

# Wisconsin Sustainable Business Council: Members to play Cool Choices game

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Milwaukee, Wis. – The Wisconsin Sustainable Business Council (WSBC) will soon be hosting its annual members-only game of [Cool Choices](#). Cool Choices is an engagement tool for your workforce to adopt sustainable practices. Cool Choices is a fun game-based platform that inspires workers to adopt sustainable practices and celebrate those practices, creating a culture where sustainability is the new normal.

From April 4 to 29, 2022, WSBC members will compete against one another to see who can take the most sustainable actions in the month's duration. Each day, players can choose actions to take —like recycling an old electronic device, researching the cost of solar panels for your home/office, and composting your kitchen scraps. Players then receive points based on the actions they take. Players can also cheer on their teammates, post photos of their efforts, or nudge other players to act. The interactive game platform is accessible via browser through computer or phone.

At the end of the game, participants receive a report detailing their financial and environmental impacts, illustrating where teams can continue improving actions for more sustainable results. Many members build off this momentum and continue to innovate long after the program ends.

“I loved how interactive the Cool Choices platform was. We had accountability and collaboration while also being competitive. The lifestyle change I adopted is not letting my car idle. Whenever my car idles for more than a couple of minutes, I think, “that’s not a very cool choice,” and shut it off. That was a card I played last

year a few times, and the habit stuck. I am so excited to play again this year!" -  
Haley N.

To join the Cool Choices fun this April, become a member today! WSBC membership benefits include exclusive access to our resource center, free webinars, discounted tickets to our annual conference, member networking events, and more. You can learn more about membership and join [here](#). \*Nonmembers can also play Cool Choices in their organization. Reach out to learn more!

Be Cool and join the movement to a more sustainable future!

### **ABOUT 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 an affiliate of WMEP Manufacturing Solutions. For more information, visit [www.wisconsinsustainability.com](http://www.wisconsinsustainability.com).

### **ABOUT WMEP MANUFACTURING SOLUTIONS**

WMEP Manufacturing Solutions is a private, nonprofit organization committed to the growth and success of Wisconsin manufacturers. WMEP receives financial support from the Wisconsin Economic Development Corporation and the NIST Hollings Manufacturing Extension Partnership as a subrecipient of the Wisconsin Center for Manufacturing and Productivity. WMEP also partners with many public and private organizations to serve Wisconsin manufacturers. For more information, visit [www.wmep.org](http://www.wmep.org).