



Sustain Dane Newsletter

On Economic Development and Sustainability

MeGoGreen

Chicago-based Business Expands into Dane County by Zaher Karp

The desire to go green can often be thwarted by accessibility. MeGoGreen is an effort to encourage and allow for Madison's residents to discover sustainable products and services. Joe Adamek and Dan White have been working in Kenosha since April 2007 under a vision of three words, "Guide. Provide. Inspire." They have developed the Greater Madison MeGoGreen Savings Guide, which can provide potential thousands in savings on local, greener options. Mr. Adamek, inspired by his wife, was searching online for environmentally-sensitive insulation and found that most of the websites that were listed were in California or places that were more heavily saturated with green businesses.

"My partner and I thought that maybe we could help smaller businesses that can't achieve a high search result level, businesses with smaller marketing budgets, on engines like Google or Yahoo, get greater visibility by creating a local green website for green consumers. As I was diagnosed with cancer and on disability, my partner, Dan White, and I talked about really pursuing things more intensely than we did before. Due to my health problems, it struck a nerve that we really have to start living life more green, that is, do something different and reduce our stress."

"Going green can mean extra dollars, but with our \$20 guide for Madison, there's over 6000 dollars in savings. We sell our guides through schools and nonprofits and we give 60% of the proceeds back to the schools. The money goes back to the local community and in the case of fundraising, we're helping to try and influence positively the future purchasing decisions of these kids," Mr. Adamek added. MeGoGreen was first implemented in Chicago and after receiving an overwhelming response, they decided to attempt the same in their home state.

Sustain Dane will be giving away free MeGoGreen guides to those who make donations of \$100 to SD before December 31st.