



The Natural Step Network - US
Annual Report
2009



Letter from the Executive Director



How we as humans live on our rapidly changing planet is truly the greatest challenge of our time. Because this issue is so complex, it is often misunderstood, politicized, denied and ignored. At a time when we must boldly re-imagine a new society built within nature's limits, efforts are focused on single issues and incremental change that make unsustainable activities just a little less unsustainable, while we continue to invest in systems that are inherently unsustainable.

In order not to completely erode the ecological and social systems upon which we depend, we must clearly define what "human well-being within natural limits" means and move strategically and concretely toward it together – sharing ideas, knowledge and best practices that are sufficient to address the problems and to empower individuals, organizations, companies and municipalities to act as a global community

Given this need, a year ago the Network dramatically increased the scope of its mission and its capacity, to leverage our educational and networking tools to reach more people in less time. It began with the decision to expand our reach beyond Oregon after several years of inquiries and requests from people around the country. The time seemed right to change our name from the Oregon Natural Step Network, to become The Natural Step Network.

Since our beginning in 1997 we have worked with pioneering organizations journeying toward sustainability. Many of them grasped the Natural Step Framework and used it, creating new opportunities for themselves while striving to promote the well-being of society and nature. We have promoted and shared their stories. In 2008 we realized that we needed to leverage the Natural Step Framework and make it more accessible to those searching for sustainability tools.

To accomplish this goal, we increased our staff, bringing on a training director, greater communications capabilities and networking opportunities. We've been connecting with people in many states outside of Oregon, speaking in Ohio, Wisconsin, New Jersey and Washington. In choosing to scale up, we knew we were taking a risk, but felt that the sustainability crises we face demanded greater action.

Over the past eleven years we've learned that transformative organizations begin with individuals. Individuals cause organizations to change, whether it's the CEO of an organization, like Ray Anderson of Interface, or the citizens of Corvallis, Oregon and Madison, Wisconsin. They are the levers that move organizations and communities toward sustainability. And organizations and communities that use a common language of sustainability and create sustainability strategies and implement them are levers of sustainability as well.

We believe that this year is critical for the Network. Having built greater capacity to share the Natural Step tools and expand our network, we want to work with our supporters and partners to reach many more people who will be the levers and agents of change.

Regina Hauser
October 15, 2009

2009 Accomplishments

Our Board

JUSTIN YUEN, President *FMYI, Inc.*

STEVE FAULSTICK *Doubletree Hotel Portland*

THOR HINCKLEY *Portland General Electric*

TOM OSDOBA, Secretary/Treasurer

University of Oregon

SUSAN SOKOL BLOSSER, Vice-President

Sokol Blosser Winery

JULIA SPENCE *Neil Kelly Company*

STEVE STRAUS *Glumac International*

NANCY STUEBER *OMSI*

DENNIS WILDE *Gerding Edlen Development*

OREGON BUSINESS GOES GREEN

We were thrilled to see the following Natural Step Network Members among those honored by Oregon Business Magazine as being among the 2009 Top 100 Green Companies in Oregon:

Ater Wynne

David Evans and Associates

DeSantis Landscapes

Doubletree Hotel, Portland

Gerding Edlen Development

The Joinery

Pacific Landscape Management

PAE Consulting Engineers

PECI, Inc.

Portland General Electric

Portland Trail Blazers

Schwabe Williamson & Wyatt

Sokol Blosser Winery

Walsh Construction Company

Willamette University

Expanding Our Reach

Building Internal Capacity

The Natural Step Network expanded its capacity to provide education and networking opportunities on the web and elsewhere, by expanding internal staff. Heidi Speight joined us as Training Director, designing new courses in collaboration with TNS trainers around the world. Chas Martin is now our Network's Communications Director; his first task has been to make Network information and resources more accessible on the web. And Holly Brunk moved from Office Administrator to Membership Coordinator, reaching out to current and new members.

Grant Award

The Network received an \$88,000 grant from the Boeing Foundation to provide Natural Step training and coaching to small and medium sized Boeing suppliers in three regions: the Pacific Northwest, Southern California and Houston. Project delivery will be ongoing through early 2010, and the work with Boeing will increase the impact of The Natural Step beyond our home base in Portland.

Across the Country

Executive Director Regina Hauser made Natural Step presentations to employees at Nationwide Insurance in Columbus, Ohio and Alcatel-Lucent headquarters in Summit, New Jersey. She also spoke at the 8th Annual International Bioethics Forum in Madison, Wisconsin, and the Agenda for a Sustainable America conference in Seattle, Washington.

2009 Accomplishments

Expanded Trainings

Advanced Natural Step Training

Building on TNS New Zealand's Associates learning programs, in 2008 The Natural Step launched The Natural Step Academy to "create the means for individual and collective learning to accelerate progress towards sustainability." Through The Natural Step Academy collaboration we have launched Strategic Sustainability for Leaders Level 1. After piloting a three-day workshop in Portland in April, we are pleased to offer the course three times this fall, in Portland, Seattle and Chicago.

Training Partnerships

In cooperation with Network Members ISSP, HDR, Inc. and Orgaincally Grown Company, we offered an interactive workshop on creating indicators to measure progress toward sustainability.

New NWEI Course

The Network enjoyed collaborating with our old friend at the Northwest Earth Institute in the publication of their new course: Sustainable Systems at Work. Designed to help employees learn about sustainability concepts and take action in the workplace, it is a great addition to the NWEI library of sustainability courses.



Membership and Networking

TransformAgents!

We have expanded our services and benefits to members with the launch of our social networking site Transformagents.org, and an offering of distance learning opportunities to be launch in October.

Membership is growing across the country with new members in Seattle, Chicago, Phoenix, Houston, Madison, WI and Duluth, MN. Network Training Director Heidi Speight divides her time between Madison and Portland, helping to connect and network with organizations in both regions.

As Network Members expand their influence in the realm of sustainability we have been very pleased to see the Natural Step Framework feature in their work and influence. To name only a few:

Cogan Owens Cogan Senior Project Manager, Bob Wise, led the Taipei, Taiwan Sustainable Development Action Plan.

Sustainable Twin Ports is wrapping up a program with 14 businesses and organizations from the Twin Ports communities of Superior, Wisconsin and Duluth, Minnesota committed to becoming "early adopters" of sustainability. The 14 organizations took part in a year-long program that included six days of formal training and analysis of best practices in sustainability, networking and coaching, all based on use of the Natural Step Framework.

Clackamas County, Oregon has committed to training all 2,000 county employees in sustainability using the Natural Step Framework to define and frame the project. The Network is supporting the work of several governments within Clackamas County who have committed to using the Framework through a peer learning group and training opportunities.

Financial Summary

Statement of Financial Position

June 30, 2009

Assets

Cash	\$ 221,791
Fixed Assets	\$ 3,902
Other Assets	\$ 2,598
TOTAL ASSETS	\$ 228,291

Liabilities & Equity

Liabilities	\$ 29,790
Equity	\$ 198,501
TOTAL LIABILITIES & EQUITY	\$ 228,291

Statement of Activities

June 30, 2009

Revenues

Grants & Donations	\$ 98,151
Membership	\$ 142,980
Events and Fees	\$ 77,524
Other Income	\$ 5,726
TOTAL Revenue	\$ 324,381

Expenses

Project Costs	\$ 267,639
Administrative	\$ 109,458
TOTAL Expenses	\$ 377,097

Members

Our members are both the heart and the lifeblood of The Natural Step Network, providing the financial means to run the Network, as well as the human-powered impetus and inspiration to continue our work toward achieving a sustainable future.

Through the support of the following members, the Network is able to provide training and education on the latest developments in the Framework, facilitate connections between leaders and innovators to share learning and create powerful relationships, and help build communities of practice across the country. Our members are practitioners, leaders, and mentors in their fields, working every day for a more sustainable future, and we are deeply grateful for their continued support.

Founding Members:

MEMBER NAME (MEMBER SINCE)

Ann Sacks Tile & Stone, Inc. (2008)
Boeing Portland (2008)
City of Portland (2002)
The Collins Companies (2000)
Gerding/Edlen Development (2001)
Greenspace (2008)
Hoffman Construction (2003)
Metro (2000)
Neil Kelly Company (2001)
Nike, Inc. (2000)
Northwest Earth Institute (1999)
OHSU (2005)
Pinnacle Exhibits (2008)
Portfolio 21 Investments, Inc. (2000)
Portland General Electric (2000)
Rejuvenation, Inc. (2000)
ShoreBank Pacific (2002)
Skanska USA Building, Inc. (2004)
Tazo Tea Company (2004)
University of Portland (2001)
Walsh Construction Company (2003)

Sustaining Members:

A to Z Wineworks (2007)
Ankrom Moisan (2001)
Ater Wynne (2006)
Bartel Contracting (2008)
Bonneville Power Administration (2006)
Boora Architects (1996)

Clackamas County (2003)
Coastwide Laboratories (2003)
Conkling Fiskim & McCormick (2008)
David Evans and Associates (2002)
Doubletree Hotel (2006)
Dunn Carney Allen Higgins & Tongue (2003)
Energy Trust of Oregon (2003)
FMYI, Inc. (2006)
GBD Architects (2001)
Glumac International (2002)
Green Building Services (2006)
Greenwood Resources (2007)
Hartmann & Forbes (2008)
HDR, Inc. (2002)
Hot Lips Pizza (2000)
Infinity Images (2009)
Intel (2008)
Johnson Air Products (2008)
Jones Lang LaSalle (2009)
KPFF Consulting Engineers (2001)
Mahlum Architects (2001)
Melvin Mark Companies (2001)
New Seasons Market (2004)
Northwest Natural Gas Company (2000)
OfficeMax (2006)
Organically Grown Company (2004)
OTAK Architects (2004)
PACCESS (2003)
Pacific Natural Foods (2006)
PAE Consulting Engineers (2001)
Parr Lumber Company (2007)
Parsons Brinckerhoff (2003)
Portland State University (2002)
Portland Trail Blazers (2008)
Redside Development (2005)
Schwabe Williamson & Wyatt (2002)
SERA Architects (2000)
Soderstrom Architects (2002)
Stoel Rives (2004)
TriMet (2002)
TVA Architects (2001)
URS (2007)
Yost Grube Hall (2001)
Zimmer Gunsels Frasca Architects (2002)
Zipcar (2006)

Organizational Members:

360GREEN, Inc. (2009)
9Wood, Inc. (2008)
Absolute Office of Oregon (2008)
Abundant Harvest (2008)
A-Dec (2009)
AHA! (2009)
AOGEA of Southern California (2009)
Artemis Foods (2002)
Axis Performance Advisors (1998)
Benton County (2002)
The Bike Gallery (2000)
Blackledge Furniture (2000)
Blue Marble Media (2008)
Blue Ocean Events (2007)
Blue Tree Strategies (2009)
Bonneville Environmental Foundation (2004)
Brightworks (2006)
Broadleaf Architecture (2004)
Brown & Caldwell (2001)
Calbag Metals Company (2004)
Carleton Hart Architecture (2009)
CB/2 Architects & Construction (2006)
Celilo Media Group (2000)
City of Albany (2007)
City of Bend (2004)
City of Corvallis (2005)
City of Eugene (2001)
City of Lake Oswego (2002)
City of Milwaukie (2006)
City of West Linn (2009)
City of Wilsonville (2008)
Clackamas Soil & Water Conservation (2008)
The Climate Trust (2007)
Cogan Owens Cogan (2009)
Columbia Sportswear (2008)
Core Communications (2005)
Corvallis Benton Chamber Coalition (2009)
Crave Catering (2008)
Cycle Oregon (2009)
DeSantis Landscapes (2007)
DSW Collective, LLC (2009)
E2 Foundation (2008)
Earth Advantage (2005)
Eleek, Inc. (2004)
Entermodal (2005)
Environmental Education Assoc of OR (2007)
Environmental Training & Consulting (2008)
Environmental Paper & Print (2002)
ESA Consulting (2002)
EyeLevel (2009)
First Independent Bank (2009)
First United Methodist Church of Corvallis (2005)
Food Alliance (2009)
Formos (2008)
Fusion MR, LLC (2007)
gDiapers (2006)
Garten Services (2006)
Geochord (2009)
Hawthorne Auto Clinic (2000)
Heathman Lodge (2009)
Herman Miller Workplace Resource (2003)
Highfill Construction (2008)
Highland Laboratories (2007)
Holy Names Heritage Center (2008)
IDC - Oregon (2009)
IHS-Dolphin Software (2007)
Imagine Energy (2008)
Jan O'Dell Marketing and Communications (2009)
The Joinery (2001)
Kalpa Consulting (2009)
Kilmer Voorhees & Laurick (2002)
Laika, Inc. (2009)
Landfall Productions (2007)
Lionheart Consulting (2003)
Lyons Consulting (2007)
Mary's Woods (2007)
Marylhurst University (2004)
Media Savvy Communications (2007)
Meeting Strategies Worldwide (2002)
Mentor Graphics (2009)
Milepost Consulting (2008)
Moto Interactive + Branding (2009)
Mount Hood Community College (2006)
Mountain Measurement (2005)
Nathan Good Architect PC (2009)
Neighbors 4 Responsible Growth (2009)
Neil Kelly Cabinets (2003)
New Buildings Institute (2005)
New Outlook Financial (2007)
NW Development Solutions (2006)
Northwest Energy Efficiency Alliance (2001)
OMSI (2002)
Opsis Architecture (2002)
Oregon Best (2008)
Oregon Building Congress (2006)

Oregon College of Oriental Medicine (2009)
Oregon DEQ (2002)
Oregon Department of Transportation (2005)
Oregon State University (2003)
Pacific Landscape Management (2009)
Partners For A Sustainable Washington County
Community (2009)
Pathways/OI Partners (2000)
PBS Engineering & Environmental (2003)
Peraska Corporation (2007)
Pivotal Investments, LLC (2008)
Pontes Consulting, LLC (2004)
Portland Community College (2005)
Portland Energy Conservation, Inc. (2009)
Portland Roasting (2004)
Powell's Books, Inc. (2004)
Present Dynamics, Inc. (2008)
Progressive Green Solutions (2008)
R. Bruer Company (2008)
RadiSys (2005)
Reach Community Development (2003)
Renewable Northwest Project (2002)
R&H Construction Company (1998)
Rogue Valley Sewer Services (2008)
SAIF Corporation (2008)
Salmon Safe (2004)
SCRAP (2008)
SD Deacon (2009)
Select Source International (2009)
Sisters of St. Joseph of Orange (2009)
Software Association of Oregon (2009)
Sokol Blosser Winery (2004)
Stephanie Bartelt, Inc. (2009)
Stonewater Consulting (2008)
Structures NW (2004)
Subway Development Corp (2009)
Sundborn Children's House (2004)
Sustainable Twin Ports (2009)
Sustainable Self (2007)
SWANCC (2009)
TonkonTorp (2003)
Travel Portland (2005)
Trilibrium (2008)
Tualatin Valley Water District (2002)
University of Oregon (2007)
Western States Chiropractic College (2008)
Willamette Organics (2008)
Willamette Print & Blueprint Co. (2005)
Willamette University (2004)
Youth & Family Services (2008)

Individual Members:

Janna Allgood (2009)
Dorothy Atwood (2001)
William Ayling (2009)
Gary Bachofner (2009)
Stewart Bartlett (2009)
David Blanchard (2008)
Livia Blaszak (2008)
Jon Blumenauer (2007)
Bruce Bohmke (2008)
David Burdick (2008)
Joe Cable (2009)
Cyd Cannizzaro (2009)
Robin Cash (2009)
Yvonne Chang (2004)
Sarah Cleveland (2001)
Daria Colner (2008)
Denise Dailey (2007)
Lori Danielson (2009)
Craig Diamond (2009)
Diane Dulken (2008)
Jens Deichmann (2008)
Scott Edmondson (2009)
John Erickson (2005)
Patsy Feeman (2008)
Henry Fielding (2007)
Elizabeth French (2008)
Shari Gardner (2008)
Janice Gega (2005)
Robert Granger (2001)
Gary Gunsalus (2009)
Laurel Harris (2008)
Kira Higgs (2008)
Sobin Hiraoka (2008)
Stacy Holtmann (2009)
Jonny Holz (2008)
James Houge (2008)
Randy Hudson (2006)
Mike Keen (2008)
Jeffrey King (2006)
Barbara Koneval (2008)
Glenn Koshiyama (2009)
David Kunz (2009)
Nancy Landrum (2009)
Allen Lee (1997)
Pamela Lesh (2009)
Brian Lockyear (2009)
David Malone (2009)
Emma McCauley (2007)
Chas Martin (2006)
Andrew Meeks (2009)
Steve Michel (2007)
Jim Morris (2009)
Jack Nickerson (2008)
Paul Phillips (2009)
Victoria Pich (2009)
Rebecca Picton (2009)
Tien Ping (2009)
Daniel Potter (2008)
Balaji Rengarajan (2007)
Miranda Rensch (2009)
Wayne Rifer (2000)
Larry Sammons (2009)
Peter Samson (2002)
Ken Scott (2003)
Peter Schoonmaker (2004)
Glenn Seaman (2009)
Sue Shinomiya (2002)
Amber Smith (2009)
Kent Snyder (1999)
Heidi Spinella (2009)
Tim Striegel (2009)
Jill Sughrue (2005)
Lonnie Tucker (2009)
Julie Urlaub (2009)
Heike von der Heyden (2009)
Heidi Waltermire (2008)
Dan Walters (2001)
J. Carter Webb (1997)
Jan Hart Weihmann (2008)
Carrie White (2005)
Donald Wienk (2001)
Jerry Zygmuntowicz (2007)

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