



Creating a Community of Sustainable Businesses

Bryant Moroder
Deputy Executive Director, Sustain Dane

www.mpoweringmadison.com/mchampions

Sustain Dane

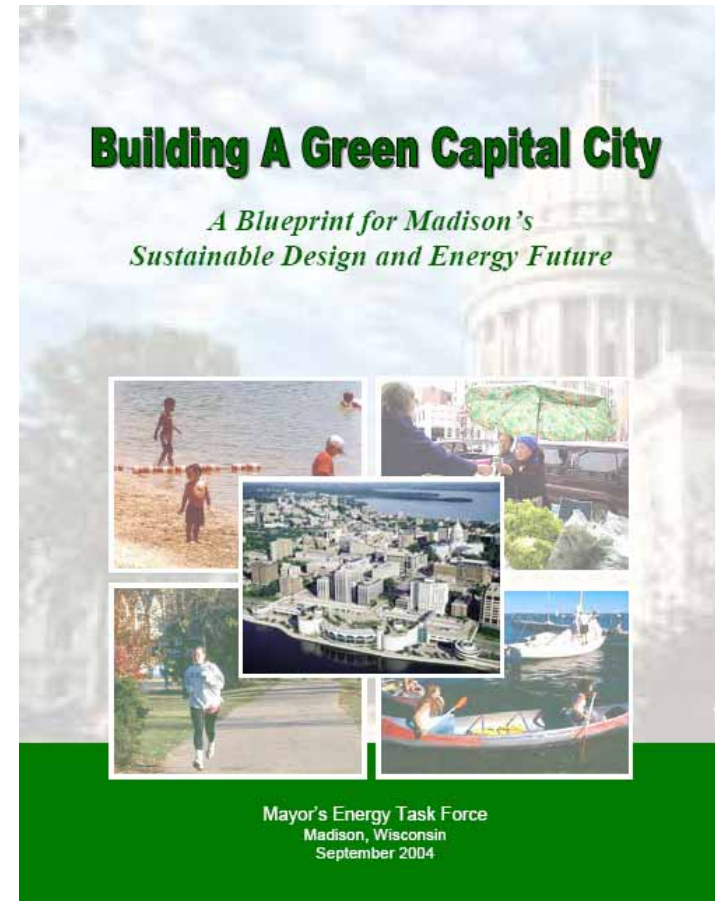
- Non-governmental organization based in Madison, WI (Dane County)
- Major Community Stakeholders: Businesses, Government, Schools and Neighborhoods/Centers of Faith
- The Natural Step Madison, Bioneers Conference, RainReserve™, Badger Rock Middle School, Business SustainAbility Awards, East Capital Gateway Corridor, Mpower

Why Businesses Matter (in the context of planning for sustainability?)

- Fast movers
- Effective models
- Drivers of policy and programs
- Because Wal-Mart is doing it!
 - To be supplied 100 percent by renewable energy;
 - To create zero waste;
 - To sell products that sustain people and the environment.

Mpowering Madison

- 100K Tons of CO2 by 2011
- Partnership: Local Utilities, City Government and State-wide and local non-profits
- Pledge-based campaign
 - 3000+ individuals
 - 40+ businesses



Initial Challenge

How could we help the average employee/green team understand how they can incorporate sustainability into their organizations operations, project management processes and overall strategy?

	TNS-Based	Driving Force	Driving Issue	Participants	Total
Oregon Natural Step (TNS US)	Yes	Business Community	Sustainability	Business, academia	200+
Canmore Early Adopters	Yes	NGO (Biosphere Institute of the Bow Valley)	Sustainability	Government and business	8
Green Team Network of Early Adopters (Chequamegon)	Sort of	NGO (Alliance for Sustainability)	Energy	Business, government, and community organizations	18
Duluth/Superior Early Adopters	Yes	Community Foundation	Sustainability	Business, government, academia, center of faith	14
Mpower Champions (Madison)	Not yet	Gov't, NGO (Sustain Dane)	Climate Change	Business	7
ClimateWise (Fort Collins)	No	City Gov't	Climate Change	Business	170

Goals of Mpower Champions

- Demonstrate sustainability is for every type and size organizations
- Assistance in moving from intentions to actions
- Develop a knowledge base of best practices
- Create a community of “green” businesses

2009 Mpower Champions

Organization	Business	# of Employees	Own Building	Sq. Ft Occupied
Webcrafters	book manufacturing	370	yes	340,000
Great Big Pictures	display graphic firm	130	yes	80,000
Sergenians	floor coverings	36	no	48,500
Payroll Company	payroll outsourcing company	21	yes	6,300
Capital Insurance Companies	insurance company	185	yes	55,000
DesignCraft	advertising firm	4	yes	1,000
JJR	private engineering consulting firm	37	no	9,000

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2010 Mpower Champions

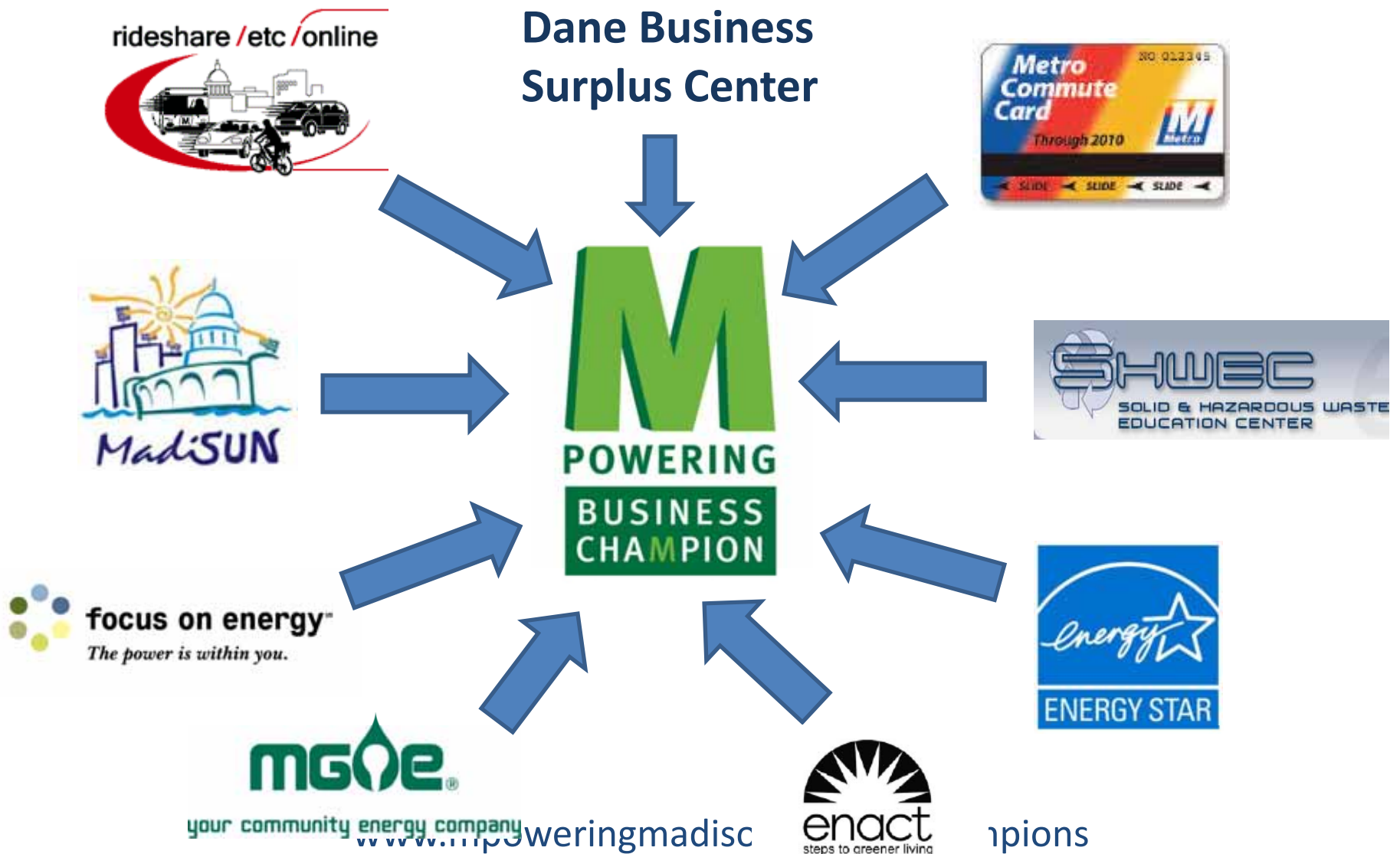
Organization	Business	# of Employees	Own Building	Sq. Ft Occupied
Lake View Vet	small animal vet clinic	12	no	2,100
Covance	contract research & pharmaceuticals	1800	yes	987,641
Union Cab	cab company for dane county	215	yes	10,385
Hoffman Manufacturing	stone, wood & metal manufacturer	18	no	25,000
Monsanto	R&D for soybean biotech	74	yes	110,000
Insty Prints	printing and sign shop	4	no	2,500
Associated Housewriters	general contractor, builder	9-13	yes	7,375
Mental Health Center of Dane Co.	mental health services	175+144	yes (3), no (5)	40,000+30,000
Palmer Johnson Power Systems	service & supplying for heavy-duty transmissions & axles	40	no	

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Systematic Approach



Aggregation of Resources



Aggregation of Tools

M POWERING

ENERGY STEWARDS
Mpower Business ChaMpiions
 SPONSORED BY: [EPA](#), [MADISON GAS AND ELECTRIC](#) AND [CITY OF MADISON](#)

Welcome: **Bryant** Launched: M

HOME **MANAGE CLIENTS** EMAIL OUR ENERGY ADVISOR HELP MY ACCOUNT

BUILDING GROUP

- home
- buildings
- electricity use
- gas use
- ENERGY STAR[®] scores
- update energy data
- update ES scores
- action tables**
- building photos

FORUMS

RESOURCES

[Edit Your Table](#)

[Print Your Table](#)

ACTION TABLE

Building Energy Use Tracking Table

This table allows you to record and see the actions you have taken to improve energy use.

Use this drop down menu to navigate quickly to an Action Topic.

Jump down to action topic....

Select Buildings to View << Choose a View >>

1 to 18 of 18 Buildings

D=Done, P=In Progress (Partially done), -=No

ES Project Management What are these Codes?

Category	Action	W-F	GBP	PC	CI	DC	JJR	W-BP	S-FH	S-WB	LVC	IPS	MHCDC	AH	PJPS	MCAC	UCO
Milestones for All	01 Attend Half Day Intro	D	D	D	D	D	D	D	D	D	D	D		D	<u>D</u>	D	D
Milestones for All	02 Welcome Meeting onsite with Mpower Team	-	-	-	-	-	-	-	-	-							

- Scan across the Action Table to see which actions take next.
- What can you learn from the actions taken by other buildings?
- For many changes to save energy, it's a good idea and try on a small scale before you try to make a permanent change to every building.

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BUILDING GROUP[home](#)[buildings](#)[electricity use](#)[gas use](#)[ENERGY STAR[®] scores](#)[update energy data](#)[update ES scores](#)[action tables](#)[building photos](#)**FORUMS****RESOURCES****BUILDINGS IN OUR GROUP****Project Results to Date**

Total Active Buildings: **18**
 Action Items Checked: **942**

Note: Click a heading to sort the list of buildings.

<u>Building</u>	<u>Energy Intensity</u>	<u>Total Actions Taken</u>	<u>ENERGY STAR[®] Score/Award Year</u>	<u>Last Utility Bill</u>
Associated Housewrights, LLC	46.5	0		1/18/2010
designCraft	51.1*	30		5/19/2009
Insty-Prints on the Square	51.8	0		1/15/2010
Payroll Company	57.3	60		2/2/2010
Mental Health Center of Dane County	57.8	0		1/15/2010
Sergeinian's - Fish Hatchery	60.5	74		1/18/2010
JJR	60.9	37		3/13/2009
Capitol Insurance Co.	66.6	54		1/11/2010
Sergeinian's - West Beltline	83.4	70		12/30/2009
Union Cab Garage	83.6	0		2/5/2010
Union Cab Office	98.2	1		2/5/2010
Palmer Johnson Power Systems LLC	101.7	0		12/23/2009

BUILDING GROUP

home

buildings

electricity use

gas use

ENERGY STAR® scores

update energy data

update ES scores

action tables

building photos

FORUMS

RESOURCES

MONTHLY ENERGY DATA

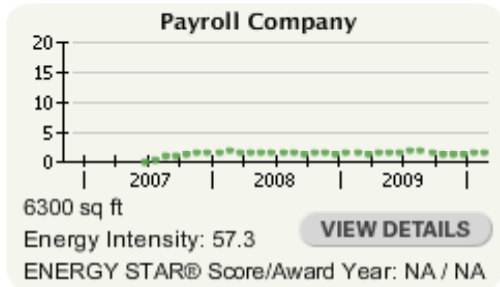
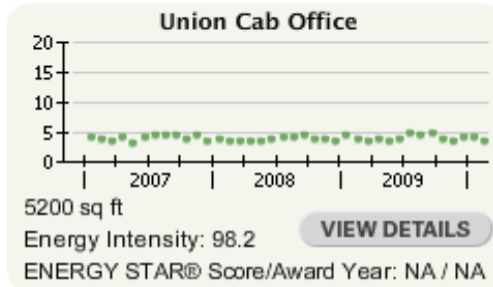
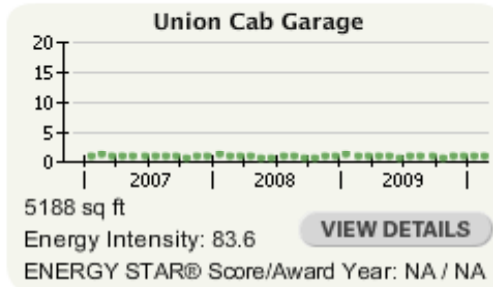
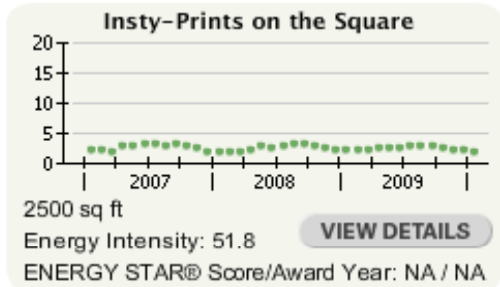
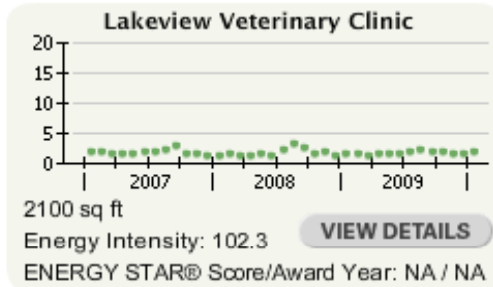
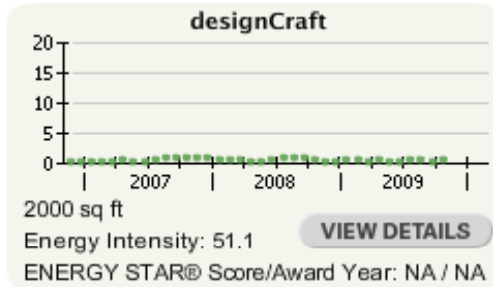
Each dot shows CO₂/Sq Ft (November 2006 - February 2010)

Click "View Details" on your building's graph to view a detailed version.
Rollover a specific point on the graph to view the exact month and value details.

kWh/SqFt \$/SqFt CO₂/SqFt

Select Buildings to View << Choose a View >>

1 to 15 of 18 1 | 2 >>



Associated Housewrights, LLC

JJR

Mental Health Center of Dane County

ChaMption Results

Total Expected Annual Savings

*IMPLEMENTED projects with reported values
(7 Businesses)*

- 2,606,394 kWh saved
- 63,161 Therms saved
- 28,500 Gallons of water saved
- 154 Gallons of gasoline saved
- **5,763,755 lbs CO₂ saved**
- **5 Year ROI = \$1,002,364**

Lessons Learned so far...

- Milestones (aka deadlines) drive progress
- Strong interest in individual education
- Transportation is a tricky subject
- Participants that rent/lease creates a unique challenge
- Participant are concerned about perceived failure or misinformation
- Strength in numbers
- Understanding the corporate culture
- Participants with client base outside of community



Bryant Moroder
Deputy Executive Director
bryant@sustaindane.org

[http://www3.uwsuper.edu/
sustainability/](http://www3.uwsuper.edu/sustainability/)

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