



The Northwest Environmental Training Center presents:

Triple Bottom Line Reporting Measuring Environmental, Social and Economic Performance

Course ID: SUST - 404
September 29-30, 2009, 9:00 A.M. to 5 P.M. (2 Days)
NWETC - Headquarters
650 South Orcas Street, Suite 220
Seattle, WA 98108
206-762-1976

*Instructors: Laura Musikanski, JD, MBA, President, Ursa Major Group, LLC.
Guest Speaker: Tim Abbe, Ph.D., L.H.G., L.E.G. Vice-President, ENTRIX Inc.
Guest Speaker: TBA*

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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 President, Ursa Major Group, LLC.

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 rational 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 pastries, drinks and snacks will be provided each day.

REGISTRATION: **\$320** business / **\$275** government rate / **\$240** Native American Tribes, Student & Non-Profit Rate

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

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