Sustain Dane’s
MPower Business
Champion Program

Jessie Lerner, Executive Director
April 30th, 2014
Everyone has the potential to be a sustainability superhero
And everyone has a sphere of influence
WE CANNOT SOLVE OUR PROBLEMS WITH THE SAME THINKING WE USED WHEN WE CREATED THEM

-Albert Einstein
Each MPower business develops a green team.
2009 MPower Champions
2010 MPower Champions
2011 MPower Champions
2012 MPower Champions
2013 MPower Champions
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 CO₂ Savings

= $1,657,000
Annual Costs Savings
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 CO₂ Savings

5,100 Cars off the Road
Two Lake Wingras Filled with CO₂
Union Cab
CUNA Mutual Group
UW Health
The 2013 MPower Champions represent 16 businesses working on 70+ projects:

- Sustainable Food: 3%
- Energy Efficiency: 25%
- Waste Reduction: 24%
- Transportation: 9%
- Water Stewardship: 6%
- Employee Engagement: 34%

SUSTAIN DANE
LIVE FORWARD
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
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
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
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 CO₂!)
• 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
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!)
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
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.
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?
2012-13 MPower Schools Program
• Lapham Elementary School
• Leopold Elementary School
• Thoreau Elementary School
• East High School
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:

With major funding provided by:
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
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
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!
GOAL: INCREASE EMPLOYEE EDUCATION AND INVOLVEMENT IN SUSTAINABILITY

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
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

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**DASHBOARD**

**Copying & Printing**

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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!
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
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
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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