The Green Masters program helps your business focus on sustainable issues important to you and your industry while contributing to bottom line and top line growth. For instance:

- Most Green Master businesses benefit from lower energy, material and water expense.
- Many benefit from increased sales due to sustainably advantage products and/or from businesses who prefer working with others who are implementing sustainable practices.
- Green Masters participation has been recognized as helpful in the participant's employee recruitment and retention efforts.

Green Masters participants have access to user only peer groups, industry specific benchmarking, recognition, certification and use of the Green Master credential in marketing their business, products and services.

The program provides benchmarks against others in your industry and will record and track your progress in the nine sustainability action areas that define a sustainable company.

Your successful participation grants the use of the GMP certification logo for your company communications. This provides recognition for making sustainable advancements and distinguishes you in the marketplace.

The Green Masters Dashboard provides a summary of your performance in relation to the rest of your sector in our 9 sustainability areas.

Sustainability Action Areas

- Energy
- GHG Emissions
- Water
- Waste Management
- Transportation
- Supply Chain
- Workforce
- Governance
- Community Outreach
Collatoral Program Value

- Earn credentials that objectively validate your program.
- Get actionable ideas for your planning and budgeting.
- Share your sustainability story.
- Get recognition and certification.
- Enhance your knowledge of business sustainability.
- Stand out in the market by engaging stakeholders with your actions.
- Add additional value to current programs and systems.
- Increase talent engagement, recruitment and retention efforts.
- Network with peers to share ideas and experiences.

About the Wisconsin Sustainable Business Council

WSBC’s mission is to advance sustainable principles and practices through the power of business. WSBC supports businesses and sustainability professionals through an array of programming, education, resources, and tools and is a catalyst for businesses looking to integrate sustainability into the fabric of their organizations. WSBC is a member organization and an affiliate of WMEP Manufacturing Solutions.

For more information, visit www.wisconsinsustainability.com

Jessy Servi Ortiz
Managing Director of the WSBC

Please contact Jessy Servi Ortiz at jessy@wisconsinsustainability.com to sign up today.

Visit our website for additional information: WisconsinSustainability.com

The WSBC is an affiliate of WMEP