Creating a Community of Learning for Sustainable Businesses

Bryant Moroder
Deputy Executive Director, Sustain Dane

www.mpoweringmadison.com/mchampions
Sustain Dane

• Non-governmental organization based in Madison, WI (Dane County)
• Major Community Stakeholders: Businesses, Government, Schools and Neighborhoods/Centers of Faith

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Mpowering Madison

- 100K Tons of CO2 by 2011
- Partnership: Local Utilities, City Government and State-wide and local non-profits
- Pledge-based campaign
  - 3000+ individuals
  - 40+ businesses

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Challenge

How could we help the average employee understand how they can incorporate sustainability into their organizations operations, strategy and project management processes?

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Goals of Mpower Champions

• Demonstrate sustainability is for every type and size organizations
• Assistance in moving from intentions to actions
• Develop a knowledge base of best practices
• Create a community of “green” businesses

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## 2009 Mpower Champions

<table>
<thead>
<tr>
<th>Organization</th>
<th>Business</th>
<th># of Employees</th>
<th>Own Building</th>
<th>Sq. Ft Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webcrafters</td>
<td>book manufacturing</td>
<td>370</td>
<td>yes</td>
<td>340,000</td>
</tr>
<tr>
<td>Great Big Pictures</td>
<td>display graphic firm</td>
<td>130</td>
<td>yes</td>
<td>80,000</td>
</tr>
<tr>
<td>Sergenians</td>
<td>floor coverings</td>
<td>36</td>
<td>no</td>
<td>48,500</td>
</tr>
<tr>
<td>Payroll Company</td>
<td>payroll outsourcing company</td>
<td>21</td>
<td>yes</td>
<td>6,300</td>
</tr>
<tr>
<td>Capital Insurance Companies</td>
<td>insurance company</td>
<td>185</td>
<td>yes</td>
<td>55,000</td>
</tr>
<tr>
<td>DesignCraft</td>
<td>advertising firm</td>
<td>4</td>
<td>yes</td>
<td>1,000</td>
</tr>
<tr>
<td>JJR</td>
<td>private engineering consulting firm</td>
<td>37</td>
<td>no</td>
<td>9,000</td>
</tr>
</tbody>
</table>

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</tr>
</thead>
<tbody>
<tr>
<td>Lake View Vet</td>
<td>small animal vet clinic</td>
<td>12</td>
<td>no</td>
<td>2,100</td>
</tr>
<tr>
<td>Covance</td>
<td>contract research &amp; pharmaceuticals</td>
<td>1800</td>
<td>yes</td>
<td>987,641</td>
</tr>
<tr>
<td>Union Cab</td>
<td>cab company for dane county</td>
<td>215</td>
<td>yes</td>
<td>10,385</td>
</tr>
<tr>
<td>Hoffman Manufacturing</td>
<td>stone, wood &amp; metal manufacturer</td>
<td>18</td>
<td>no</td>
<td>25,000</td>
</tr>
<tr>
<td>Monsanto</td>
<td>R&amp;D for soybean biotech</td>
<td>74</td>
<td>yes</td>
<td>110,000</td>
</tr>
<tr>
<td>Insty Prints</td>
<td>printing and sign shop</td>
<td>4</td>
<td>no</td>
<td>2,500</td>
</tr>
<tr>
<td>Associated Housewrites</td>
<td>general contractor, builder</td>
<td>9-13</td>
<td>yes</td>
<td>7,375</td>
</tr>
<tr>
<td>Mental Health Center of Dane Co.</td>
<td>mental health services</td>
<td>175+144</td>
<td>yes (3), no (5)</td>
<td>40,000+30,000</td>
</tr>
<tr>
<td>Palmer Johnson Power Systems</td>
<td>service &amp; supplying for heavy-duty transmissions &amp; axles</td>
<td>40</td>
<td>no</td>
<td></td>
</tr>
</tbody>
</table>
Systematic Approach

Application and Agreement Form Completion ⟷ Orientation into Champions Program ⟷ 1 Year Champions Program Enrollment ⟷ Reduced CO2 emissions and cost savings ⟷ On-going Participation, Learning and Implementation
Aggregation of Resources

Dane Business Surplus Center

focus on energy™
The power is within you.

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Aggregation of Tools

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ChaMpion Results

Total Expected Annual Savings

IMPLEMENTED projects with reported values
(7 Businesses)

- 2,606,394 kWh saved
- 63,161 Therms saved
- 28,500 Gallons of water saved
- 154 Gallons of gasoline saved
- 5,763,755 lbs CO₂ saved
- 5 Year ROI = $1,002,364

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Lessons Learned so far...

- Milestones (aka deadlines) drive progress
- Strong interest in individual education
- Transportation is a tricky subject
- Champions that rent/lease creates a unique challenge
- ChaMpions are concerned about perceived failure or misinformation
- Strength in numbers
- Understanding the corporate culture
- ChaMpions with client base outside of Madison

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