



MPOWER CHAMPIONS STYLE & USAGE GUIDE

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PROGRAM OVERVIEW

The MPower Champions program is a nationally recognized model for hands-on collaboration surrounding carbon reduction and sustainability in businesses, organizations, and schools. Sustain Dane facilitates the program, now in its eighth year, and works directly with organizations to design, implement, and measure a customized sustainability strategy, connecting them to expert resources, proven methods and best practices, and support in their effort.

Since the program began in 2009, 80 area businesses and organizations have excelled as MPower Business Champions, successfully implementing change in areas of waste reduction, energy efficiency, transportation and supply chain efficiency, employee wellness and engagement, community outreach, and more. In September 2012, Sustain Dane launched a program track specifically for schools, with four Madison-area schools on board as the pilot cohort of MPower Schools Champions. During 2013 and 2014, the MPower Schools program teamed up with the GROW Coalition to offer the Growing Outdoor Classrooms Program to elementary and middle schools in Dane County.

As a result of the program, MPower Champions collectively boast an annual reduction of 26,593 tons of CO₂ emissions and costs savings of over \$1,705,000. That is the equivalent of removing 5,214 cars from Wisconsin roads each year. In addition to calculating the tons of carbon and kilowatt-hours of electricity saved, other results and benefits of the program are measured in terms of employee engagement, customer feedback, and more.

The MPower Champions program is made possible to participants for a nominal program fee and by the generous support and partnership of Madison Gas & Electric, The City of Madison, sponsors and a U.S. EPA grant.

ABOUT SUSTAIN DANE

Sustain Dane believes that the Greater Madison Region can become national model for sustainability and sustainability innovation. Sustain Dane works towards this vision by fostering and supporting a rich and diverse community of sustainability champions across many sectors of society. To learn more about our current programs and initiatives, please visit www.sustaindane.org. Sustain Dane is a 501(c)(3) nonprofit organization.

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WRITTEN STANDARDS

Sustain Dane requests that its partners and participants in the MPower Champion program make correct reference to the program and to Sustain Dane in any written communications that discuss the efforts, projects, or achievements of the program.

THE MPOWER CHAMPION PROGRAM:

- MPower Champions should be written with an uppercase “M” and “P” in MPower and uppercase “C” in Champions. Please note that Sustain Dane no longer uses an uppercase “M” in Champions.
- Neither “the” nor “program” should be capitalized, except at the beginning of a sentence.
- Champions should be written in the plural form in reference to the program.
- Do not insert “School” or “Business” in “MPower Champion” in reference to the program.
Incorrect: “Midtown High School is part of the MPower School Champion program.”

PROGRAM PARTICIPANTS:

- Participants in the MPower Champions program are referred to as MPower Champions.
- In reference to a program participant, the singular form of champion is used. For example, “Sustain Dane is an MPower Champion.”
- Optionally insert “School” or “Business” in “MPower Champion” to identify a specific participant’s program track. For example, “Midtown High School is an MPower School Champion,” and, “Paper Inc. is an MPower Business Champion.”
- Optionally insert the year of participation in the program. For example, “Midtown High School is a 2014 MPower School Champion.”
- In general, an entire group of participants in any given year is referred to as a cohort.

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LOGO STANDARDS

In web and print communications program that make reference to the MPower Champions program, the efforts, projects, or achievements of the program or to Sustain Dane, Sustain Dane encourages the use of its logos as space permits. Wherever the MPower logo is used, the Sustain Dane logo must accompany it. Otherwise, opt to use the Sustain Dane logo only.



The “MPower Business Champions” logo may be used in reference to the program’s business track or participants.



The “MPower Schools Champions” logo may be used in reference to the program’s schools track or participants.



The Sustain Dane logo should be used in tandem with or in place of either of the logos above.



The MPower Champion badge is specifically designed for use on a program participant’s website as recognition of the organization’s commitment to sustainability through successful completion of the MPower Champions program.

On the Champion’s website, the badge should be made a clickable image that links to the following address: www.sustaindane.org.

Please contact Stacie Reece stacie@sustaindane.org, with questions or concerns.