight because my fondest hopes for sustainability at my company are being realized. None of this change would have occurred without being enrolled at the ISSP. I learned that it takes a village to pursue a sustainability agenda.”

— ANDRÉE IFFRIG LEED AP
ISSP actively invests in relationships with other sustainability-related organizations to leverage ISSP’s overall mission worldwide. In 2014-2015, we focused on partnerships to develop and promote the ISSP Sustainability Professional Certification program and collaborate on advancing the practice of Sustainability around the globe.

The mission of the Association For The Advancement of Sustainability In Higher Education (AASHE) is to inspire and catalyze higher education to lead the global sustainability transformation.

AASHE’s goals and vision are very complementary to ISSP’s mission. In fact, many ISSP members work for AASHE member institutions of higher learning, including ISSP board members Rob Andrejewski, who is Director of Sustainability at the University of Richmond, and Erik Foley, the Managing Director of Penn State’s Sustainability Institute.

Members of AASHE’s Advisory Council have been involved in the full range of the process of creating the ISSP Sustainability Professional Certification. They have helped create the exam questions, defined certification eligibility criteria, have helped evaluate applications and participated in the psychometric assessment of the beta certification test results. AASHE members have also served on the Beta Technical Advisory Committee.

Of particular note is the help AASHE has provided to ISSP on the development and execution of its Survey of Sustainability Hiring Managers, which will explore which skill sets that organizations are looking for when they hire sustainability professionals.

Another key partner of ISSP’s in advancing sustainability knowledge and skills globally is the UK-based Institute of Environmental Management & Assessment (IEMA), the professional home of more than 15,000 environmental and sustainability professionals. In July, 2015, IEMA published their Perfect Storm report, co-branded with ISSP, which issued an urgent call to fill the environmental and sustainability skills gap found in businesses worldwide. ISSP is proud to highlight IEMA’s efforts, which dovetail well with ISSP’s efforts to create a globally recognized Sustainability Professional Certification.

ReNewable Now produces radio, TV and Online shows about business and lifestyle sustainability activity. As the Premier Media Sponsor of ISSP Conference 2014 in Denver, ReNewable Now recorded and produced a series of Profiles In Excellence video interviews featuring conference speakers and ISSP board members. The Profiles In Excellence videos appear on the Websites of both ReNewable Now and ISSP, along with a video presentation recorded at the Conference of the Sustainability Wisdom Panel comprised of members of the ISSP Sustainability Hall of Fame. ReNewableNow and ISSP also collaborated on a series of radio interviews with members of the ISSP Leadership Team. ISSP looks forward to working with ReNewable Now on more collaborative projects in the months and years ahead.

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ISSP CONFERENCE 2014 IN DENVER A HUGE SUCCESS

The conference served as a platform for leaders in sustainability from around the world to honor pioneers within the profession, and to network, learn and share best practices. The ISSP Board of Directors also used the forum to announce an acceleration of the work that ISSP has been doing over the past few years in laying the groundwork for certification of the sustainability profession.

Conference attendees had the opportunity to learn from and contribute to 18 different panel presentations, break-out sessions, plenaries, keynote presentations and workshops throughout the two-day conference. For a complete summary of conference activities, visit SUSTAINABILITYPROFESSIONALS.ORG/ISSP-CONFERENCE-2014
ISSP CONFERENCE 2014 WISDOM PANEL

ISSP Founder Marsha Willard moderated a Wisdom Panel discussion among members of the ISSP Sustainability Hall of Fame at ISSP Conference 2014 in Denver. Panelists included (l to r) Bob Willard, Jeffrey Hollender, Susan Burns, Joel Makower, and Hunter Lovins. View the full Wisdom Panel presentation here.

ISSP CONFERENCE 2014 SPONSORS

ISSP would especially like to thank the sponsors and exhibitors who helped make the conference possible.

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IREM Sustainability Program
Presidio Graduate School
Nokero Solar Light Bulbs
PennVest
Patel College of Global Sustainability
Virginia Tech
“ISSP has had an exciting year of extraordinary progress! From the incredible conference in November, to the Beta launch of global professional certification, we are now approaching nearly 1000 members, and have chapters growing around the world. The engagement, commitment, expertise and contribution by you – our ISSP members - is what keeps us strong and moving forward, as we make sustainability standard practice around the world. I share my deep appreciation for your continued support and participation. Together, we really are making a difference.”

— MARILYN JOHNSON

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