



Working towards a sustainable environment and economy since 1995

2013 ANNUAL REPORT



What is WEI?

Founded in 1995, the Wisconsin Environmental Initiative (WEI) works to improve the environment, economy and quality of Wisconsin through initiatives that promote responsible business practices, sound environmental policy, green building and water stewardship.

WEI has held many forums over the years, covering diverse topics such as: Wisconsin Green & Growing, Green Tier Advantage, Bio-economy, Green Jobs in the New Europe, Quality Urban Development, Energy Policy and Profit-Driven Environmental Management. World-class speakers, including renowned architect Bill McDonough, Ray Anderson, CEO of Interface and green business guru Joel Makower, have keynoted WEI's events and brought national and global perspectives to state concerns.

Among WEI's most successful program are Green Built Home, Travel Green Wisconsin and WEI's newest initiatives: Main Street Green and Clean Clear Waters.

WEI Board of Directors

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In 2013, WEI expanded our website, weigogreener.org. With a new look, simplified navigation and interactive media, our website attracts over 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 2013, WEI created the Main Street Green Quick-Start Checklist, a stewardship tool that sets effective, yet achievable goals relating to eight major environmental topic areas.

Main Street Green was officially launched on Monroe Street in Madison, where the local merchants association and 26 businesses representing various retail, food and beverage, and service establishments are making a strong commitment to superior environmental performance.

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 1999, WEI has worked with stakeholders to Green Built Home certify more than 8,000 homes throughout the state. Beginning in 2013, WHEDA Low Income Housing Tax Credit multi-family projects will require Green Built Home certification for projects statewide.

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 2013, WEI officially unveiled the Clean Clear Waters program at the first certified home. Located in the Village of Shorewood Hills, the home captures 100 percent of rooftop run-off with rainwater recovery and native landscaping features and used advanced erosion control and storm water management practices during construction. The event was designed to highlight the important role builders and developers can play in improving our lakes by implementing best practices in erosion control, landscape conservation and storm water management.

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.

In 2013, Executive Director John Imes served as a speaker and advisor to the Wisconsin Academy of Sciences, Arts and Letters initiative that examines Wisconsin's dependence on fossil fuels and offers "pathways to progress" that support sustainable energy sources. John serves with other leaders on the Advisory Committee that will help produce *Climate Forward: A New Road Map for Wisconsin's Climate and Energy Future* initiative to be published in 2014.

John also attended the 20th Anniversary Celebration of Eco-Partners, a group he joined in 1995 that features regular meetings among environmental advocates from leading progressive companies and organizations. Hosted by Ben & Jerry's in Burlington, VT, the 20th Anniversary event provided an opportunity to reconnect with friends and colleagues and share experiences and lessons learned with a community of fellow practitioners leading change within 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.weigogreener.org

2013 Income and Expenses

SOURCE OF FUNDS

Memberships and Grants.	\$14,500
Program/Other.	\$100,209
Total Income.	\$114,709

USES OF FUNDS

Programs	\$79,097
Fundraising.	\$5,000
Administration	\$17,216
Total Expenses	\$101,313

2013 Corporate and Foundation Contributors

MGE, Boldt Community Foundation, Tim O'Brien Homes, Veridian Homes, First American Title Insurance, MSP Development, Boardman & Clark, Olson Toon Landscaping, Elm Street Properties, Bielinski Homes, Gorman & Company.



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