US EPA ARCHIVE DOCUMENT

Sustain Dane's MPower Business Champion Program

Jessie Lerner, Executive Director
April 30th, 2014

SUSTAIN DANE
LIVE FORWARD

Everyone has the potential to be a sustainability superhero

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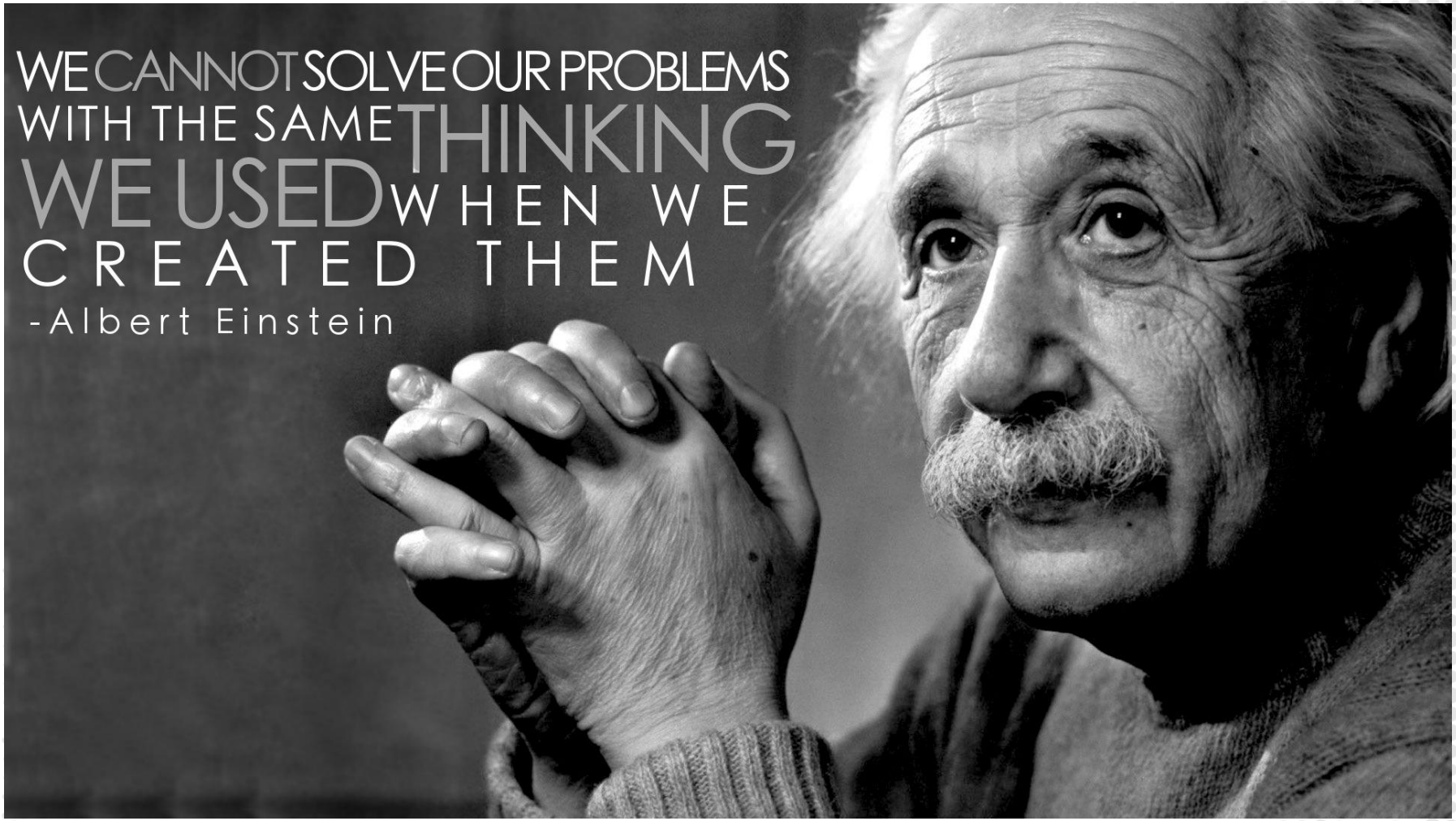
And everyone has a sphere of influence



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MEASURE

LEARN

CONNECT

ACT

TRACK

$AVE

Each MPower business develops a green team

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Working in Partnership

POWER BUSINESS CHAMPION PROGRAM

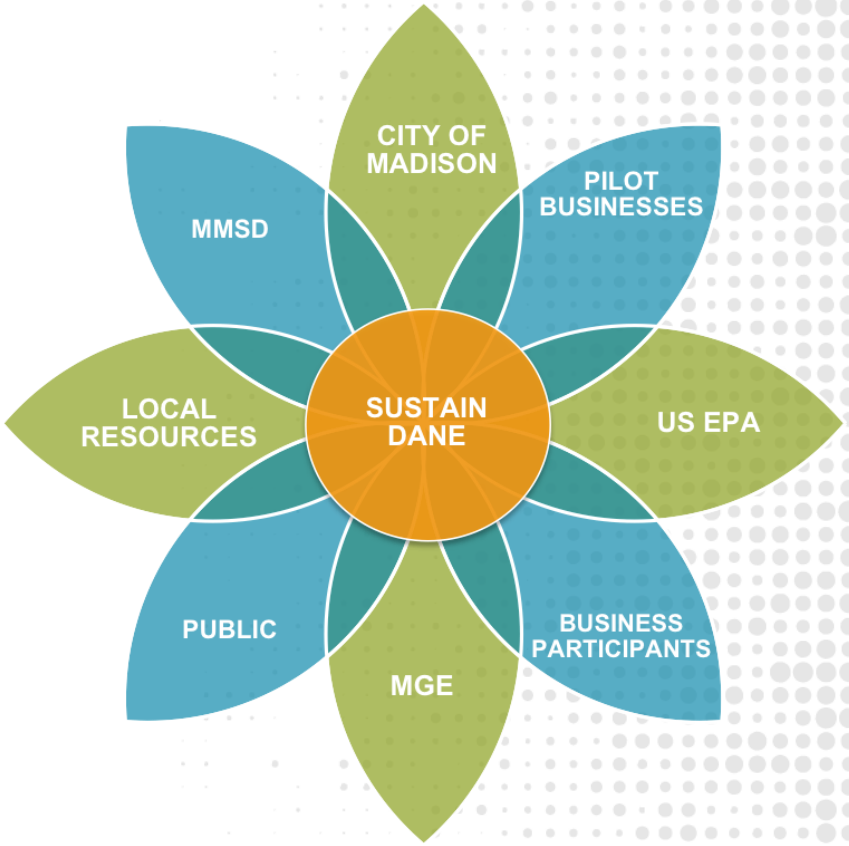
mge®

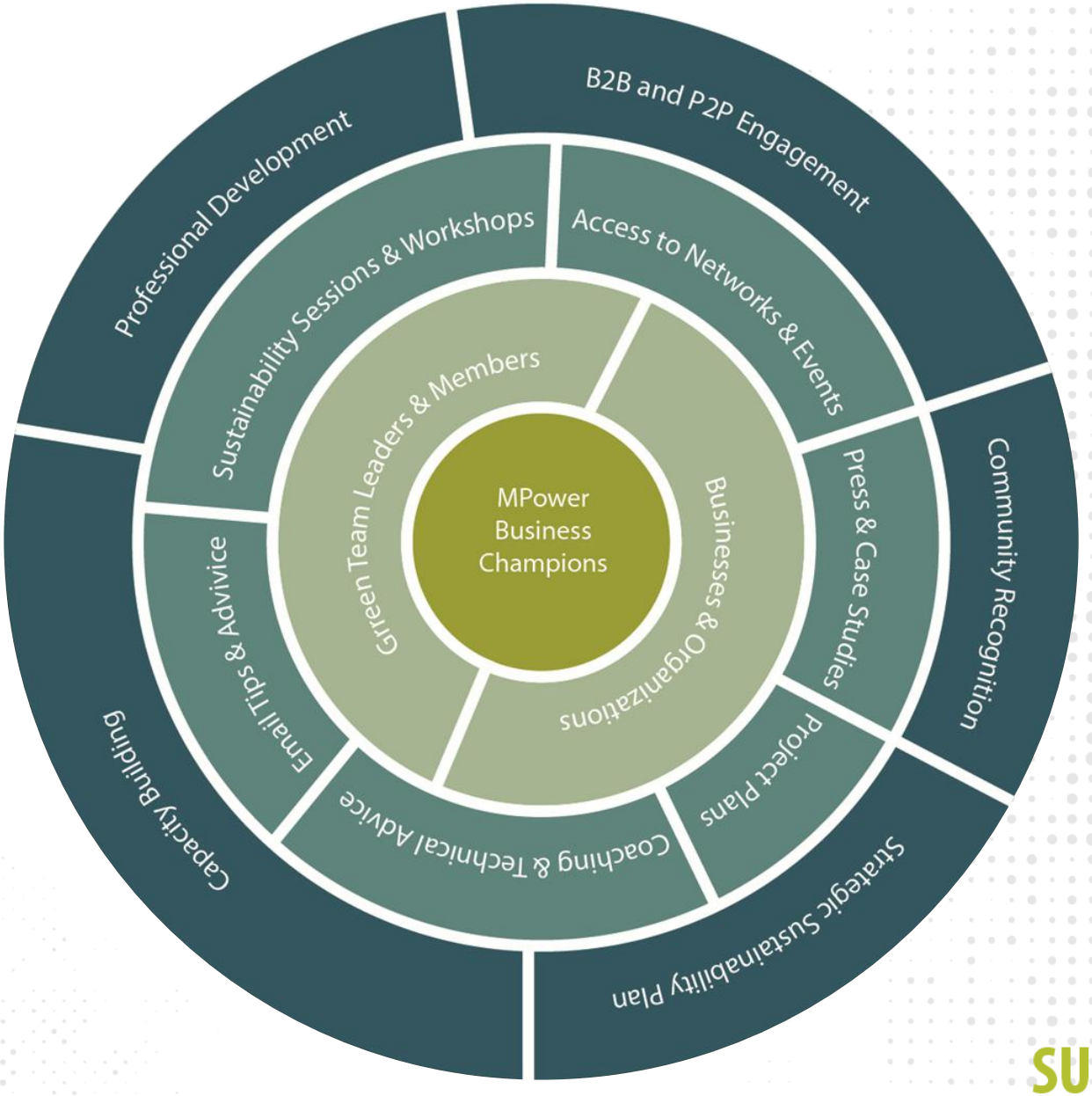
your community energy company

Climate Showcase Communities
Local Climate and Energy Program

Madison

Partnering to benefit our world and your bottom line
RapidImprovement ASSOCIATES, LLC





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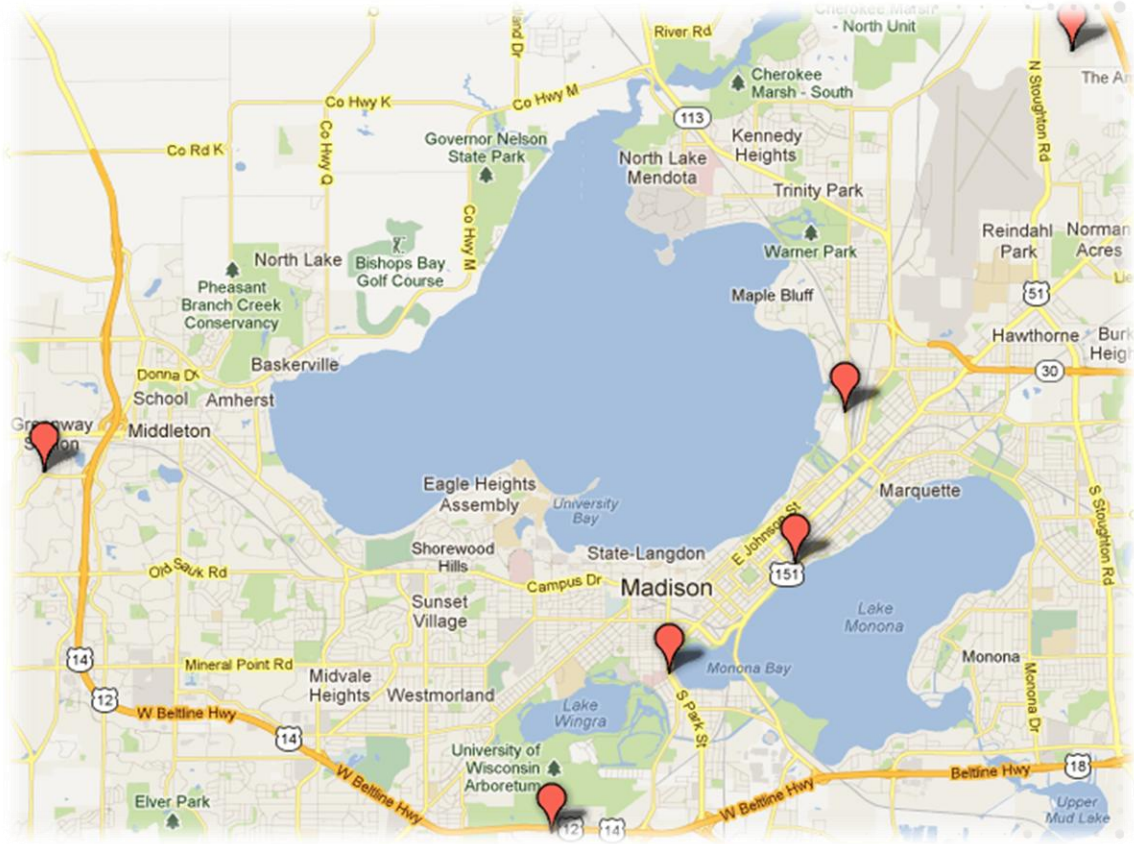
2009 MPower Champions



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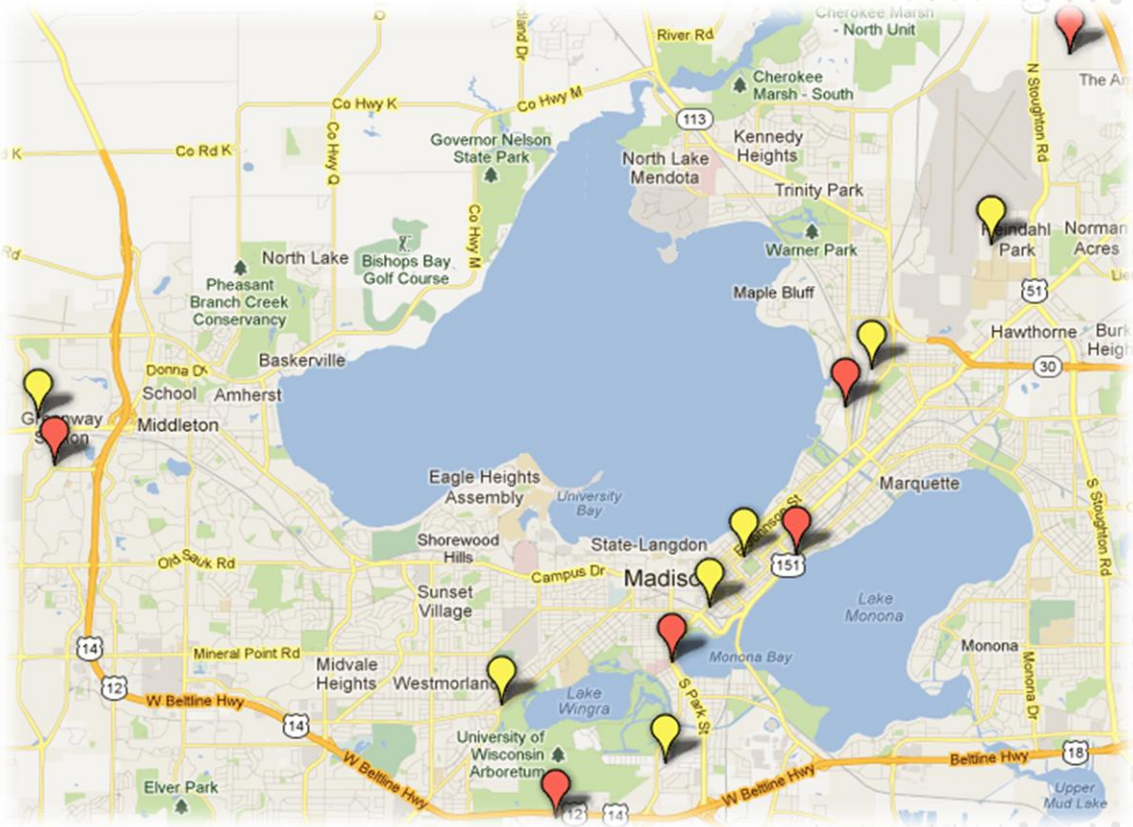
2010 MPower Champions



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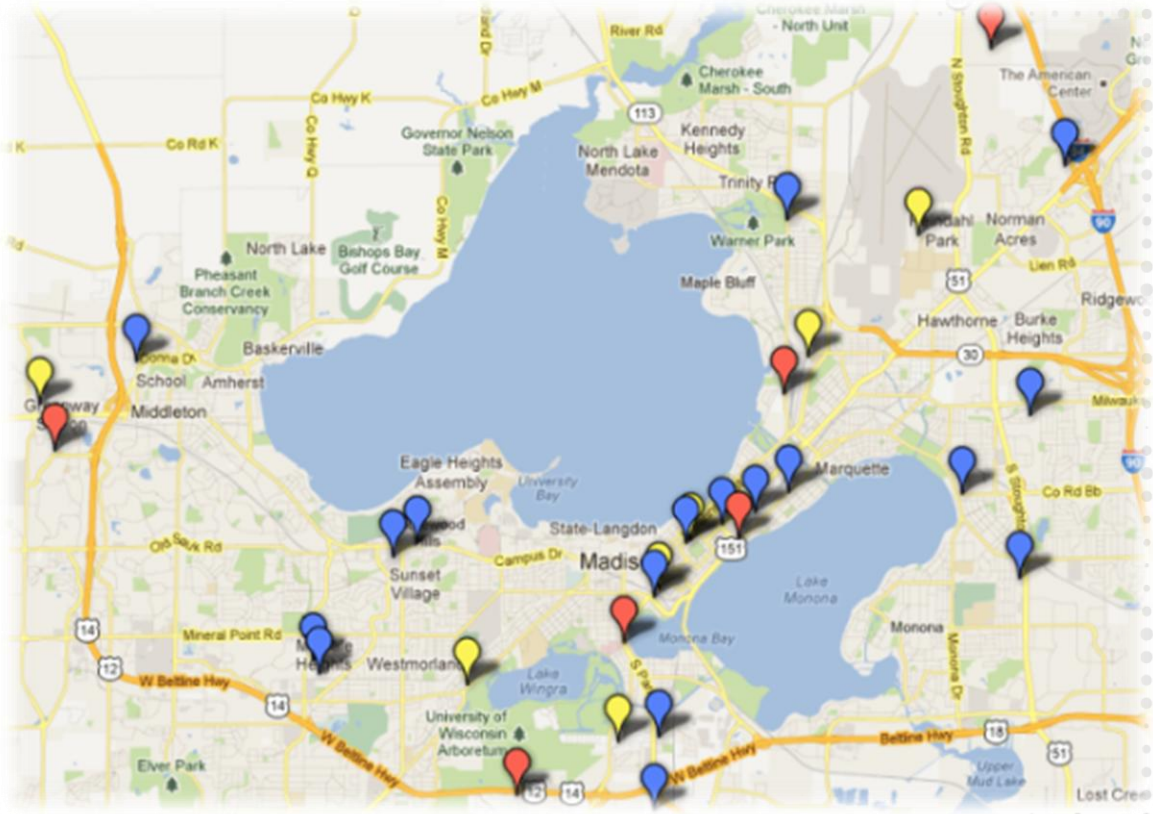
2011 MPower Champions



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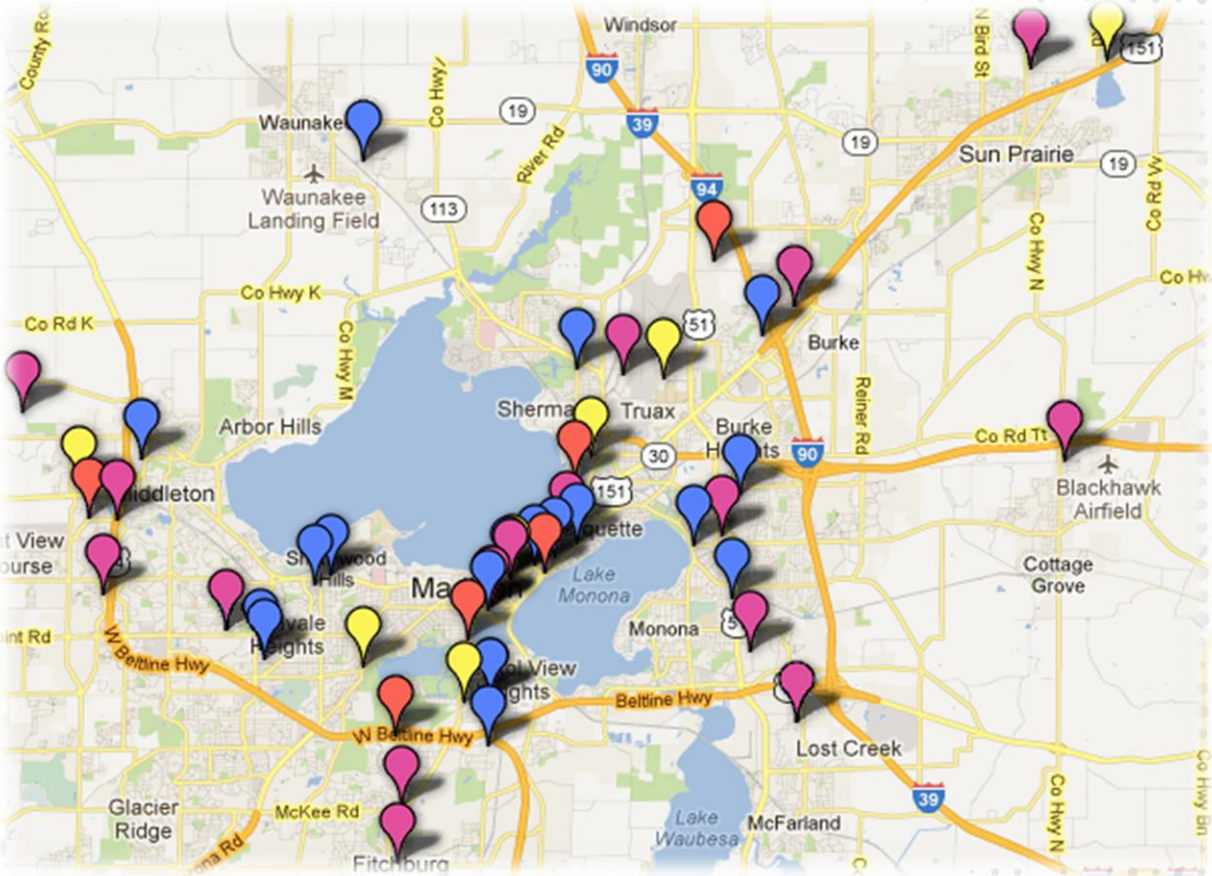
2012 MPower Champions



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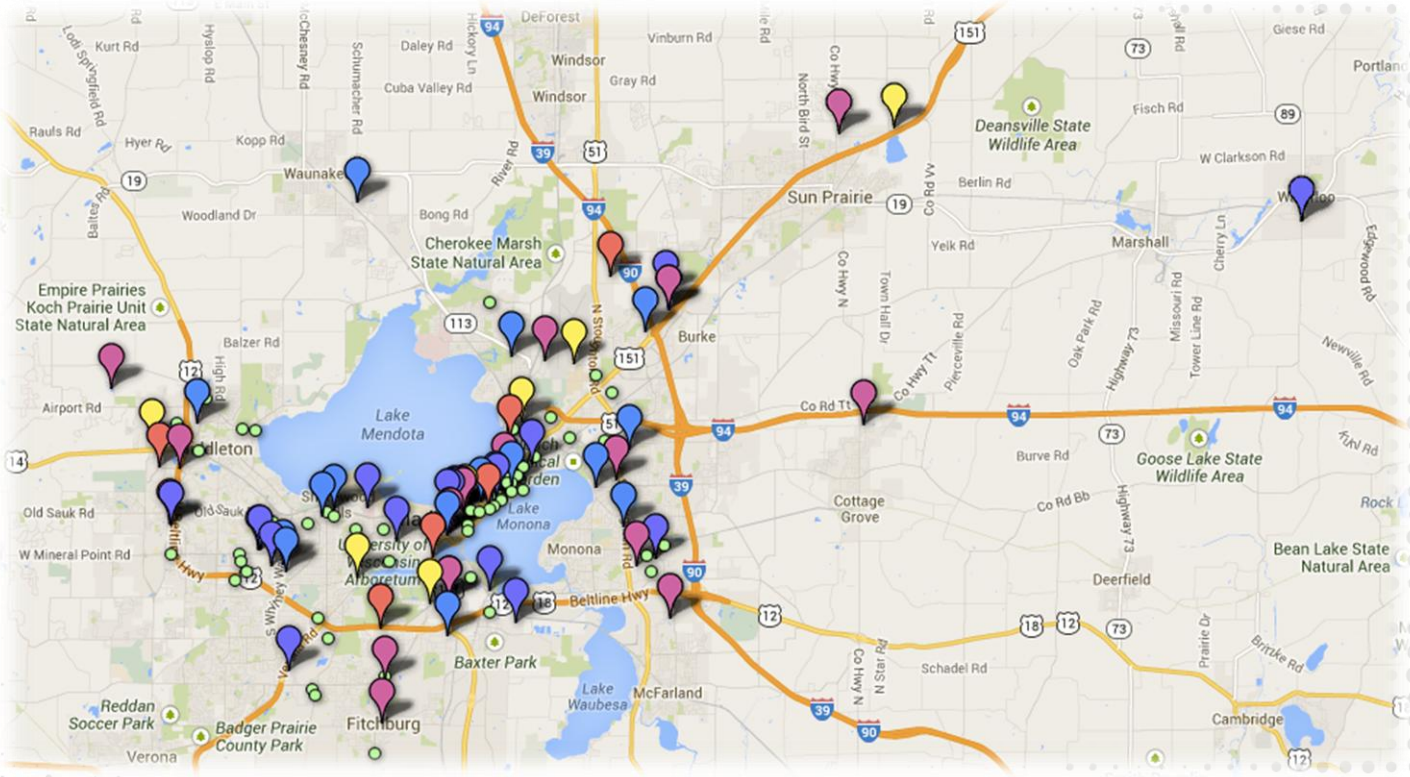
2013 MPower Champions



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2009 – 2013 Collective Impact

Over 325 MPower Projects

Electricity
18.6 Mil. KWh

Gasoline
80,625 Gallons

Water
837,248 Gallons

Natural Gas
508,142 Therms

26,110 Tons
Annual CO_2 Savings

= $1,657,000
Annual Costs Savings

SUSTAIN DANE
LIVE FORWARD

2009 – 2013 Collective Impact

Over 325 MPower Projects

Electricity
18.6 Mil. KWh

Gasoline
80,625 Gallons

Water
837,248 Gallons

Natural Gas
508,142 Therms

26,110 Tons
Annual CO_2 Savings

5,100 Cars off the Road

Two Lake Wingras Filled with CO_2

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Union Cab

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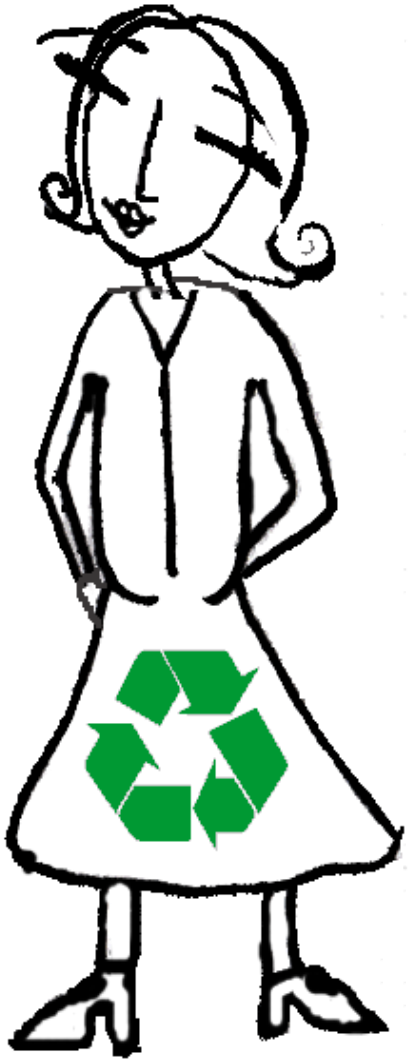
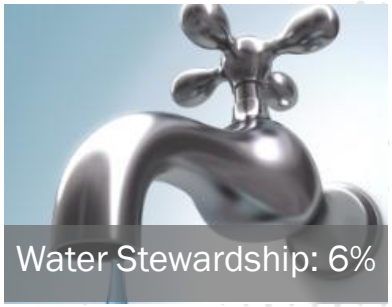
UW Credit Union



CUNA Mutual Group

UW Health

The 2013 MPower Champions represent 16 businesses working on 70+ projects:



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PANEL 1

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CUNA MUTUAL GROUP

Common Purpose. Uncommon Commitment.

CUNA Mutual Group

GOAL: ENGAGE EMPLOYEES THROUGH GARDENS

Major Accomplishments:

- Obtained approval and funding for 40 garden plots
- Built and prepared garden plots for 2014 planting season
- Formed employee garden committee

Lessons Learned:

- Learn from others & take time to build your case
- Celebrate small accomplishments
- Get leadership AND employee support

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Sustain Dane

GOAL: CREATE A GREEN OFFICE RUBRIC

Major Accomplishments and Goals:

- Forced us to think about our environmental and wellness priorities
- Led to other MPower projects in transportation & wellness
- Created a resource for other businesses
- Applied a sustainability-lens to a common dilemma
- Landed in a sunny, centrally-located office with great transportation options!

Lessons Learned:

- Do an easy-to-accomplish project first!
- When creating a tool like this, remember to make it easy for others to use

Your COMMUNITY PHARMACY
341 State Street 251-3242 Mon-Fri 9-7 Sat 10-6
www.communitypharmacy.coop

Community Pharmacy

GOAL: TO REDUCE ENERGY USE IN THE STORE

Major Accomplishments and Goals:

- Worked with Focus on Energy to identify opportunities
- After installation, will save $600/year
- Will reinvest savings into LED bulbs and more!

Lessons Learned:

- Focus on Energy is a painless (and inexpensive) way to make improvements
- We still haven't done it all

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Second Harvest Foodbank of Southern Wisconsin

GOAL: PASS SAVINGS OF ENERGY AND MONEY TO CLIENTS

Major Accomplishments:

- Received 125,000 CFL bulbs from Focus on Energy for distribution to clients
- 125,000 CFL bulbs could save 56,250,000 KWH (124,875,000 lbs of CO_2!)
- 125,000 CFL bulbs could save $5,000,000 over their lifetimes
- Just 1 bulb can save a family $40 (97 meals!)

Lesson Learned:

- Helping clients save money on energy costs fits with our mission of ending hunger by allowing families to put more money towards food

The Plaza Tavern

GOAL: CREATE MADISON'S FIRST *ECO-DIVE*

Major Accomplishments and Goals:

- Partnering with a local distributor
- Increase in local beer
- Increase in locally sourced food ingredients
- Partnering with a local office supply company (EZOP)
- Partnering with a local cardboard recycler (Kard)
- Using new, locally designed menus to highlight our work and partnerships

Lessons Learned:

- (Go to!) and make good use of Lunch & Learns
- Small change is still change
- Write down your goals to be accountable (and to know how much you've accomplished!)

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UW Extension Division of Continuing Education, Outreach, and E-Learning

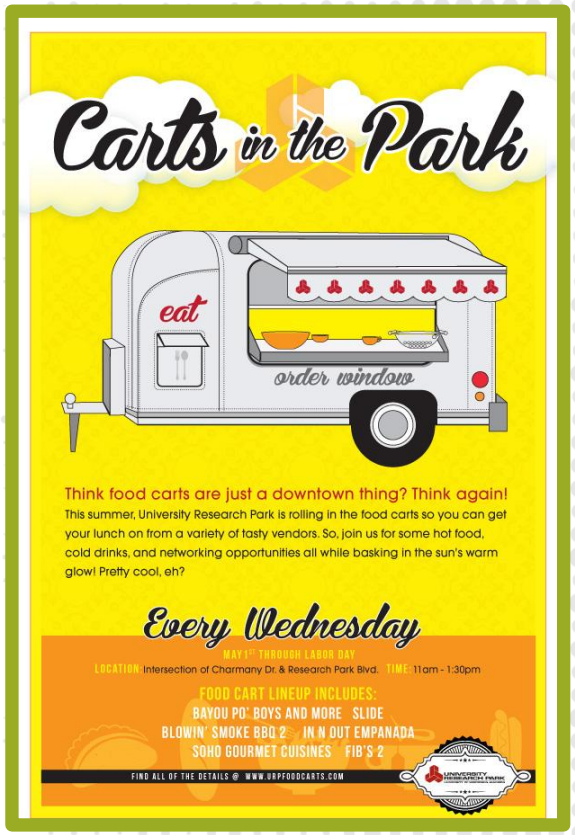
GOAL: BRING LOCAL FOOD CARTS TO RESEARCH PARK

Major Accomplishments:

- Gets people outside, walking to lunch and physically active
- Creates a sense of community
- Supports local business

Lessons Learned:

- We didn't anticipate the huge demand
- People wanted a diverse selection of food with healthy, fresh options
- Work with food carts at Research Park to use compostable or recyclable containers and have recycling bins available



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Redamtè Coffee House

GOAL: PROVIDE A SUSTAINABLE, ALTERNATIVE SYSTEM TO REPLACE DISPOSABLE TO-GO MUGS

Major Accomplishments and Goals:

- Engaged customers and volunteers around the issue of waste by inviting them to donate their extra reusable mugs
- Increased customer and volunteer awareness of the costs of disposable to-go cups via cafe signage
- Collected over 40 reusable mugs
- Next we will implement a system to continue to collect and redistribute reusable mugs that encourages customers to either continue to reuse their mug or return for redistribution

Lesson Learned:

- The value of giving an idea a voice through a variety of mediums in order to engage customers, volunteers, and co-workers.

Madison Environmental Group

GOAL: INCREASE RECYCLING BY MONROE STREET BUSINESSES

Major Accomplishments and Goals :

- Diverted over 40 lbs. of recyclable material from the landfill
- Increased awareness among Monroe St. businesses about what is recyclable
- We will continue to reach out to more of our neighbors in 2014

Lessons Learned:

- Increasing awareness one-on-one is easier than through a group email or facebook list

QUESTIONS?

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M POWER

SCHOOL CHAMPION PROGRAM

2012-13 MPower Schools Program

- Lapham Elementary School
- Leopold Elementary School
- Thoreau Elementary School
- East High School

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2013-2014 Growing Outdoor Classrooms Program

A collaboration of

DIGGING IN: Outdoor Garden-Based Learning

2013-14 Program

- Lapham Elementary School
- Marshall Early Learning Center (Marshall, WI)
- Orchard Ridge Elementary School
- Prairie Elementary School (Waunakee, WI)
- Sherman Middle School

Offered in partnership by:

madison GROW coalition

Community GroundWorks

UW Extension Dane County

Madison Metropolitan School District

CAC Community Action Coalition for South-Central Wisconsin, Inc.

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With major funding provided by:

Climate Showcase Communities Local Climate and Energy Program

Madison Community Foundation

MGE Madison Gas and Electric

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PANEL 2

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Filament Games

GOAL: CHALLENGE TEAMS TO CREATE A SUSTAINABILITY-THEMED GAME

Major Accomplishments and Goals:

- Four prototypes created to help promote sustainability principles
- Staff identified sustainability learning goals used in classrooms
- Employees became deeply engaged creating (un)sustainable systems

Lessons Learned:

- Sustainability is a systems issue at its core
- Game design is a powerful tool to engage participants in thinking about sustainability

McKay Nursery Company

GOAL: PLANT & MAINTAIN AN EMPLOYEE GARDEN

Major Accomplishments:

- Grew and harvested over 3000 lbs. of produce
- Distributed produce to Employees, Customers, Waterloo Schools, Trek Bicycle, 2 Local fire departments & 4 Local food pantries.
- Increased biodiversity on our land – grew 15 species instead of a monoculture

Lessons Learned:

- Many hands make light work
- Time spent preplanning projects saves time in the long run

Summit Credit Union

GOAL: ESTABLISH A NETWORK OF BRANCH CHAMPIONS AT 24 LOCATIONS

Major Accomplishments:

- Identified a Branch Champion Coordinator
- Selected 24 Branch Champions in Madison, Milwaukee, and surrounding communities
- Established a budget for each branch
- Created a dedicated intranet for communication
- Completed over 15 projects, 10 additional pending
- Recognized individual and Branch efforts

Lessons Learned:

- Communicate through a Coordinator who is on the Green Team and in the Branches
- Create a budget for each location so they have autonomy to do what is meaningful to their branch
- Provide a communication tool to share best practices

Café Costa Rica

GOAL: CONSERVE WATER IN THE KITCHEN WITH PRE-WASH SPRAYER

Major Accomplishments:

- Better stewards of water
- Saved money on water bill
- Increased efficiency of dishwashing process

Lesson Learned:

- Do what you can, when you can – it all adds up!

Madison Metropolitan Sewerage District

Madison Metropolitan Sewerage District

GOAL: INCREASE EMPLOYEE EDUCATION AND INVOLVEMENT IN SUSTAINABILTIY

Major Accomplishments:

- Over 50% of employees participated in MPower Week activities
- MPower Week concluded with Chili Cook Off contest and sustainability related giveaways
- Implemented staff gardens and composting of staff kitchen waste
- Expanded Alternative Transportation program in conjunction with the Wellness Team

Lessons Learned:

- Focus on projects that can be completed in 6 months or less
- Extend responsibilities to all members of the team
- More can be accomplished by collaborating with other teams in the organization

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School of Nursing
UNIVERSITY OF WISCONSIN–MADISON

UW School of Nursing

GOAL: REDUCE PAPER USE BY 25%

Major Accomplishments and Goals:

- Gained leadership approval and support
- Individual reports now sent quarterly to employees
- Developing a dashboard
- Changed computer settings

Lessons Learned:

- One project at a time if you have a small group
- Assure nobody is working alone
- Consider policy changes carefully

DASHBOARD

Copying & Printing

2014	Pages	Trees	Gallons water	Estimated cost (paper, ink, service)
January-March	80,000	10	8,125	$2,400
April-June	75,000	9	7,617	$2,250
July-September	74,000	9	7,516	$2,220
October-December				

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Tutto Pasta On State

GOAL: REDUCE ENERGY AND INSPIRE STAFF AND CUSTOMERS

Major Accomplishments and Goals:

- Reduced “ON” time of appliances and equipment
- Changed light bulbs and light units for high efficiency ones
- Repaired areas of air leakage

Lessons Learned:

- Students are interested in reducing energy
- MGE is a helpful resource in identifying energy efficiency opportunities
- MPower meetings provide lots of practical ideas and inspiration
- Every year you can accomplish more!

UW Health
University of Wisconsin Hospital and Clinics
uwhealth.org

UW Health: West Clinic

GOAL: IMPROVE RECYCLING EFFORTS

Major Accomplishments and Goals:

- Increase in the number of recycling bins
- Noticeable difference in amount of waste recycled vs. landfilled (and confidential!)
- We are looking for ways to influence recycling habits and behaviors i.e. organization-wide feedback system

Lesson Learned:

- Education, accessibility, signage, and interpersonal communications are KEY

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UW Health
University of Wisconsin Hospital and Clinics
uwhealth.org

UW Health: East Clinic

GOAL: REPURPOSE UNUSED MEDICAL SUPPLIES

Major Accomplishments and Goals:

- Collected one shipment's worth of supplies and established a tracking system
- We will be advertising the program more
- We will be helping departments decrease their purchase of excess supplies

Lesson Learned:

- Solutions to your problem might already be out there - do your research before reinventing the wheel

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Resources for MPower Businesses

- EPA
- City of Madison,
- UW-Extension Solid & Hazardous Waste Education Center
- MG&E
- Focus On Energy
- DNR Green Tier,
- EnAct
- Energy Stewards
- FairShare CSA Coalition
- Green Masters Program
- IT & Data Center Support
- Madison B-Cycle
- Madison Metro
- Madison Streets and Recycling
- Rideshare, etc.
- UW Office of Sustainability
- UW Energy Analysis and Policy Program

Contact Information

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- Website: sustaindane.org

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