



Working towards a sustainable environment and economy since 1995

# 2012 ANNUAL REPORT



## What is WEI?

Founded in 1995, the WEI (Wisconsin Environmental Initiative) (WEI) has worked to improve the environment, economy, and quality of Wisconsin through educational initiatives, multi-stakeholder dialogues, and the advancement of best practices in the area of business strategy, environmental policy, green building, tourism, and land use. WEI has created a number of successful programs including Green Built Home, Travel Green Wisconsin, and in 2012, launched its newest program Main Street Green.

## WEI Board of Directors

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 John Imes, Executive Director . . . . . WEI

In 2012, WEI launched a freshly redesigned website, [weigogreener.org](http://weigogreener.org). With a new look, simplified navigation and interactive media, our website attracts more than 3,000 unique monthly visitors.

## Social Media:

WEI circulated news, updates, information and “successes” of our programs on Facebook, Twitter and Wordpress.

## Main Street Green



Main Street Green is WEI’s newest initiative focused on cultivating, educating and supporting businesses that make a strong commitment to the environment. We work with Main Street businesses that are ready to move forward with more sustainable operations.

These leading “ecopreneurs” are implementing innovative “best practices” and technologies to benefit the community and environment.

In 2012, WEI created the Main Street Green Checklist, a stewardship tool that sets effective, yet achievable goals relating to eight major environmental topic areas. Participating businesses will be able to:

- Establish a baseline of their current energy, solid waste, water consumption and storm water impacts.
- Pursue energy efficiency goals.
- Incorporate water-saving strategies.
- Implement best practices in landscaping and related efforts to reduce storm water run-off.
- Shift their purchasing practices to more local and environmentally responsible choices.
- Educate their customers, employees and the public about actions they can take to reduce their environmental impact.
- WEI also presented the program in Madison, Milwaukee, and the Fox Valley and met with local Main Street business associations and leading stakeholder groups.

## Green Built Home



Green Built Home (GBH) is a national award-winning building initiative that reviews and certifies new homes and remodeling projects that meet sustainable building and energy standards. Energy efficient, eco-friendly building projects are continuing to gain momentum

and WEI provides up-to-date information so you can make the most informed decisions. Since 1997, WEI has worked with stakeholders to Green Built Home certify more than 5,000 homes throughout the state. In 2012, WEI made important changes to the Green Built Home program certification, verification and administration process, including updates and revisions to the Multifamily Checklist in support of GBH certification for all WHEDA Low Income Housing Tax Credit multi-family projects statewide in 2013.

## Clean Clear Waters



Wisconsin lakes are the jewels of our state. A key challenge to protecting and enhancing our lakes is better management of stormwater runoff. Run-off causes soil erosion and can contain contaminants like motor oils and grease, pesticides, fertilizers, and deicing salt

that is harmful to waterways. Each of us can play an important role improving our lakes by implementing best practices in our landscaping, lawn care and related efforts to reduce run-off and become better environmental stewards. In 2012, WEI developed new Clean Clear Waters guidelines to reduce storm water run-off and improve landscape conservation practices to help preserve our lakes for future generations.

## Wisconsin Green Business



Environmental responsibility requires more than just compliance. Today, many Wisconsin companies are taking a comprehensive approach to integrate sustainability into their operations. However, this can be a daunting task and it calls for a new way of thinking. WEI provides the advice, feedback and counsel to help ease the transition towards resource efficient business strategy. Wisconsin DNR's Green Tier program gives environmentally innovative companies support for these efforts, so they can continue to engage in superior environmental performance while improving their bottom line. Green Tier goes beyond compliance, helping businesses understand the economic, social and environmental benefits of sustainable business. WEI Director John Imes serves as a Green Tier Adviser and in 2012 organized a series of round table discussions for business leaders through the DNR's Green Tier program. The discussions were regionally focused, allowing businesses to exchange sustainable ideas pertaining to their companies and their communities.

### Past Program Successes

Over the years, WEI has developed programs and forums that give stakeholders the opportunity to learn about more sustainable strategies. This allows Wisconsin to gain a competitive market advantage while protecting the state's resources and environment. Some examples of WEI's past programs and events include:

- 2010 — Germany-Wisconsin Environmental Exchange
- 2009 — Green Tier Advantage
- 2008 — Green Tier Advantage
- 2007 — Travel Green Wisconsin
- 2006 — Green & Growing Bioindustry Tour
- 2005 — Green & Growing Bus Tour
- 2004 — Wisconsin Delegation to Germany
- 2003 — Environmental Policy Forum
- 2002 — Fact-Finding Trip to Germany
- 2001 — Energy Policy Forum
- 2000 — Environmental Policy Forum
- 1999 — Agriculture and Land Use
- 1998 — Shoreland Development
- 1997 — Understanding Purchase and Transfer of Development Rights
- 1996 — Quality Urban Development

Dear Friends,

Since 1995, WEI has developed programs promoting a sustainable environment and economy.

With the help of generous donations, sponsorships and partnerships, WEI has become a driving force behind Wisconsin's sustainable business movement. \*With our past and current programs, we have made substantial environmental progress in a variety of sectors throughout the state.

As our organization continues to evolve, we look forward to developing new goals, initiatives and programs. However, we cannot do this without your help. As a non-profit, non-partisan organization, we rely on membership donations to drive our mission.

Today I ask you to become a member and make a fully tax-deductible contribution to WEI as an individual donor. With your donation, WEI can continue Wisconsin's tradition of environmental stewardship and move towards a more sustainable future.

Thank you for your consideration and support for WEI.

Sincerely,

**John Imes, Executive Director**

\*WEI's Annual Report is available to the public on our website at [www.weigoreener.org](http://www.weigoreener.org)

## 2012 Income and Expenses

### SOURCE OF FUNDS

Memberships and Grants. . . . .	\$26,310
Program/Other. . . . .	\$88,859
<b>Total Income. . . . .</b>	<b>\$113,169</b>

### USES OF FUNDS

Programs . . . . .	\$96,791
Fundraising. . . . .	\$15,052
Administration . . . . .	\$26,888
<b>Total Expenses . . . . .</b>	<b>\$138,731</b>

## 2012 Corporate and Foundation Contributors

Madison Gas & Electric, Boldt Community Foundation, Tim O'Brien Homes, Veridian Homes, Chicago Title Insurance, General Capital Management, MSP Development, Westbrook Construction, Boardman & Clark, Focus on Energy, Bear Development



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