



Sustain Dane Newsletter

On Economic Development and Sustainability

Mpower Madison

Mpower Campaign Seeking Applicants for Mpower Business Champions Program by Jessie Lerner



Thanks to a two-year grant from the EPA and sponsorship from several area organizations, Sustain Dane is leading a new effort as part of the Mpowering Madison campaign to providing a year's worth of one-on-one assistance to 15 area businesses selected to help take steps towards reducing their carbon emissions.

A variety of businesses will be selected to participate in the Mpower ChaMpsions program. No business is too large or too small, and we hope a variety of industries will be represented, from service and retail to manufacturing. We envision they will become a living example of "how-to" sustainable guides for the area business community so that every business will be able to find a model for success within the Mpower ChaMpsions.

Through the cooperative private/public/not-for-profit effort, Sustain Dane, the City of Madison and its growing list of partners-MG&E, Alliant Energy, Channel 27 WKOW-TV, EPA, Focus on Energy, Green Rapid Improvement Associates, RENEW Wisconsin, Sierra Club, and UW-Extension SHWEC-continue to strive to achieve their citywide emissions of carbon dioxide (CO₂) by 100,000 tons by 2011.

To date, over 3,000 individuals and 35 businesses have taken the Mpower Pledge-including Metcalfe's Sentry, UW Credit Union, Planet Bike, and many others - to commit to actions that will reduce pollution emissions, conserve energy and water, and lead to a healthier environment.

Not only do we expect this effort to have a significant impact on the environment and economically benefit those businesses that are chosen, the fact that Wal-Mart, Home Depot and McDonald's and so many more Fortune 500's have major sustainability efforts underway indicates the necessity of sustainable business practices to economic vitality in the 21st Century. This is a unique opportunity for area businesses to make a significant commitment and move towards sustainability so they don't end up being left behind.

Selected business will receive:

- Participation in Mpowering Business ChaMption Peer Learning Sessions to engage, learn and share with other select business
- Participation in sustainable business practices training program on topics including green building, environmentally preferable purchasing, energy and water conservation
- On-site walk-through energy assessment including a findings and recommendations report
- Direct access to the MadiSUN Solar Owners Agent to provide a wide array of technical, financial and policy information related to solar energy options
- Use of the Energy Stewards software program for tracking energy use history, action performance tracking, and access to online forums to learn from others
- Chance to be featured by Mpower Madison media partner WKOW-TV and in web-based case studies
- Assistance with developing a transportation demand management program to provide commuter options

"The City of Madison continues working to lead by example, making use of solar technologies, increasing efficiency and reducing our carbon footprint," Mayor Dave Cieslewicz said. "But by providing local businesses with resources and support, this initiative will help create new partners in this work and expand our community's commitment to sustainability as a whole."

Businesses seeking to participate can visit <http://www.mpoweringmadison.com/champion> to download an application. Together, area businesses can improve their bottom line and reduce our impact on the global climate, one step at a time.