

## FOR IMMEDIATE RELEASE

### **SymbioSus Sustainability Consulting President Bryan Sheehan to present Sustainability Reporting Workshop at New Hampshire Businesses for Social Responsibility's Institute for Corporate Sustainability**

**Southborough, MA, July 19, 2011** – SymbioSus Sustainability Consulting, Inc., a sustainability consulting firm focused on helping companies increase their profitability and competitive advantage by optimizing their environmental performance, announced today that SymbioSus™ President Bryan Sheehan has been selected as an instructor for the CSR Measurement and Reporting workshop within the Certificate in Corporate Sustainability program, a partnership of New Hampshire Businesses for Social Responsibility (NHBSR) and the University of New Hampshire (UNH). A key component of the Certificate in Corporate Sustainability is a three-day Institute, which will be held from October 4-6, 2011, at the University of New Hampshire.

The Certificate in Corporate Sustainability is a comprehensive, practical training program for mid-level and senior professionals in businesses of all sizes who are seeking to increase their functional skills in the practices of corporate sustainability and social responsibility. Participants completing the Certificate in Corporate Sustainability program do so by participating in the 3-day Institute and then completing a follow-up capstone project within and related to their current organization, with mentoring from experienced sustainability professionals. The program will provide attendees the latest insights, best practices, and practical tools to help them take their companies' sustainability and CSR efforts to the next level.

The faculty for the Institute, including Sheehan, is comprised of sustainability professionals with a wide range of experience in the corporate and academic sectors. Program content will address key aspects of all of the major components of the process for optimizing sustainability, including assessments, goal-setting, strategy, planning, implementation, employee and stakeholder engagement, measuring results, and reporting and communicating those results internally and externally.

SymbioSus President Bryan Sheehan will co-lead the CSR Measurement and Reporting session at the Institute, along with Herb Parkhurst, Senior Manager of Plant Services for New Hampshire Ball Bearings, Inc. The workshop will discuss the value, opportunities, and challenges of CSR reporting, the range of reporting options available, from more basic options up to the comprehensive gold-standard Global Reporting Initiative (GRI) process, and which option is right for which situation. It will also share the overall methodology and best practices for CSR reporting, as well as practical, real-world lessons learned from companies that have been leading the way in CSR reporting.

SymbioSus President Bryan Sheehan said, "The Institute for Corporate Sustainability is a great and exciting collaboration between NHBSR and UNH, and shows great leadership by both organizations. I am very pleased, honored, and excited to be working with both organizations, and with the outstanding group of sustainability professionals that has been assembled as instructors. In the CSR Reporting workshop, we look forward to providing a combination of strong base knowledge of the tools, methods, and key considerations for CSR reporting, as well as real-world experiences and lessons learned."

Alyson Genovese, Project Coordinator for the Certificate in Corporate Sustainability program, said, "We are excited about bringing this valuable learning resource to business leaders and growing a network of certified sustainability change agents within Northern New England."

For more information on the NHBSR Institute for Corporate Sustainability and Certificate of Corporate Sustainability program, including a broader program overview and registration information, visit [www.nhbsr.org/certificate](http://www.nhbsr.org/certificate). After July 25, the latest information on the program will be found at [www.sustainabilitycertificate.org](http://www.sustainabilitycertificate.org).

**About SymbioSus Sustainability Consulting, Inc.**

SymbioSus Sustainability Consulting, Inc. is a sustainability consulting firm that helps businesses increase their profitability and competitive advantage by optimizing their environmental performance. SymbioSus helps companies better understand, assess, and measure their environmental impacts, develop and implement plans to reduce negative impacts, risk, resource use, waste and cost, increase resource efficiency, productivity and profits, and measure and report the results. SymbioSus works flexibly to address each client's specific needs, whether that means a small pilot project, a focus in one specific area of sustainability, or a comprehensive assessment, planning, implementation, and reporting process. To learn more about SymbioSus, visit [www.symbiosus.com](http://www.symbiosus.com).

**About NHBSR**

New Hampshire Businesses for Social Responsibility (NHBSR) builds and supports a network of businesses in New Hampshire and the New England region committed to adopting socially responsible business practices, recognizing that people, principles and profits are inseparably linked. More information can be found at [www.nhbsr.org](http://www.nhbsr.org).

**About UNH**

The University of New Hampshire, founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea and space-grant university, UNH is the state's flagship public institution, enrolling 11,800 undergraduate and 2,400 graduate students. Home to the oldest endowed sustainability program in U.S. higher education, the UNH Sustainability Academy, UNH is an award-winning leader in integrating sustainability across curriculum, operations, research and engagement. For more information, visit [www.sustainableunh.unh.edu](http://www.sustainableunh.unh.edu).

**For more information, contact:**

For SymbioSus Sustainability Consulting, Inc:  
Bryan Sheehan, President  
[bsheehan@symbiosus.com](mailto:bsheehan@symbiosus.com)  
774-285-6823

For NHBSR and the Institute for Corporate Sustainability:  
Alyson Genovese, Project Coordinator, Certificate in Corporate Sustainability program  
[alyson@causesolutions.com](mailto:alyson@causesolutions.com)  
603-834-5585