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SUSTAINABLE BUSINESS COUNCIL HONORS WISCONSIN LEADERS ADVANCING SUSTAINABILITY AND BUSINESS IMPACT

Wisconsin businesses and leaders recognized for innovation, leadership and meaningful impact

EAGLE, Wis. – The Sustainable Business Council (SBC) announced the recipients of its **2026 Sustainable Business Awards** during the Sustainability Impact & Leadership Celebration held Nov. 17 at Morgridge Hall in Madison.

The annual awards recognize businesses and individuals demonstrating leadership, innovation and measurable progress in sustainability. This year's honorees showcase how Wisconsin businesses and sustainability professionals are turning ideas into action, strengthening their organizations and creating positive impact in their industries and communities.

"Wisconsin businesses and leaders are showing that sustainability is not just about setting goals. It is about finding practical ways to innovate, strengthen organizations and create lasting value," said Jessy Servi Ortiz, Executive Director of SBC. "These award recipients demonstrate what that leadership looks like in action, and we are proud to recognize their accomplishments and the example they are setting for others."

2026 SUSTAINABLE BUSINESS AWARD WINNERS

Innovative Service Award

- **Large Business Category:** Sustainability Challenge, Johnson Outdoors
- **Small Business Category:** Clean & Conserve™ Operating System, Optimal Cleaning Solutions

Sustainability Champion Award

- Nicole Berney, Health, Safety & Environmental Manager, ABB

Thomas L. Eggert Leadership Forward Award

- Jeff Jaeckels, Director of Safety, Sustainability, and Environmental Affairs, Madison Gas & Electric

The **Thomas L. Eggert Leadership Forward Award** recognizes leadership that helps advance sustainability and inspires continued progress. This year's award was presented to Jeff Jaeckels of Madison Gas & Electric for his leadership in safety, sustainability and environmental affairs.

The Sustainability Impact & Leadership Celebration kicked off SBC's two-day gathering in Madison. Programming continues today with SBC's **19th Annual Conference** at American Family Insurance, bringing together professionals and organizations to share practical solutions, build partnerships and advance sustainability across Wisconsin.

Learn more:

- 2026 SBC Conference
- Sustainable Business Awards
- 2025 Award Winners

About the Sustainable Business Council

The Sustainable Business Council helps Wisconsin businesses and organizations integrate sustainability into strategy and operations, connect with peers and resources, and accelerate meaningful progress. Through education, events, consulting, membership and the Green Masters Program, SBC works to advance sustainability while strengthening Wisconsin businesses and communities.

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