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**FOR IMMEDIATE RELEASE**

## **The ROI INSTITUTE STARTS PRACTICE ON MEASURING THE IMPACT OF SUSTAINABILITY PROGRAMS**

*The practice prompts publication of a new book, [The Green Scorecard: How to Measure the Impact and ROI for Sustainability Projects](#)*

**Birmingham, Alabama, October 28, 2009** - The ROI Institute has announced the formal launch of its practice to measure the impact and ROI for green projects and sustainability initiatives. This is a natural outgrowth using the ROI Methodology™ collecting and generating six types of data to show the ROI of any function or process. In the last two years, several participants in public certifications have taken on sustainability projects. In addition, the ROI Institute has assisted several organizations to measure the impact of its projects. This formal announcement of this practice coincides with the planned publication of a new book, *The Green Scorecard: How to Measure the Impact and ROI for Sustainability Projects*. This new book, to be published by Nicholas Brealey, a London-based publisher, will mark the first publication of its kind in this massive green movement. According to the publisher, there is no systematic, consistent process to measure the success of green projects, and for executives to encourage, promote and implement new initiatives, they must see the value of the projects so they can decide which areas require more or less investment. In addition, the ROI Methodology™ shows what is and what is not working with projects, and allows projects that may be doomed with failure to be adjusted to make them successful.

Patti P. Phillips, Ph.D., President and CEO of the ROI Institute, will serve as the practice leader for the green movement and the lead author of the new book. According to Patti, "We are excited about the new application. A great deal of interest, efforts and money has been placed in this area and we are proud that our methodology has been recognized as the most credible process to evaluate these initiatives. We are pleased that we were contacted by the publisher, after considerable research, to write this new book. The book is scheduled to be published in late 2010 and will be distributed world-wide with an extensive global promotional campaign, including book signings in major cities. Jack J. Phillips, Ph.D., Chairman and founder of ROI Institute added, "We are impressed with the acceptance of our methodology in many

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applications. We developed our methodology to be flexible, credible, consistent and CEO and CFO friendly. This new practice area validates our premise that, without a doubt, this is the most effective and successful business evaluation process for various functions in organizations. For significant non-capital investments, this is the chosen methodology. CFOs and CEOs love this process and we are very pleased to apply it to this extremely critical area.”

Patti P. Phillips and Jack J. Phillips, authors of *Show Me the Money: How to Determine ROI in People, Projects and Programs*, continue to drive the use of the ROI Methodology™ in many functions and countries.

For more information regarding this practice or publication, please contact Patti P. Phillips at (205) 678-8101 or visit [www.roiinstitute.net](http://www.roiinstitute.net).

#### About the ROI Institute

ROI Institute, Inc. founded in 1992 as a service-driven organization, assists professionals by improving programs and processes using the ROI Methodology™ developed by Dr. Jack Phillips. Founders Jack J. Phillips, Ph.D. and Patti P. Phillips, Ph.D. are the leading experts in the use of return on investment (ROI) in non-traditional applications. The Phillipses conduct ROI workshops and provide consulting services, making the ROI Institute an industry leader in measurement and evaluation. The ROI Methodology™ consists of 20 fields and is instilled in over 52 countries by 100 ROI consultants. The ROI Institute builds internal capability with the process to help individuals achieve Certified ROI Professional (CRP), a designation respected by executives in all types of organizations.

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