



Working towards a sustainable environment and economy since 1995

2015 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, former 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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 John Imes, Executive Director WEI

In 2015, WEI continued to expand our website, weigogreener.org. With format revisions, 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.

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.

In 2015, WEI released the Monroe Street Green YouTube video and helped launch a new green urbanism initiative that enabled festival-goers to learn about innovative "green" street design and infrastructure practices that could turn the Monroe Street area into a vibrant "eco-district" that draws people to visit local shops, boutiques and restaurants while preserving, highlighting, and enhancing the area's exceptional natural and historic resources. The Greening of Monroe Street event featured ten stations that showcase innovative approaches to green infrastructure and green-street design, including:

- Landscaped Pop-up Parks made up of sod, native trees and shrubs, and potted plants to create an outdoor living room and gathering space along the street right-a-way.
- Design Visions for the Crazy Legs Triangle and nearby intersections that show a vibrant Monroe Street Corridor using pedestrian friendly scale and green infrastructure features.
- Zero Waste Stations with receptacles and signage to clarify materials that can be recycled or composted and where to put them.
- Displays and educational materials by the Friends of Lake Wingra, Edgewood Sustainable Leadership Program, WEI, Formecology Landscape Design and the Monroe Street Library.
- Wisconsin Bike Fed and Pedestrian Safety Demonstrations.
- Tours along the Dudgeon Monroe Neighborhood Nature and History Trail.

The Greening of the Monroe Street event was followed by the introduction of a "green street" resolution that passed unanimously by the Madison City Council as a way to showcase the potential of "green urbanism" and "green infrastructure" approaches in our community.

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 over 10,000 homes and multi-family units throughout the state. In 2015, WHEDA awarded Low Income Housing Tax Credits to 25 multi-family projects with 1,293 units statewide that will be built or remodeled to WEI's Green Built Home standards.

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. Clean Clear Waters strives to bring awareness to the important role builders, developers and communities play in improving Wisconsin's lakes by implementing best practices in erosion control, landscape conservation and storm water management. The recently completed Treysta on the Water mixed-use development in Monona uses landscape conservation and storm water management strategies that greatly exceed the requirements of Clean Clear Waters certification.

Wisconsin Green Growth



In 2015, Executive Director John Imes continued to serve as an 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 works on the Advisory Committee that developed: "Climate Forward: A New Road Map for Wisconsin's Climate and Energy Future." John also participated in energy related conferences including a National Energy & Climate Change event in Washington, DC; Renew Wisconsin Policy Conference and a WisPolitics Forum in Milwaukee. John's guest column: "Other Midwest States Eating Our Lunch on Clean Energy" appeared in the *Wausau Daily Herald*, *Wisconsin Rapids Daily Tribune*, *Stevens Point Journal*, *Milwaukee Business Times*, *Waukesha Freeman*, *The Capital Times* and WisPolitics/WisBusiness news sources.

Past Program Successes

Over the years, WEI has developed programs and forums that give stakeholders the opportunity to learn more about 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 & Transfer of Development Rights
- 1996 – Quality Urban Development

2015 Income and Expenses

SOURCE OF FUNDS	
Memberships and Grants.	\$14,962
Program/Other.	\$117,035
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Total Income.	\$132,007
USES OF FUNDS	
Programs	\$89,709
Fundraising.	\$4,000
Administration	\$15,559
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Total Expenses	\$109,268

2015 Corporate and Foundation Contributors

Madison Gas & Electric, Boldt Community Foundation, Tim O'Brien Homes, Veridian Homes, Commonwealth Development, Cardinal Capital Management, Boardman & Clark, Bielinski Homes, Herman & Kittle Properties, Inc.

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 sustainability 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*



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