

Wisconsin Sustainable Business Council: Wisconsin's business sustainability benchmarking and certification program, the Green Masters Program, opens for its 13th year

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Since 2010, the Wisconsin Sustainable Business Council's [Green Masters Program](#) has been a tool for over 350 organizations across Wisconsin to measure and improve their sustainable actions. Since the beginning, the program has taken an environmental, social, and governance lens to sustainability, and in 2020 it became a certification that validates a company's sustainability credentials.

The Green Masters Program is a tool that helps companies identify opportunities for improvement across nine categories and serves as a guide to develop, grow, and enhance business sustainability outcomes. It's an objective, points-based assessment that offers recognition and benchmarking. Businesses of any size or sector are eligible to receive certification and recognition for the actions they are taking to be more sustainable.

As WSBC moves into its second year of [membership](#), the Green Masters Program is now a member benefit. Membership dues are used to invest in improving the features and benefits of the Green Masters Program. Last year, WSBC invested a significant amount in moving the program to an online platform that includes materiality. The platform significantly changes the user interface, program structure, and scoring and is currently being piloted by 11 business members. To

learn more, you can read [this blog post](#).

By becoming a member, organizations receive free access to the Green Masters Program tool, in addition to all other [membership benefits](#). **“The importance of our collective work, advancing Environmental, Social, and Governance practices, is more important than ever. With more companies’ participation, we can make strides towards enhanced positive impacts and reduced greenhouse gas emissions,”** states Jessy Servi Ortiz, the Managing Director, of WSBC.

Membership is a cost-effective way to assess and integrate sustainable practices into an organization while building relationships and connecting with the sustainable business community. WSBC is asking interested businesses to **JOIN** as a member to continue participating in the Green Master’s Program. WSBC is committed to keeping membership dues affordable and accessible to align with our vision and mission and are based on company size. Membership dues can be found by scrolling to investment on [this webpage](#).

If membership is not the right fit for a company, there is an annual fee of \$397 to participate in the Green Masters Program. There are a limited number of scholarships available for organizations where cost is a barrier. If you want more information, please email jessy@wisconsinsustainability.com.

We look forward to the continued success of the Green Masters Program, and we look forward to continuing our collective work towards a more sustainable business community.

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.

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.