



For Immediate Release

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Wisconsin Sustainable Business Council to Become Independent Non-Profit Organization - Madison, WI - [September 11, 2024]

The Wisconsin Sustainable Business Council (WSBC) has announced that, effective January 1, 2025, it will transition to an independent non-profit organization. This milestone has the full support of WSBC's current parent company, the Wisconsin Manufacturing Extension Partnership (WMEP) Manufacturing Solutions.

Expanding the Mission for Greater Impact

As an independent non-profit, WSBC will broaden its mission to strengthen sustainability efforts across Wisconsin. This transition will allow WSBC to better serve the entire Wisconsin business community through expanded services, including education, consulting, and member networking.

Continuing the Mission

WSBC's vision remains focused on ensuring that businesses of all sizes, sectors, and locations develop fully integrated sustainability programs. Through this transition, WSBC reaffirms its commitment to accelerating sustainability and developing leaders capable of driving impactful change. The business case for sustainability continues to grow—reducing risks, cutting costs, fostering innovation, and enhancing competitive advantage. By integrating sustainability, businesses strengthen their brands, increase value, and meet the needs of talent, customers, and stakeholders. WSBC will continue to provide the knowledge, tools, support, and community needed to shape Wisconsin's sustainable economic future.

Accelerating Sustainability in Wisconsin

WSBC's commitment to partnering with Wisconsin businesses remains steadfast. By providing tailored sustainability support services, WSBC helps companies enhance reliability, reduce emissions, and increase efficiency. Whether serving local businesses or those with a global reach, WSBC ensures that sustainability efforts are impactful. WSBC will also continue collaborating with WMEP to provide comprehensive sustainability resources and support to Wisconsin manufacturers.

How to Get Involved

WSBC invites individuals and organizations to join in advancing sustainability across Wisconsin as it embarks on this new chapter. Ways to get involved include:

- [Join](#): Become a [member](#) and strengthen the community and mission.
- [Sponsor](#): Enhance your visibility from businesses across the state when you sponsor the WSBC [Conference](#) on November 13 at the Harley-Davidson Garage in Milwaukee.

- Participate: Connect with businesses facing similar challenges.
- Join a [committee](#) or form a [working group](#) to tackle specific sustainability issues, with *a little help from your friends!*
- Elevate and Accelerate: Advance your organization's own sustainability program by using WSBC's proprietary [Green Masters Program®](#) designed to help define, prioritize, manage, and gain recognition for your sustainability initiatives.
- Support: Share your expertise, time, or [financial donation](#) to help build a future-ready Wisconsin business community.

Advancing and Accelerating

Founded in 2007 by University of Wisconsin–Madison professor Tom Eggert, WSBC began as a think tank and forum for sustainability. It has since evolved into a dynamic platform where companies collaborate, exchange ideas, and learn from each other. The Green Masters Program®, WSBC's flagship offering, serves as a certification and recognition tool, helping companies establish credible sustainability programs tailored to their unique needs.

In 2019, WSBC became part of the Wisconsin Manufacturing Extension Partnership (WMEP), significantly expanding its impact on Wisconsin's sustainability landscape. Now, as an independent non-profit, WSBC is poised to further enhance its impact outcomes for and with Wisconsin businesses.

Looking Ahead

The future presents numerous opportunities, and WSBC's success in advancing sustainability depends on the engagement and support of its community. Together, businesses and sustainability leaders can turn challenges into opportunities and lead the charge toward a sustainable future.

For more information on WSBC's programs and services, or to get involved, visit www.WisconsinSustainability.com or contact Jessy Servi Ortiz directly.

ABOUT WISCONSIN SUSTAINABLE BUSINESS COUNCIL

The Wisconsin Sustainable Business Council's (WSBC) mission is to accelerate the integration of sustainable principles and practices through the power of business. As a member-driven organization, WSBC supports companies in educating, measuring, and improving sustainability outcomes, fostering collaboration for shared success. For over 17 years, WSBC has united businesses to address environmental, social, and governance challenges, helping them integrate sustainability strategies and enhance profitability. For more information, visit www.WisconsinSustainability.com.

ABOUT WMEP

WMEP Manufacturing Solutions is a private nonprofit organization dedicated to helping small and midsize manufacturers in Wisconsin thrive by developing and implementing effective, results-driven solutions. WMEP's experienced team partners with hundreds of companies annually, addressing their most critical challenges and ensuring long-term success. As part of the MEP National Network™, WMEP plays a pivotal role in advancing U.S. manufacturing by staying ahead of industry trends and leveraging best practices to meet evolving needs. In 2023, WMEP generated \$1.01 billion in economic benefits for Wisconsin manufacturers and achieved an impressive net promoter score of 9.1 out of 10.