



## Sustainability Report—2006

### Key Accomplishments

**Book Published:** *The Business Guide to Sustainability* was released by Earthscan in the summer. It's intended to help organizations put sustainable practices into action and includes a LEED-like assessment called SCORE. We were honored that the Sustainable Industries Journal gave it a 4-star rating (see the link on our website). According to the publisher, it may soon be translated into Korean. We just hope we don't have to proofread it! Anyone who is interested in purchasing this book can get a discount code off our website.

*"If you want your business to be part of the green-is-sexy movement and aren't quite sure how to get there, then this guide should be on the top of your business book stack."*

From the Sept, 2006 issue of the Sustainable Industries Journal

*"I think that SCORE is an excellent tool to help an organization assess its internal strengths and weaknesses with respect to sustainability. I think it can be very helpful to organizations that are committed to sustainability and have a desire to improve and excel."*

—Dean Kubani, City of Santa Monica

*"This was a good exercise because it really made me think about some of the areas Nike can improve on. We have a lot of work to do!"*

—Chuck Gatchell, Nike

### Sustainability assessments and

**SCORE:** We continue to do sustainability assessments for organizations, using SCORE and other methods. SCORE examines organizational practices and we have licensed roughly 20 other consultants in the US to administer this tool. Using a team of associates, our assessments have included purchasing assessments, greenhouse gas inventories, waste audits and facilities walk-throughs. We try to use the assessment as a way to move a client forward in their thinking, not just as a snapshot of current performance. For more information about SCORE, go to [www.zerowaste.org/score](http://www.zerowaste.org/score).

**International Society of Sustainability Professionals:** After conducting market research on the need for a professional association for sustainability, we are moving ahead as a program under the non-profit the Zero Waste Alliance. We see this international organization as a way to connect people doing this work and a way to collaborate on tools and resources. At least initially, it will be an Internet-based organization. Please see Plans for 2007 for more information on this exciting development.

**Sustainability Plans:** Darcy facilitated a citizen task force for the City of West Linn to develop a sustainability strategic plan for the community. They completed this Herculean task in 6 months with only 2 2-hour meetings a month.

*“Darcy did an outstanding job of managing a sustainability task force for the City of West Linn. She brought extensive knowledge of the subject matter to the group, was a great listener, skillfully helped the participants resolve their differences, and made sure the report was finished ahead of schedule. The product will set the stage for significant changes in the way the city does business.”*

—Sara Vickerman, Defenders of Wildlife and task force co-chair

**Packaging Coalition:**

Marsha is in her second year as facilitator for the Sustainable Packaging Coalition. The coalition is a membership organization coordinated by GreenBlue that brings industry members together to solve packaging design considerations. Membership continues to grow and has doubled every year since it’s inception. The coalition convenes twice each year. This spring we will meet in Brussels.

**Electronic Paper Assessment Tool:** Darcy and Marsha worked with Metafore to help them release their Electronic Paper Assessment Tool. This web-based resource helps major paper buyers choose paper on a number of sustainability criteria. It’s a communication tool that helps buyers determine their priorities and then compare their paper options right down to the mill level. For more information, go to [www.epat.org](http://www.epat.org).

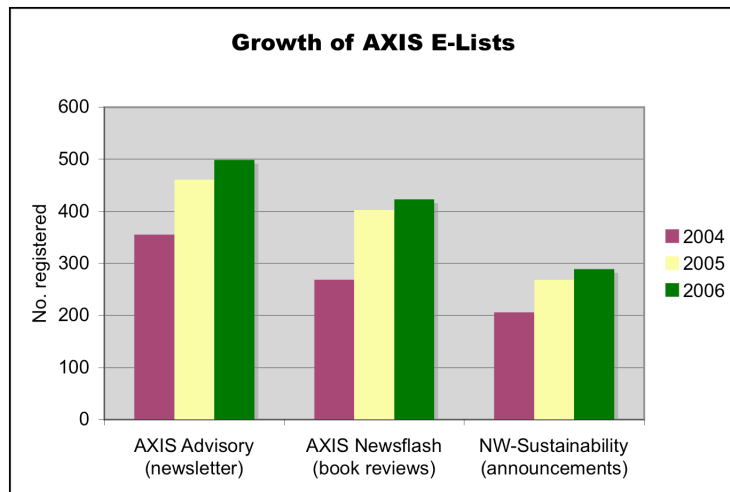
**Sustainable Tomorrow TV show:** Darcy and Marsha were asked to co-host this cable TV show (Channel 11, broadcast live on second Tuesdays at 8pm). Each show features a different topic and, to counteract the plethora of bad news, we focus on what’s being done to make the world better and also what our viewers can do—at home and at work—to contribute toward a sustainable future. This program is the brainchild of Robert Shields and Gordon Westfall.

**Performance Data**

Free e-lists: AXIS continues to manage three electronic lists and without marketing these, the membership continues to grow.

AXIS Advisory is a quarterly newsletter. This year issues included:

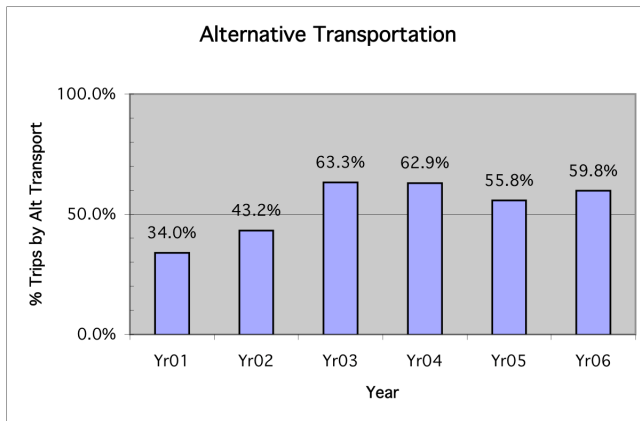
- Darcy’s trip to the Arctic National Wildlife Refuge



- The triple whammy of peaking oil supplies, globalization and climate change
- Whether humans can evolve to become ‘Homo sustainabilicious’
- Sustainability assessments
- Cynicism and sustainability (first published by GreenBiz)

AXIS newflashes are book reviews and in 2006, Darcy published over 32 book reviews.

The NW-Sustainability list has been kept simply as a way of passing on information we think you might not have gotten through other means. This includes job postings, events, and other announcements. To get on any of these lists, please look for “free services” on our website.



Greenhouse gases: Climate change is our largest sustainability-related impact of our operations. AXIS continues to purchase carbon credits to offset all our business-related emissions. We also measure the number of business trips that we take using alternative transportation (walking, biking, train, public transit). The chart to the right shows our performance over time, through November 2006, the most recent data available.

## Plans for 2007

### International Society of Sustainability Professionals

Imagine...

- An organization where sustainability professionals, connected by a community website—with the features of FaceBook or MySpace, find people with similar interests and similar projects anywhere in the world.
- State-of-the-art web tools that allow these members to collectively create a sustainability resource as powerful and rich as Wikipedia.
- Distance-learning classes that allow members to access the best instructors anywhere in the world and ‘go to class’ when it’s convenient.

We’ve have created a prototype website and AXIS has put up some funds to hire a consultant to help us get more of the features working. We are actively seeking corporate sponsors and will be inviting a select group of founding members to help load useful content onto the site before we open the organization for general membership, hopefully by mid-year.

**India.** Darcy is traveling to India to see what she can learn about challenges and innovations in the developing world. The trip is sponsored by Pacific University's Center for Women and Gender Equity. It's part sightseeing, part service learning, and part self-study. It will include a trip to Kerala, a region of India famous for a high quality of life and vibrant civic engagement.

### **Clients Served in 2006**

Bureau of Housing & Human Dev.  
Clark College  
Corvallis, City of  
Earthscan/James & James  
Entermodal  
GreenBlue  
Gunderson  
Idaho GEMStars  
Metafore  
MusEco/Yellowstone Business  
Partnership  
Oregon Dept of Human Services  
Oregon Natural Step Network  
Oregon State University  
Pacific University  
Portland, City of

Portland Community College  
Schwabe, Williamson and Wyatt  
Sealy  
Shorebank Pacific  
Sustainable Local Investments Partnership  
(SLIP) of Spokane  
South Waterfront  
Transformation Systems International  
University of Oregon  
West Linn, City of  
Wiley  
Zero Waste Alliance