



# Social Footprint Masterclass

Sept. 24-26, 2008  
Burlington, VT

## About the Class

This two-and-a-half-day class has two overriding objectives: 1) to introduce and explain an advanced and compelling new approach to corporate sustainability management (CSM), measurement, and reporting: *Sustainability Quotients*, and 2) to introduce and explain the *Social Footprint Method*, an implementation of sustainability quotients that arguably operationalizes triple bottom line reporting.

We begin with a brief summary of CSM – what it is, and leading concepts, tools, and methods for how to perform it – followed by an introduction to Sustainability Quotients, an organizing principle and approach for CSM that brings context to the business of measuring and reporting corporate sustainability performance.

On the second and third days of the class, we cover the Social Footprint Method in detail, including the steps involved in its use, and two case studies. By the end of the program, attendees will fully understand the method, how to use it in their own environments, and the important concepts and principles that lie behind it.

## About the Social Footprint Method

The Social Footprint Method (SFM) is an advanced sustainability measurement and reporting tool that makes it possible to quantify the social sustainability performance of an organization. It was jointly developed by the Center for Sustainable Innovation in Vermont and the University of Groningen in the Netherlands over a three-year period (from 2005 to 2007).

In effect, the SFM operationalizes the social and economic sides of triple bottom line reporting. It does this by assessing an organization's impacts on human, social, and constructed (or built) capital – i.e., *vital capitals* – analogous to the manner in which *Ecological Footprint* analyses, or environmental assessments, assess human impacts on *natural* capital. One independent reviewer of the SFM approach described it as “simple elegance” (Bill Baue, Socialfunds.com). Successful users of the SFM thus far include Ben & Jerry's Homemade, Inc., the well-known ice cream maker and wholly owned subsidiary of the Unilever Corporation.



### Class Instruction

The Social Footprint Masterclass is taught by Mark W. McElroy, Executive Director and Chief Sustainability Officer at the Center for Sustainability Innovation in Thetford Center, Vermont. Mr. McElroy's credentials include the following:

- Visiting Researcher on the Faculty of Economics & Business Management at the *University of Groningen* in the Netherlands
- Creator of the *Social Footprint Method*, and consultant to corporations concerning its use
- Ph.D. candidate at the *University of Groningen*, with concentration in corporate sustainability management, measurement, and reporting – dissertation scheduled for completion in the spring of 2008
- 30-year veteran of management consulting, including Partner at *KPMG Peat Marwick* and Director at *Price Waterhouse*
- Board chair emeritus at the *Sustainability Institute* in Hartland, VT
- Award-winning author and frequent speaker on topics involving sustainability theory and practice, knowledge management, and sustainable innovation

### Registration Details

For more information about the class, its syllabus, and online registration, visit: <http://www.sustainableinnovation.org/social-footprint-class.html>

- Location: Marriott Courtyard, Burlington, Vermont; (802) 864-4700.

- Cost: \$1095, payable in advance.

### Pre-reading Assignments

Both prospective and pre-registered attendees of the class are encouraged to pre-read the following article entitled, "Sustainability Quotients and the Social Footprint" (2007), *Corporate Social Responsibility and Environmental Management*, by M. W. McElroy, R. J. Jorna, and J. van Engelen:

<http://www.sustainableinnovation.org/Social-Footprint-Article.pdf>

### References and More Information

References and more information are available upon request by contacting Mark W. McElroy at [mmcelroy@vermontel.net](mailto:mmcelroy@vermontel.net), or by phone at (802) 785-2293. More information about the Center for Sustainable Innovation can be found at: [www.sustainableinnovation.org](http://www.sustainableinnovation.org).

