

Sustainability Scorecard International™ (SSCI) Inc.
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Today's Discussion:
The Balance Sheet is Dead!
Long live the Main Street Performance Scorecard!

- An Overview
- The Details
- The Level of Effort



**1989 - 1999 Snapshots
 Corporate Sustainability Reporting**

1989	New York: Thurs. Sept 7 CERES issued 10 Valdez Principles
1994	London: John Elkington coined term "triple-bottom-line" reporting.
1999	Boston: CERES issued Global Reporting Initiative (GRI) "triple-bottom-line" sustainability reporting protocol.
1989/99	Companies saved money with 3Rs waste management. Silent on energy.

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**2000 - 2008 Snapshots
 Corporate Sustainability Reporting**

2003	Carbon Disclosure Project sends questionnaire to 3,000 global companies.
2005	SEC: mandatory environmental reporting in MD&A and in 10K reports.
2006	GRI: issues its third sustainability reporting protocol directives.
2008	OSC: mandatory environmental reporting in MD&A annual report.

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Today's Corporate Sustainability Reporting

2009	EU mandatory CSR: Denmark 2009, Sweden 2008, UK 2007, France 2001
2009	Dell, Proctor & Gamble, UK-Tesco, Swiss Nestlé agree to report their supply chain's carbon emissions.
2009	Copenhagen Protocol to prevent global warming and climate change. Climate Change Conference December 6 – 18, 2009

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Tomorrow's Corporate Sustainability Reporting

2010	Canadian US exports at risk from U.S. climate bill. US to slap levies.
Jan. 1/ Dec. 31/10	US EPA mandatory reporting in 2011 for 2010 GHG emissions. 13,000 organizations who emit more than 25,000 mt CO ₂ a year.
Apr.1/10 Mar.31/11	-1 st compliance year. UK Carbon Reduction Commitment. 5,000 organizations who consume 6,000+ MWh a year to submit energy utilization report. Must purchase allowance at £12 mt CO ₂ .

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Main Street Capitalism is a business ethic based on Peter F. Drucker's management philosophy

[The Practice of Management 1954: The responsibilities of management, p.386-388]

1. Management must consider the impact of every business policy and business action upon society.
2. The first responsibility of business to society is to operate at a profit, and
3. Secondly, and only slightly less important, is the necessity for growth.

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More Peter F. Drucker (HBR March – April 1991)

- shareholder value is an incorrect measure of corporate performance;
- to endure, a corporation must operate from a long-term perspective. It must maximize the wealth-creating capacity of the enterprise.

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SSCI's Main Street Performance Scorecard™
defined:

- 1) Measures and reports the financial and non-financial wealth-producing performance trends of an enterprise as well as for not-for-profit organizations.
- 2) · one page, four-bottom-lines, 30 KPIs maximum, monthly, quarterly, annual report.
· Yesterday's Progress; Today's Performance; Tomorrow's Potential.

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VALUES ADDED TO ORGANIZATION BY SSCI's Main Street Performance Scorecard™

COMPANY REPUTATION: "license to operate" anywhere, for SMEs +

MARKET COMPETITIVENESS: lowers 'green' barriers to trade.

FINANCIAL BENEFITS: bank loans; cost effective compared to GRI

REPORTING ADVANTAGES: tech-friendly; monthly, quarterly annually.

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SSCI analysis:
 Energy and Water Environmental Reporting & Performance:
 Individual Pacific Sustainability Index scores of
 105 Fortune 1000 companies

Energy: 91 (87%) given a zero mark/100 and Needs Substantial Improvement. No company earned marks between 75 and 100.

Water: 86 (82%) given a zero mark/100 and Needs Substantial Improvement. Three companies marks between 75 and 100, an Excellent comment.

*How effective are the other 895 Fortune 1000 companies websites
 When it comes to communicating their environmental management
 And social returns performances to stakeholders?*

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GOOGLE 2007 Web Pages *F*

Google, shamefully, has absolutely nothing on its website Concerning corporate sustainability environmental and social Issues, or corporate governance, except on installing a solar panel on one of its campuses. Does it think all those Server farms are totally environmentally benign?

Evidently, Google is one of the best places in the world to work, but it isn't using this vehicle to explain why.
 ~Moore

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SSCI's Main Street Performance Scorecard™
 Reports on the continuous progress
 of living today for a better tomorrow.

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