



Company Info

Isthmus Publishing Company, Inc. is a 2014 MPower Business Champion, dedicated to developing their business operations in a sustainable way.

Getting Involved

During their year in Sustain Dane's MPower Business Champions program, Isthmus established five MPower projects focused on implementing sustainable practices. Their sustainable efforts have successfully aligned multiple departments creating a greener work environment. Isthmus may run a comparatively small operation, but their community engagements are far reaching and influential to Madison's stakeholders.

Highlight: MPower Sustainability Project



Reduce Events Waste

Project overview

The goal of the *Reduce Events Waste* MPower project is to reduce the amount of waste created at Isthmus' community events. The project has initially focused on the two largest events, Paddle & Portage and Isthmus Beer and Cheese Fest. Compostable utensils, designated recycle and compost bins, and a city water truck for free water bottle refills were some of the changes made to reduce landfill waste.

Outcome

Isthmus succeeded in diverting 865 lbs (67.8%) of landfill waste at the Isthmus Beer and Cheese event alone – their goal is to make this event 100% waste free. They declined money from a company that wanted to use plastic water bottles at their Paddle & Portage event in order to encourage participants to bring their own reusable water bottles. Compostable utensils and bamboo plates were a pleasant surprise for participants to engage in this project.

Moving Forward

The ambitious accomplishments of the *Reduce Events Waste* MPower project has helped fuel the engine for implementing sustainable practices for Isthmus' and Madison's community members. Isthmus' internal departments continue to build sustainable practices within their company's operations.