

# Sustainability Reporting for Program and Partners

2012 National Training Conference on the Toxics  
Release Inventory and Environmental  
Conditions in Communities

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Wisconsin Department of Natural Resources

April 11, 2012

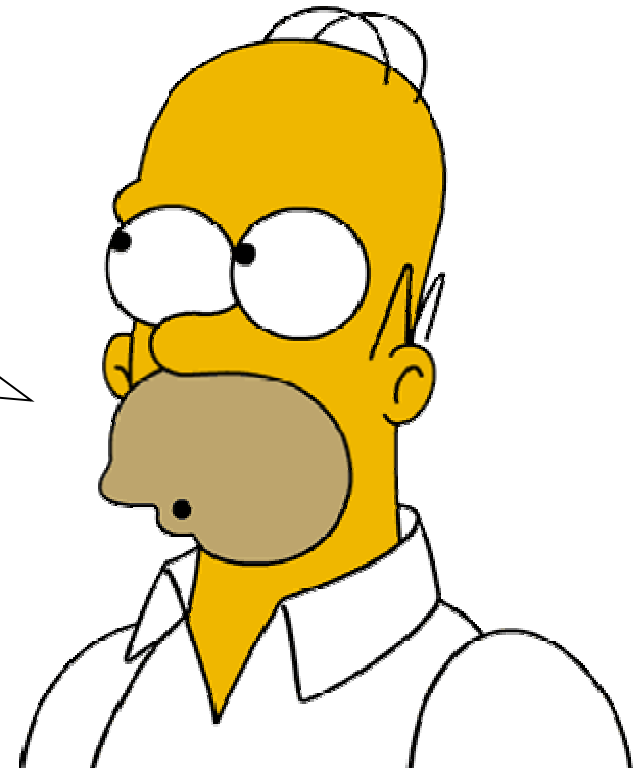
# Understanding the Past and Promoting a Sustainable Future

- Know the “what” and the “who”
- Share in a way that creates dialogue and engagement
- Adapt in ways that create value

# Why Is Behavior Change Hard?

- We presume people are rational...
  - Data in, appropriate response out

Facts are  
meaningless.  
You could use  
facts to prove  
anything that's  
even remotely  
true!

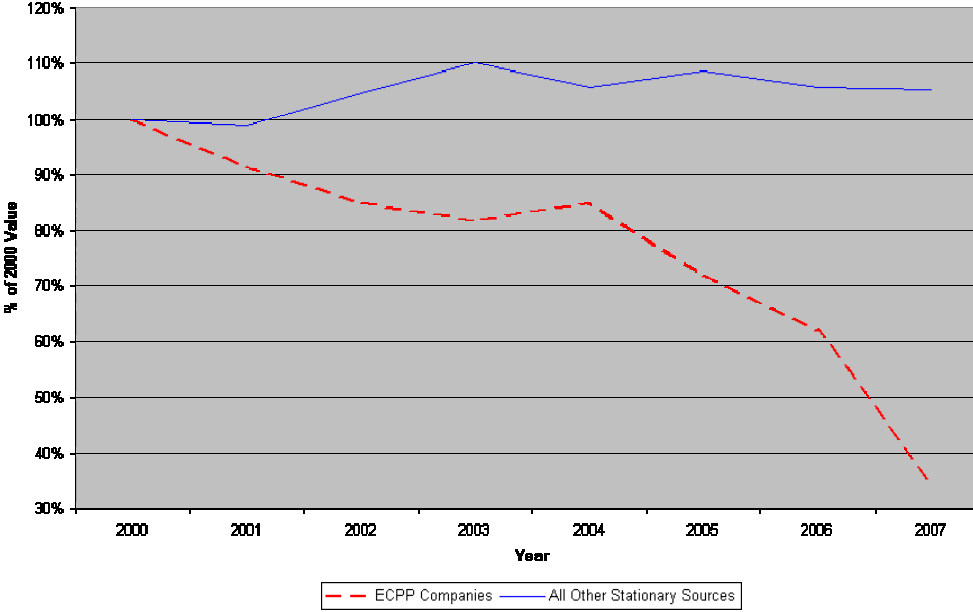


# Know

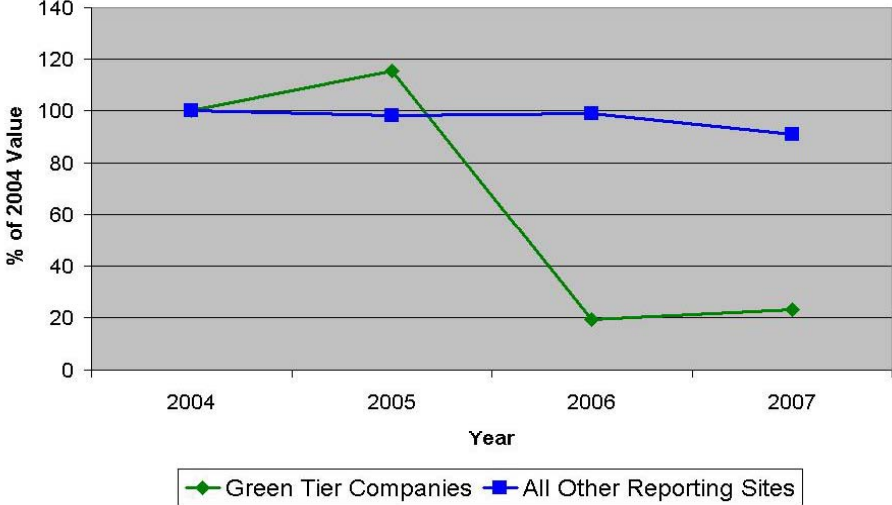
- Green Tier Biennial Report
  - <http://dnr.wi.gov/files/PDF/pubs/co/CO572.pdf>
- Wisconsin Sustainability Survey
  - <http://dnr.wi.gov/topic/Sectors/documents/WSBC2010Survey.pdf>
- Wisconsin's Sustainable Business Report
  - [https://mywebpace.wisc.edu/tleggert/Sustainability%20Website/council/wisconsin%20sustainable%20business%20report/2010\\_WI\\_Sustainable\\_Business\\_Report\\_Revised.pdf](https://mywebpace.wisc.edu/tleggert/Sustainability%20Website/council/wisconsin%20sustainable%20business%20report/2010_WI_Sustainable_Business_Report_Revised.pdf)
- Wisconsin Green Jobs Report
  - [https://mywebpace.wisc.edu/tleggert/Sustainability%20Website/council/green%20jobs/green\\_jobs\\_report\\_2010.pdf](https://mywebpace.wisc.edu/tleggert/Sustainability%20Website/council/green%20jobs/green_jobs_report_2010.pdf)
- Profitable Sustainability Initiative
  - [http://www.wmep.org/sites/default/files/images/staff/First-PSI-Report-Final\\_0.pdf](http://www.wmep.org/sites/default/files/images/staff/First-PSI-Report-Final_0.pdf)

# Share

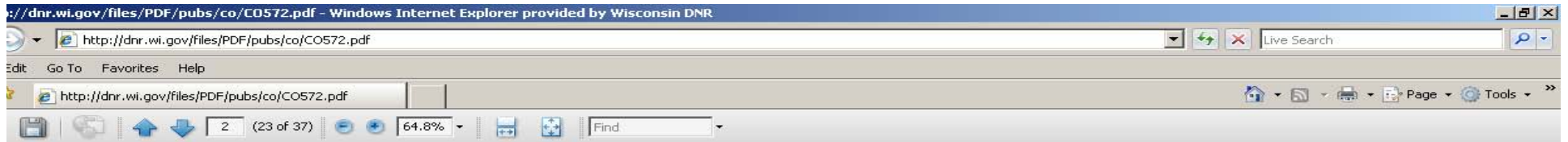
**SO2 Emission Trends**



**HW Generation Trends in Wisconsin**



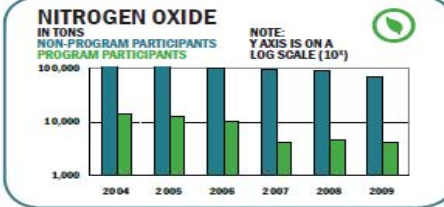
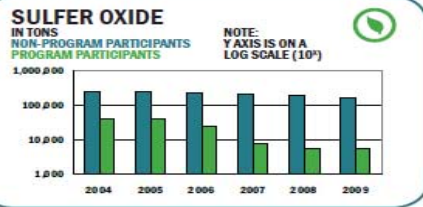
# Share



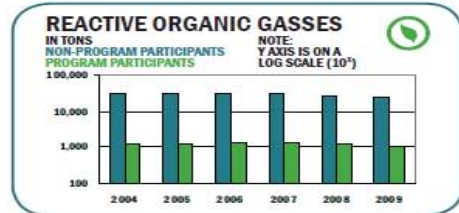
## GREENING THE BOTTOM LINE



**Hutchinson Technologies, Inc.** reduced CO<sub>2</sub> emissions by almost 15,000 tons and energy use by almost 10,000,000 kWhs over a three year period.

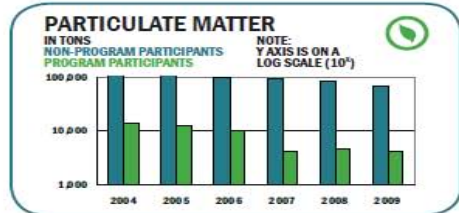


**R. Stresau Labs** implemented an industrial recycling program, as well as a solvent recycling system. They reduced overall energy consumption by almost 100,000 kWh since 2007.



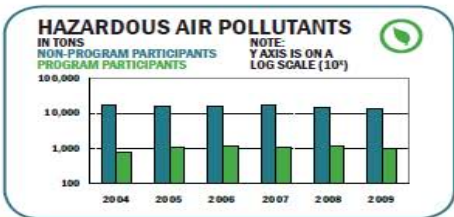
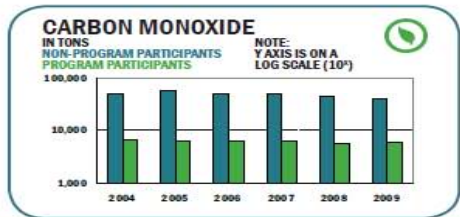
**Roundy's Distribution Center** reduced CO<sub>2</sub> emissions by 258 tons.

**ATC** reduced the amount of storm water runoff from a new corporate headquarters facility by 55 percent through the use of bio-swales and three retention ponds.



**Progressing beyond compliance goals**

Each of these reports contains a disclaimer about attribution. Correlation does not imply causation: stating that a change is specifically attributable to the pilot program, Green Tier or even the compliance audit program is not prudent or possible. Too many variables lead to business goals, business decisions and business analysis to suggest that one element yielded a given change or to accurately apportion some part of the change to one or more actions under the participation programs. Resources are limited for the program, limiting oversight, rigid reporting requirements, comprehensive data analysis and testing, etc. Work continues to develop new data which can be used as indicators, water data in particular. Work also continues to create data that can be used consistently between participants without adding administrative overhead.



**Donaldson Company, Inc.** reduced water use by 30,000 gallons per month in one of their quench tanks.

## Wisconsin Profitable Sustainability Initiative First Report

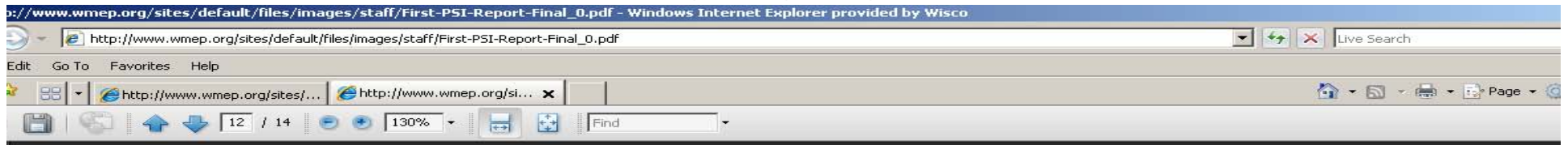
### Appendix C - Sustainable Benefit Table (5 year projection)

Reduction In	Unit of Measure	Energy Projects	Environmental Projects	Optimization Projects	Transportation Projects	Total Reduction
Electricity	kWh	17,268,245		48,205		17,316,450
Natural Gas	therms	1,711,791				1,711,791
Carbon Dioxide Equivalents	mt	27			18.6	45.6
Solid Waste Diverted from Land Fill	tons		10,265	980		11,245
Hazardous Waste Reduced	tons		67.3			67.3
Caustic Materials Reduced	gallons		12,900			12,900
Water	gallons		11,953,990			11,953,990
Paper	tons			3.3		3.3
Air Emissions	tons			83.7		83.7
Transportation	miles			48,000	10,752,000	10,800,000
Diesel Fuel	gallons			8,000	1,792,000	1,800,000

**kWh =** kilowatt hours, unit of electrical energy equal to 1000 watt hours.

**therms =** unit of heat energy, equal to 1000 BTU.

# Share



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# Adapt

- Meet Changing Needs
  - Management Systems to Sustainable Practices
  - Transient partnerships and
  - “Boutiques” to “mainstream”
  - Bipartisan and open legal framework
- Know and share what differentiates
  - Key performance Indicators
  - Randomized Treatment Evaluation
- Value
  - Coalitions
  - Market Opportunities – e.g. bundling, expediting, leveraging, etc.
  - Resources – e.g. trees and stormwater

# Contact Information

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Web sites: <http://dnr.wi.gov/Business/>

<http://dnr.wi.gov/topic/GreenTier/>