

# 2013-2014 ISSSP ANNUAL REPORT



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

# LETTER FROM THE EXECUTIVE DIRECTOR



## A YEAR OF CHANGE

It's been a year of exciting change for ISSP. Since being selected in January 2014 by the ISSP Board of Directors to succeed ISSP founder Marsha Willard as Executive Director, I've had the privilege of meeting and talking with ISSP members from around the world who are as enthusiastic

as I am about the prospects for our group moving forward.

We've accomplished a lot in the 2013-2014 fiscal year including:

Bringing S-CORE™ to the public domain. S-CORE™ is a multi-purpose sustainability assessment tool that speeds up the implementation of organizational sustainable practices. In April 2014, we added the on-line version of S-CORE™ to the repertoire of tools and resources available to ISSP members.

Adding new members to the ISSP Sustainability Hall of Fame. The four leaders of the sustainability profession most recently added are Susan Burns, Jeffrey Hollender, Mathis Wackernagel and Joel Makower. Comments from each of these pioneers appear on page 10 of this publication.

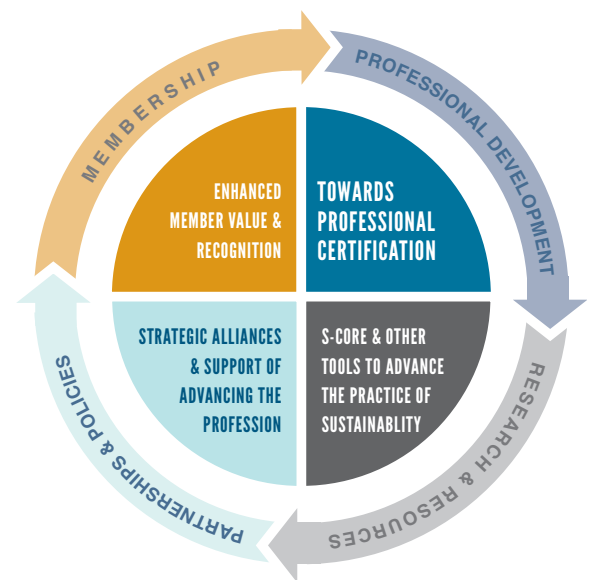
Building the ISSP Sustainability Professional Certification Program. We continued to move the plans for professional certification forward as our survey of over 800 sustainability professionals showed overwhelming support for the effort.

The board, members, and staff of ISSP will be hard at work in the months ahead, working in partnership with others across the industry to make certification a reality in 2015 while we continue to design and deliver professional development and networking opportunities for sustainability practitioners everywhere. I invite you to join us as together we work to make sustainability standard practice.

MAUREEN HART  
EXECUTIVE DIRECTOR

This report describes the achievements of ISSP's 2013-2014 fiscal year, from September 1, 2013 to August 31, 2014 and our plans for the 2014-2015 fiscal year by major program areas:

- *Membership*
- *Professional Development*
- *Partnerships and Policies*
- *Research and Resources*



# TABLE OF CONTENTS

<b>LETTER FROM THE EXECUTIVE DIRECTOR</b> .....	2
<b>ISSP MISSION AND VISION</b> .....	4
<b>HIGHLIGHTS</b> .....	4
<i>Key Accomplishments for 2013-2014</i> .....	4
<i>Anticipated Goals for 2014-2015</i> .....	4
<b>MEMBERSHIP</b> .....	5
<i>Membership Demographics</i> .....	5
<i>Local Chapters</i> .....	6
<b>PROFESSIONAL DEVELOPMENT</b> .....	7
<i>Courses and Webinars</i> .....	7
<i>ISSP Sustainability Professional Certification</i> .....	8
<b>PARTNERSHIPS AND POLICIES</b> .....	9
<i>Renewable Now Radio</i> .....	9
<b>RESEARCH AND RESOURCES</b> .....	10
<i>Hall of Fame</i> .....	10
<i>S-CORE Sustainability Assessment</i> .....	11
<b>ISSP STAFF AND BOARD OF DIRECTORS</b> .....	12
<i>Staff</i> .....	12
<i>Board of Directors</i> .....	12

# 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 2013-2014

- *New Cohort in ISSP Sustainability Hall of Fame*
- *New Executive Director and New Board Members Added*
- *Body of Knowledge Published*
- *Launch of Colorado Chapter*
- *S-CORE Sustainability Assessment Tool*
- *Preparation for Conference 2014*

## ANTICIPATED GOALS FOR 2014-2015

SUCCESSFUL CONFERENCE 2014

EXPAND INTERNATIONAL BOARD REPRESENTATION

LAUNCH OF SUSTAINABILITY PROFESSIONAL CERTIFICATION PROGRAM

SECOND COHORT OF LICENSED S-CORE ASSESSORS GRADUATE

INCREASE MEMBERSHIP BY 30%

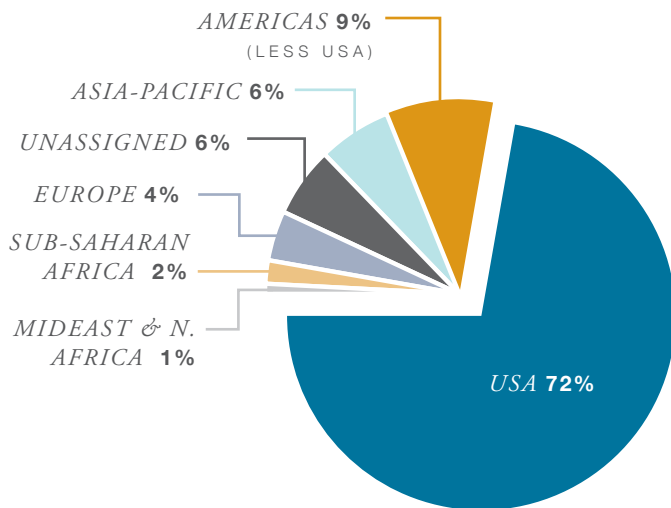
# MEMBERSHIP

The ISSP Membership committee is focused on new member growth, member retention and supporting the development of chapters around the world to enable face-to-face interaction with other sustainability professionals. In 2014, we saw an increase in membership and are pleased to have chapters developing around the world.

One exciting membership activity for 2013-2014 was when the Patel College of Global Sustainability at the University of South Florida gifted the graduates from their program with a one-year ISSP membership as a way to enhance the excellent education the students had already received and provide invaluable resources and networking opportunities. "This is just a brilliant opportunity to elevate our students to a whole new level of professional development and global career placement in the sustainability field," said Kalanithy Vairavamoorthy, Dean of the Patel College.

For 2014-2015, the Membership committee's strategic efforts will focus on increasing both the quality and quantity of our member offering/services to provide enhanced membership value. Intentional outreach will also include a focus on international membership opportunities and growing the 'I' in ISSP.

## ISSP MEMBERSHIP BY WORLD REGION, 2014



## MEMBERS BY COUNTRY

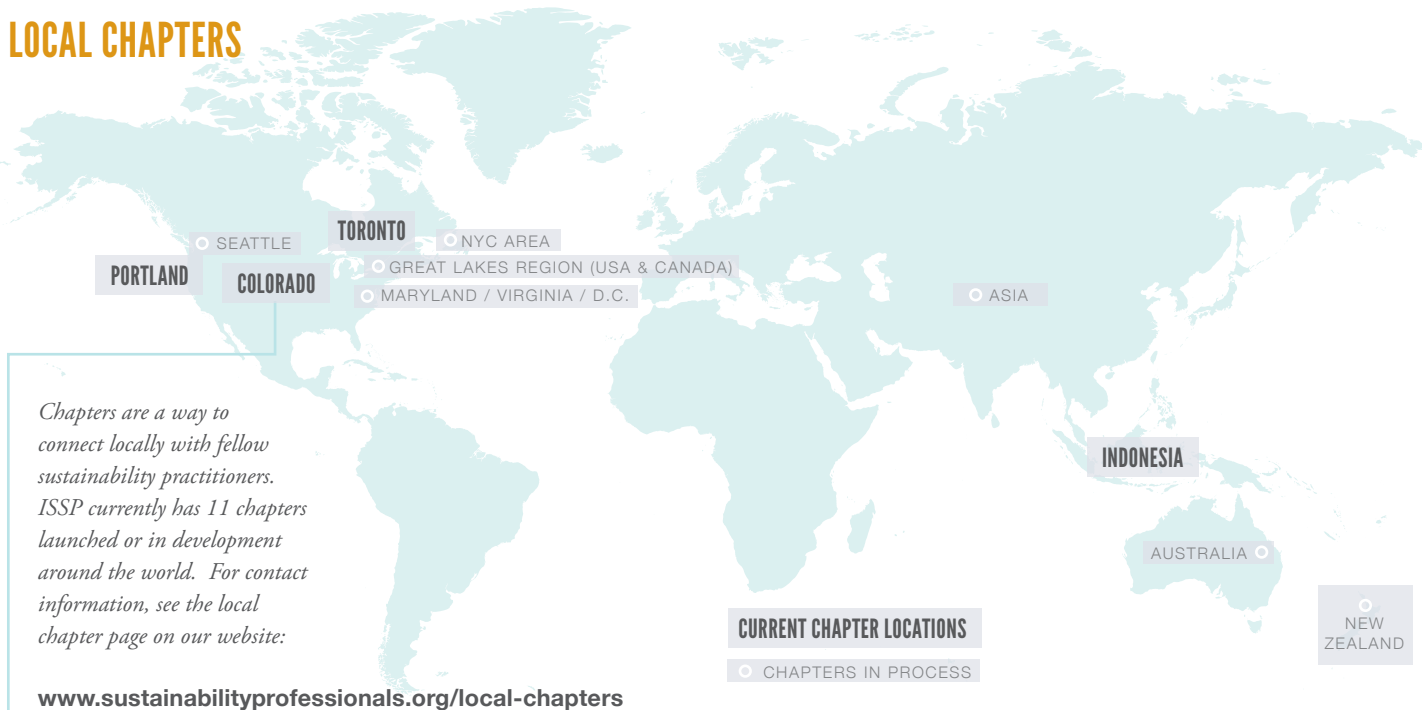
*Excluding USA* (USA = 532 MEMBERS)



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.

# MEMBERSHIP

## LOCAL CHAPTERS



*Chapters are a way to connect locally with fellow sustainability practitioners. ISSP currently has 11 chapters launched or in development around the world. For contact information, see the local chapter page on our website:*

[www.sustainabilityprofessionals.org/local-chapters](http://www.sustainabilityprofessionals.org/local-chapters)

## HIGHLIGHT: COLORADO ISSP CHAPTER

The Colorado ISSP Chapter was launched in January 2014 by two ISSP board directors, K.J. McCorry and Graham Russell. The inaugural meeting attracted over 80 interested individuals in the Denver/Boulder metro area. The chapter now has 27 members and meets quarterly during the year. This year chapter programs have included extensive discussions on the perennial problem of how to secure employee engagement in sustainability initiatives, and presentations from local practitioners on actual sustainability challenges they faced and the solutions they developed. The Colorado ISSP Chapter members have been delighted to have a forum for face-to-face networking and discussion of sustainability topics with other like-minded professionals.



*"I was introduced to ISSP and the Center for Sustainable Transformation Method/Accelerator tools by Alan AtKisson in 2005-2009. Both have made it much easier to assist my clients in putting sustainable development principles into practice. I was so impressed with ISSP's services and inspiring 2011 international conference that I co-founded the ISSP Indonesia Chapter in 2012 and the chapter is now making it easier for others to pursue sustainability in Indonesia."*

—MARIA DIAN NURANI, ISSP MEMBER SINCE 2009

Maria Dian Nurani is a CSR and Sustainability consultant in Jakarta, Indonesia. She was among ten Indonesians who received Alan AtKisson's top honour "Compass Educator of the Year 2013 award" in recognition of her exceptional work in spreading sustainable development competency, specifically using the VISIS Method/Accelerator tools.

# PROFESSIONAL DEVELOPMENT

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 on-line 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 provide superior training for sustainability professionals through its offerings of courses and webinars throughout the 2013-2014 fiscal year. A total of 225 participants attended the 10 classes and registration for the webinars approached 1,000.

COURSES	TEACHER
Sustainability Planning and Reporting	Marsha Willard
Sustainability Management Assessments and Systems	Dorothy Atwood
Leadership Skills for Change Agents	Bob Willard
Stakeholder Engagement	Susanne Croft
Ecosystems Valuation	James Pittman
Biomimicry	Mary Hansel
Storytelling for Sustainability	Jeff Leinaweaver
Strategy Tools and Transformation	Alan AtKisson
S-CORE™ Sustainability Assessment Tool	Maureen Hart

WEBINARS	
Branding Redefined	Nature Inspired Transition Model
Small Business - Big Impacts	Social Enterprise
State of the World 2013	Sust. Contract Clauses: The New Legal Frontier
B-Corp Assessment	TBL Trust - Supply Chain
Framework for Strategic SustDev	3rd Party Evaluation
New Global SDG Goals	N. Amer. Renewables
Employee Engagement	What Sustainability Professionals Need To Know About Doing Business

## ISSP SUSTAINABILITY CERTIFICATE TRAINING PROGRAM

The ISSP Sustainability Certificate Training Program provides current and aspiring sustainability practitioners with the skills and competencies to take on positions of responsibility in the sustainability field, by blending sustainability concepts and practices with organizational change theory to provide participants with the leadership skills and knowledge to lead a sustainability program. The following individuals completed the requirements of the ISSP Sustainability Certificate Training Program in the 2013-2014 fiscal year:

**KATIE AUSTING**

**JEFF BENAVIDES**

**AMY HADDON**

**CHRIS HAGLER**

**HEATHER HASSEL-FINNEGAN**

**BETH HULSE**

**KERUL KASSEL**

**FAIZA KHOJA**

**INES PINA**

**GLENN REDAVID**

**HOLLI REDIKOP**



Granted for completion of  
International Society of  
Sustainability Professionals  
Certificate Program

# PROFESSIONAL DEVELOPMENT

## ISSP SUSTAINABILITY PROFESSIONAL CERTIFICATION

The focus of the 2013-2014 fiscal year has been on the publication of the Body of Knowledge for the profession. The Body of Knowledge is a comprehensive job task analysis for the role of 'sustainability practitioner.' Developed in collaboration with over 30 professionals and reviewed by dozens more within our membership, the Body of Knowledge lays out the skills, knowledge and attributes required of our field. This work, which was largely based on the ISSP 2010 competency research study, will form the basis of a professional certification currently under construction within the committee.

In addition, the committee conducted a survey of professionals to assess the demand for a professional certification and the results were strongly in favor of certification. Of the over 800 sustainability professionals that responded to the survey, 70% said they would seek to become certified if a sustainability professional certification were available.



*"From the start I could tell ISSP was different from other membership organizations—it just felt like home. I have found a diversity of interests, engaged in spirited debate, and an openness to explore innovation. First, as a novice interacting with my Certificate program colleagues, and now as a seasoned professional in mid-career, I find ISSP a welcoming place to relax among peers."*

—LUCINDA BROWN ISSP MEMBER SINCE 2011

Lucinda F. Brown, BFA, MBA, Principal, STET Sustainability Consulting has a special gift for turning broad conceptual strategies into detailed, step-by-step processes that provide a clear roadmap toward sustainability. For 6 years, her talent for organizing, analyzing, and synthesizing quantitative and qualitative data, has helped executives effectively communicate material information to targeted stakeholders. She serves a broad range of nonprofit and for-profit clients—from SMEs to international conglomerates—yet, her passion lies in bringing top-notch assistance to small start-ups. A graduate of ISSP's Certificate program, and the Center for Sustainable Transformation's Master Class, Lucinda is a S-CORE™ Assessor, trained in The Natural Step by Blekinge Institute of Technology.

<http://linkd.in/1sHMH8S>



*"ISSP has been front and centre for honing my understanding of what a sustainability professional is. Attending online webinars, and engaging with Certificate and Cohort colleagues have been invaluable investments and tremendous fun. Quite apart from great content, being connected with my peers around the world has allowed me to tap into a huge reservoir of experience, benchmark and reflect upon my own professional development, exchange business leads and referrals, and get much needed reassurance and encouragement when things haven't gone quite as I first hoped!"*

—STEVE MCCOY ISSP MEMBER SINCE 2010

Steve McCoy is the founder and Director of Counterpoint Consulting, in Kuala Lumpur, Malaysia. He is also an Ambassador for The Living Building Challenge at International Living Future Institute. Counterpoint Consulting helps organisations navigate the maze of CSR initiatives, establish a roadmap to capture sustainability value streams, and to implement visionary strategies consistent with their highest aspirations.

<http://linkd.in/1zniSwS>



# PARTNERSHIPS AND POLICIES

The purpose of the ISSP Partnerships and Policies Committee is to identify, guide, and support strategic opportunities to work with other sustainability related organizations in ways that will leverage ISSP's overall mission worldwide. In 2013-2014, the Committee drafted a partnership framework and began outreach to organizations that are actively engaged in sustainability efforts, such as Renewable Now Radio and The Sustainability Consortium.

In 2014-15, the Committee's strategic efforts will focus on partnerships for developing and launching the ISSP Sustainability Professional Certification.

## RENEWABLE NOW RADIO

One organization that ISSP began developing a partnership relationship with in 2013-2014 is Renewable Now, which produces radio and TV shows on business and lifestyle sustainability activity. This partnership will continue in 2014-2015 as Renewable Now attends ISSP Conference 2014 in Denver and creates video footage of the conference plenaries.



*"I am such an advocate for ISSP that I created the Toronto ISSP Chapter for sustainability professionals to collectively grow in our profession. I completed the ISSP Certificate so I could demonstrate my knowledge of sustainability. While I had a strong understanding of sustainability, I learned much more through the courses such as effective change management, leadership, and lifecycle analysis. The ISSP Sustainability Professional Certificate helped me progress in my career and accomplish more."*

—SCOTT BENNETT ISSP MEMBER  
SINCE 2012

Scott Bennett, BBA, is a sustainability professional for a leading financial services company. He has built a sustainability program for the Canadian division from the ground up and is now part of the enterprise sustainability team, focused on recycling and waste reduction practices.

[ca.linkedin.com/in/scottbennett1/](http://ca.linkedin.com/in/scottbennett1/)



*"ISSP improved my overall professional experience with cutting-edge courses and cohorts that are not offered at Universities. ISSP offers a well-rounded approach to knowledge and skill enhancement, preparing you for a very competitive field while providing the network support to continue your professional growth. I have been able to contribute my professional experience and skills learned in the ISSP Sustainable Event Training Course by creating the Sustainability Event Policy for ISSP's Conference 2014."*

—YOCA ARDITI-ROCHA ISSP MEMBER  
SINCE 2012

Yoca Arditi-Rocha is an International Sustainability consultant with a degree in Corporate Sustainability from the University of Vermont's Institute of Global Sustainability and an AI Gore trained presenter and Mentor of The Climate Reality Project. She is founder and director of No Planeta B, consulting to organizations on environmental footprint reduction in Latin America, and President of U CLIMATICA, a non-profit organization mentoring youth to become Climate Leaders in Peru & Latin America.

<http://linkd.in/1uaoLMI>



# RESEARCH AND RESOURCES

The purpose of the Research and Resources Committee is to provide members with access to tools, techniques and expertise that will allow them to accelerate the understanding and adoption of sustainability practices around the world.

## ISSP SUSTAINABILITY HALL OF FAME

Begun in 2011, the ISSP Sustainability Hall of Fame™ formally recognizes individuals who have made significant contributions to the field of sustainability in the areas of experience, education, innovation, reach, publication and service to the industry. In 2014, the following four sustainability leaders were selected:



*“Living within the capacity of the planet is the greatest challenge of our time and will require the very best from each person in the sustainability field. That’s why ISSP is so essential. On the one hand, there’s an explosion of innovation happening in clean tech, corporate sustainability, socially responsible investing, and much more. And yet, the trends are still marching along the way they always have, with resource flows growing larger. That’s because we’re innovating inside of a system that is hardwired to liquidate natural capital. So we all need to focus on asking the deeper questions about the structure of the economy, the ways our markets work—and capitalism itself.”*

—SUSAN BURNS

*Global Footprint  
Network*



*“The planet faces unprecedented challenges. Sustainability is at a critical inflection point. A discipline that has increasingly grown in importance over the past 20 years now must step up to the challenge of dramatically accelerating its influence and impact. The role of ISSP has never been more important as it helps to build the capabilities of sustainability professionals to take on those challenges.”*

—JEFFREY  
HOLLENDER

*Hollender Sustainable  
Brands*



*“I wish ISSP was not needed because all professionals cared for sustainability, or even better, because such a society was not necessary anymore as humanity moved already way beyond sustainability. But, in the meantime, I believe we need to sharpen sustainability understanding beyond fuzzy feelings. What we need is a hardcore, don’t-fool-yourself approach that embraces physical reality with its beauty and constraints.”*

—MATHIS  
WACKERNAGEL

*Global Footprint  
Network*



*“It was a great honor to be inducted into the ISSP Hall of Fame — there’s nothing better than being honored by one’s peers. ISSP plays a critical role in helping to shape and advance the sustainability profession. Its new certification program is a logical next step that will move the industry forward by setting, and raising, the bar on what it means to be a sustainability professional.”*

—JOEL  
MAKOWER

*GreenBiz Group Inc.*

# RESEARCH AND RESOURCES

## S-CORE™ SUSTAINABILITY ASSESSMENT

S-CORE™ (Sustainability--Competency, Opportunity, Reporting & Evaluation) is a multi-purpose sustainability assessment tool that speeds up the implementation of organizational sustainable practices. A tool that works equally well for businesses and not-for-profits, S-CORE™ helps organizations determine where they are on the road to sustainability and identify and prioritize opportunities to accelerate their journey forward. Originally developed by AXIS Performance Advisors in collaboration with the International Sustainable Development Foundation and the Zero Waste Alliance, the web-based version of S-CORE™ was created by Sustainable Measures, LLC to allow easier access by a wider audience of users. In 2014, AXIS and Sustainable Measures turned ownership of S-CORE™ over to ISSP in order to put the tool into the public domain and accelerate the implementation of sustainable best practices.



*“As a sustainability practitioner in a large enterprise, membership with ISSP has been invaluable to me. Though I just discovered the society in the past year, I have already gained practical insights*

*from coursework, webinars and online resources that I’ve been able to employ on various projects. As our team matures and gains traction across business units, the ISSP work on a professional body of knowledge is providing key guidance on ensuring our sustainability advisors have the necessary skills to be effective in their work. I am greatly looking forward to further dialogue with my fellow ISSP members over the coming years.”*

—MATT BECK ISSP MEMBER SINCE 2014

Matt Beck, M.E.Des is an advisor for sustainability and innovation at one of Canada’s largest energy companies. Based in Calgary, Alberta, he has a decade of experience working on award winning sustainability projects across western North America. Equally comfortable in a boardroom or a backcountry cabin, Matt is a values-driven leader who constantly looks for opportunities to make an impact.

[ca.linkedin.com/in/themattbeck](http://ca.linkedin.com/in/themattbeck)



*“Learning from experts around the world is one of the greatest attributes to being an ISSP member. The certificate classes create an environment of*

*sharing the successes and failures of sustainability initiatives, a far more powerful education than focusing on positive outcomes only. Becoming a member of ISSP hones my expertise in this broad and ever-changing field and allows me to connect with professionals across a wide range of industries.”*

—WANDA EVANS ISSP MEMBER  
SINCE 2014

Wanda Evans is the Sustainability Coordinator at Saint Louis Zoo in Saint Louis, Missouri. Her educational background is in urban planning and real estate development and sociology. She is currently working on drafting a comprehensive sustainability plan for the Zoo as well as expanding the recycling program, tracking energy, water, and materials use, and reducing consumption. She was born in Szczecin, Poland, but has lived in Saint Louis for many years.

<http://linkd.in/1xbOY8Y>



# ISSP STAFF AND BOARD OF DIRECTORS

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*ISSP exists to serve its members and represent and promote the sustainability profession as together we work towards our vision of 'making*

*sustainability standard practice around the world.' 2013-2014 was a year of real progress for the profession. The ISSP Board and Staff are excited about our initiatives for 2014-15. Thank you for your support.*

—JULIAN CRAWFORD

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