

Triple Bottom Line Reporting

Course ID: SUST-404

Measuring Environmental, Social
and Economic Performance

The Northwest Environmental Training Center presents:

Triple Bottom Line Reporting Measuring Environmental, Social and Economic Performance

Course ID: SUST - 404

May 22-23, 2008, 9:00 A.M. to 5 P.M. (2 Days)

REI Downtown Seattle

Second Floor :: South Room

222 Yale Ave N :: Seattle, WA

*Instructors: Laura Musikanski, Senior Consultant Sustainability, ENTRIX, Inc.
Richard Gelb, King County Department of Natural Resources and Parks
& Burr Steward, Strategic Planning Manager for the Port of Seattle*

Description: There is a growing trend of governmental agencies and non-profit organizations issuing triple bottom line reports. Accountability for **environmental, social** and **economic impacts** of a company is increasingly becoming a part of every manager or governmental official's job. However, there is much uncertainty and inconsistency in the field.

Triple bottom line reporting is emerging as an important and necessary part of an organization's disclosure. Two main issues addressed are 1) what a triple bottom line report is and 2) the areas addressed in a triple bottom line report. The first issue involves establishing an understanding of the triple bottom line and a structure for accountability. The second issue deals with identifying boundaries, a methodology for reporting and development of an understanding of the issues around subject areas in reporting.

The first day of this class will focus on defining triple bottom line (TBL) accounting: a brief discussion of the linkages between sustainability, corporate social responsibility, regulatory compliance and TBL reporting, the frameworks, performance areas and indicators for a TBL report, examples of TBL reports. The second day will cover boundaries, drivers, risks, liabilities, and stakeholder issues relative to triple bottom line reporting in theory and practice using examples from triple bottom line reports. The class will end by identifying factors for successful implementation of triple bottom line accounting and criteria for the quality of a triple bottom line report.

Course Topics:

Defining Triple Bottom Line Reporting
Linkage to sustainability, corporate social responsibility, regulatory compliance and TBL reporting
Frameworks and subject areas for TBL reports
Indicators for subject areas and for industries
Boundaries within performance areas and for an organization
Drivers, risks and liabilities
Stakeholder issues: relevance, monitoring, verification
Success tips for implementation of TBL accounting
Criteria for quality in TBL reports

About the instructor: Ms. Laura Musikanski is a lawyer with an MBA and Certificate in Environmental Management from the University of Washington. Laura focused her business and legal education around the sustainability movement. Over the last 5 years she has written sustainability reports and consulted to non-profits, governmental agencies, and small, medium and large enterprises. She is on the board of Sustainable Seattle, serving as Vice President and Treasurer. Currently Laura is the sustainability practice leader at ENTRIX, Inc., a national environmental and natural resources consulting company.

About guest speaker: Richard Gelb is the performance manager for King County DNRP, where he helps determine success measures, tracks progress, and reports on achievements. Program areas he supports include wastewater, solid waste, parks, and water and land resources. He serves on the Countywide Performance Management Workgroup and coordinates

the infrastructure committee for King County's Green Building Team. In a prior role, he served as the Sustainable Building Coordinator for Seattle Parks and Recreation and as an advisor for the Seattle Office of Sustainability and Environment. Richard has a BS in Business Administration, a Masters in Environmental Science, and is a LEED Accredited Professional.

Case study: For several years, King County Department of Natural Resources and Parks (DNRP) has successfully used performance information to enhance service delivery, improve program effectiveness, and maintain public accountability. In 2007, DNRP updated its mission and goals to better enable a Triple Bottom Line approach to performance management and reporting. Additionally, DNRP is advancing a Triple Life Cycle Assessment framework for its infrastructure developments to help optimize and report on benefits realized through these investments. In this session, participants will review and critique DNRP's 2007 performance report and explore how TBL principles can be applied in the planning phase to inform business decisions that help drive organizations toward more sustainable practices.

Intended audience: Managers, business owners and government officials interested in managing and measuring environmental, social and economic performance and/or in issuing a triple bottom line report. Anyone interested in understanding triple bottom line report formation.

After completing this course participants will be able to:

- Understand the frameworks and performance areas of triple bottom line reports
- Identify and access indicators appropriate to their organization for a TBL report
- Understand the drivers, risks and liabilities in issuing a TBL report and ways to manage for them
- Identify boundary issues and a rationale for defining boundaries
- Understand stakeholder issues and how to identify and determine a methodology for determining which stakeholders to engage
- Understand factors for successful implementation of a TBL report
- Determine the quality of a TBL report

Prerequisites: None.

Course materials: Each participant will receive a copy of the course proceedings including notes and reference material on the first day of the course.

Continuing education units: 1.3 (13 hours of certified study)

What to bring: Mechanical pencil, coffee mug and water bottle (to reduce waste). Please wear comfortable clothing appropriate for the prevailing weather. Coffee, tea, breakfast pasties, drinks and snacks will be provided each day. Lunch on your own.

Parking: \$2.00 all day parking for this event (REI garage). We will give you a parking sticker as you register in the morning.

REGISTRATION: **\$295** business / **\$250** government rate / **\$195** Native American Tribes, Student & Non-Profit Rate
PLEASE PRE-REGISTER FOR THIS COURSE, WALK-INS WILL NOT BE ALLOWED.

Cancellation Policy: *Registration fees are fully refundable up to 30 days prior to the event and 50 percent refundable thereafter up to the day prior to the event. Registration may occur up to the day prior to the event provided that space is available. You may register via the registration link or by calling the Northwest Environmental Training Center at 206-762-1976.*

Northwest Environmental Training Center

A nonprofit 501(c)(3) program of the Northwest Environmental Education Council
650 S. Orcas Street, Suite 220, Seattle, Washington 98108
Phone: (206)762-1976, Fax: (206)762-1979
www.nwetc.org



Accommodations near:

REI-Downtown Seattle

Second Floor - South Room
222 Yale Ave N | Seattle, WA

Springhill Suites-Downtown

1800 Yale Ave, Seattle, WA
(206) 254-0500
0.2 mi

Grand Hyatt Seattle

721 Pine Street, Seattle, WA
(206) 774-1234
0.5 mi

Pan Pacific Hotel Seattle

2125 Terry Ave, Seattle, WA
(206) 264-8111
0.3 mi

Pike Street Suites

1011 Pike St # 1, Seattle, WA
(206) 682-8282
0.5 mi S

La Quinta Inn-Seattle Downtown

2224 8th Ave, Seattle, WA
(206) 624-6820
0.5 mi

Hotel Max - Seattle

620 Stewart St, Seattle, WA
(206) 728-6299
0.5 mi

Residence Inn-Seattle Downtown

800 Fairview Ave N, Seattle, WA
(206) 624-6000
0.5 mi

The Westin Seattle

1900 Fifth Avenue, Seattle, WA
(206) 728-1000
0.6 mi

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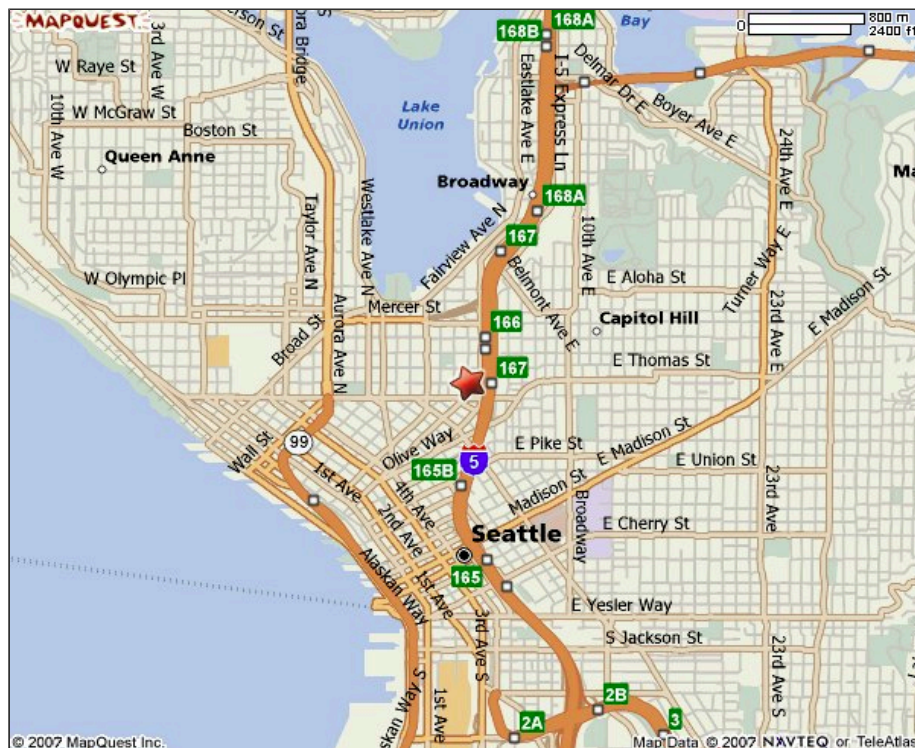
From Portland, OR: (from south)

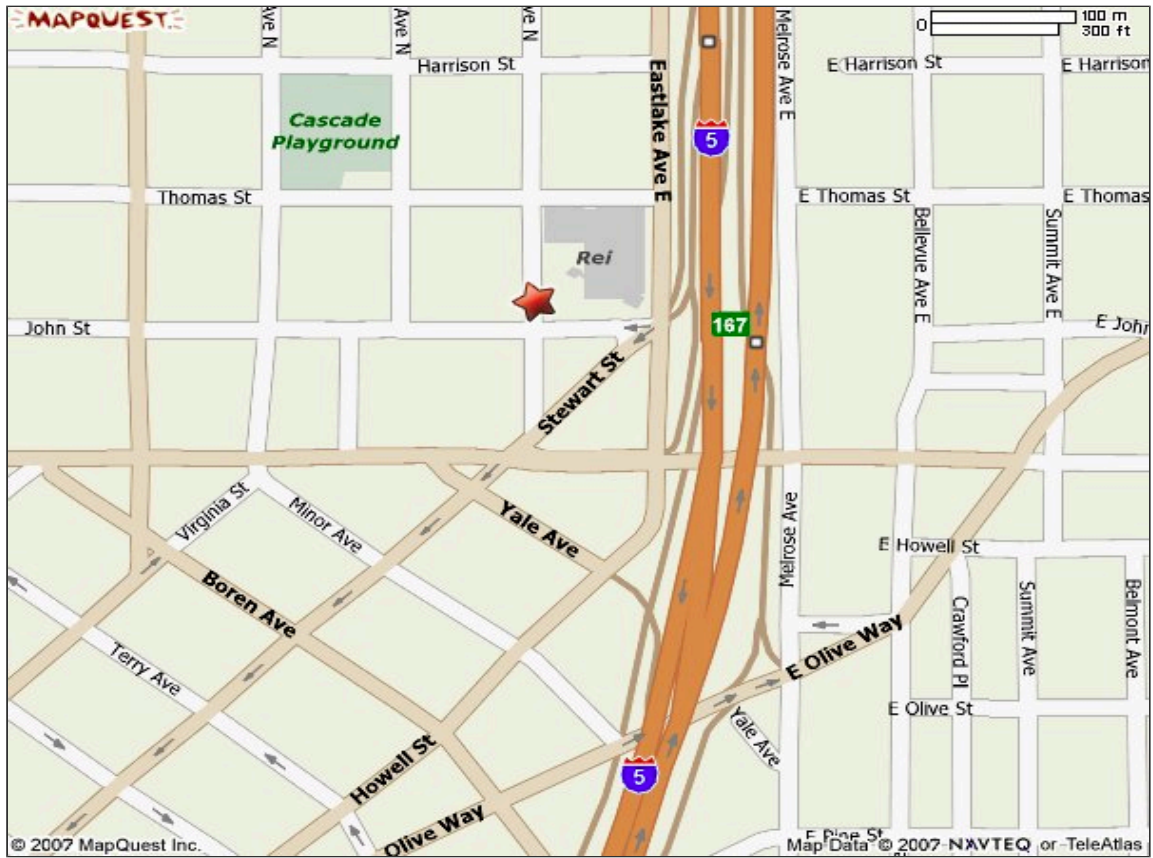
Take the ramp to I-5 N
Take exit 166 to merge onto Olive Way
Turn left at E Denny Way
Turn right at Pontius Ave N
Turn right at John St
Turn left at Yale Ave N

From Everett, WA: (from north)

Take I-5 S toward Seattle
Take exit 166 for Stewart St toward Denny Way
Turn right at John St
Turn right at Yale Ave N

Please park at the REI Garage, you will be given a \$2.00 parking pass when you come into the south room, at class check-in. This pass should be presented to the garage attendant as you are leaving at the end of the class.





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REGISTRATION FORM

Name: _____ Today's Date: _____

Agency/Organization: _____

Street Address: _____

Street Address (cont'd): _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Title: _____

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\$250 government rate
\$195 Native American Tribes, students and nonprofits

Payment Method: Check PO Credit Card (Visa Mastercard) Total: \$ _____

Credit Card or PO #: _____ Exp: _____

Notes: Please make checks payable to Northwest Environmental Training Center.

Cancellation Policy: Registration fees are fully refundable up to 30 days prior to the event and 50 percent refundable (or 100% credit) thereafter up to 3 business days prior to the event. No refunds are issued for cancellations occurring less than 3 business days before the start day.