JOIN SMA TODAY!

You’re invited to become a member of the Sustainability Management Association (SMA), the premier association for sustainability professionals! SMA is the leading international organization dedicated to connecting sustainability professionals to an exclusive network of experts. The members of the SMA are transforming leadership and establishing sustainability management as a status quo in how we manage organizations. Members are widely disseminating the knowledge, skills, and abilities of how to manage for environmental stewardship, social responsibility, and economic performance.

SMA professionals understand our impacts on people, planet and profit. We are dedicated to creating positive long-lasting change through innovation and technology. Join us today as solutions are underway!

Benefits of Membership

Take advantage of networking with professionals who walk the talk! Benefit today by building new relationships with cross-industry and cross-sector professionals. Take advantage of member benefits in so many ways:

• Networking opportunities through webinars and conferences
• Advertise with us to proudly display your commitment to sustainability
• Refer friends, family, and colleagues to receive a member discount
• Host a webinar to an international audience
• Tell your story and achievements in the newsletter that is distributed to 500,000+
• Post your event or link to your website on the members only portal or LinkedIn group
• Post job openings or search for a new job opportunity
• Post milestones on social media
• Partner with SMA on your next event or project
• Become an endorsed trainer of the certification

Please join right on the website www.sustainabilityma.org or email us today at info@sustainabilityma.org. Once you are a member, you will receive an online password to gain access to the exclusive “Members Only Boardroom” and LinkedIn group where you can share ideas, events, job postings, etc.

Join the best association for sustainability professionals and surround yourself with like-minded professionals! We are the association for experts and can connect you to any field of expertise for your next project or strategic alliance.

For more information visit: www.sustainabilityma.org
GAIN A COMPETITIVE ADVANTAGE!
Get Certified!

Add a distinguished credential to your resume. Give yourself a competitive edge. SMA members created the first professional certification to establish the field of sustainability management. Join us to transform leadership.

THE CERTIFICATION IS EARNED IN TWO SEPARATE TIERS:

**Sustainability Management Certified Professional** is reserved for experienced professionals who are currently managing for sustainability in any industry.

**Sustainability Management Certified Associate** is appropriate for students and professionals who want to learn how to manage for sustainability.

Both certifications attest that professionals have been exposed to a body of knowledge to learn how to strategically manage for economic performance, social responsibility, and environmental stewardship. SMCP’s core competency is managing for the Triple Bottom Line of people, planet, and profit.

Certified Professional Can Benefit An Organization in Many Ways:

- Reduce risk and cost, while improving brand reputation and creating new revenue opportunities
- Establish sustainability management as a management norm
- Project management of strategic priorities
- Change management tactics to build a workplace culture of sustainability
- Cross-functional understanding of sustainability principles and methods
- Differentiator with trained certified professionals
- Continuous employee training and development with the SMA study guide

Summary Content of Body of Knowledge:

- Understand and apply key sustainability methodologies: Triple Bottom Line, closed loop management, zero-waste, life cycle assessment, life cycle costing, social responsibility
- Develop a long-term strategy that embeds sustainability with clear target goals and KPI’s
- Align business systems around the organization’s values
- Use metrics that matter for environmental, social, and financial key performance indicators and sustainability reporting
- Utilize systems thinking to plan long-term strategic priorities
- Plan program management to achieve results
- Integrate supply chain management integration
- Knowledge of third-party certifications
- Understand the key metrics to report for both informal and formal communication
- Devise communication strategies to build a culture of sustainability in the workplace

Register to Get Certified Today!

SMA created an affordable and accessible online exam. It is easy to apply for certification, simply visit SMA’s website to submit an application: [www.sustainabilityma.org/certification](http://www.sustainabilityma.org/certification).

Order the study guide in print or ebook format. The study guide can be used to either prepare for the exam or learn how to manage sustainability. Order Sustainability Management Certified Professional: the First Professional Accreditation here: [http://www.kendallhunt.com/store-product.aspx?id=73740](http://www.kendallhunt.com/store-product.aspx?id=73740)

Please contact SMA with any questions at: info@sustainabilityma.org. We will be happy to walk you through the certification process and get you all set to gain a competitive advantage.