

P.O. Box 309  
Thetford Center, VT 05075  
Tel: 802.785.2293

## **About the Center for Sustainable Innovation (CSI)**

**Thetford Center, VT** – The Center for Sustainable Innovation (CSI) is a 501(c)(3) non-profit corporation created in 2004 by its founder, Mark W. McElroy. Its purpose is to conduct research, development, training, and consulting for, and with, companies around the world interested in managing and improving the sustainability of their operations.

What differentiates CSI from other advocates of organizational sustainability is its adherence to an approach for corporate sustainability management, measurement, and reporting that is context-based (i.e., an approach that measures organizational sustainability performance against actual social and environmental conditions in the world).

Thus, we argue for measuring and reporting fresh water use by a company, for example, against knowledge of what such levels ought to be, based on actual supplies in the world and principles of equity for how they should be shared. This we do as opposed to simply measuring and reporting consumption in a context-free or trend-lining fashion, as if background conditions didn't matter. Moreover, we take the same approach on the social sustainability side of things, using a tool we developed called the Social Footprint Method. There again, we look at a company's actual versus normative impacts, and measure its sustainability performance, accordingly.

CSI's Executive Director, Mark W. McElroy, is board chair emeritus of the Sustainability Institute, formed in 1996 by the late Donella Meadows. He is a 30-year veteran of management consulting, having spent much of that time as a partner at KPMG, a senior manager at Price Waterhouse, and Co-Director of the Center for the Open Enterprise.

Mark is also a Visiting Researcher at the University of Groningen in The Netherlands, a post he holds in connection with CSI's recent work on the development of the Social Footprint Method (SFM). It is on the basis of that work that Mr. McElroy is a Ph.D. candidate at Groningen, having led the development of the SFM there.

## **About The Social Footprint Method**

The Social Footprint Method (SFM) is the world's first accounting tool for quantitatively measuring and reporting the social sustainability performance of an organization. It was developed by Mark W. McElroy at the Center for Sustainable Innovation in Vermont, in conjunction with the University of Groningen in The Netherlands. More information about the SFM and organizations where it has been used can be obtained by contacting Mr. McElroy at [mmcelroy@vermontel.net](mailto:mmcelroy@vermontel.net), or (802) 785-2293.