

GREEN MASTERS PROGRAM®

CASE STUDY WITH UW CREDIT UNION

OVERVIEW

UW Credit Union is a credit union based in Madison, WI, founded in 1931 to provide financial services to members across Wisconsin. According to their 2024 Annual Report, they currently have over 360,000 total members and \$5.6 billion in assets. UWCU serves their members through a variety of services, including portfolio management, retirement planning, estate planning, life insurance, education funding, and long-term care planning.

In 2017, UW Credit Union was the first financial institution in Wisconsin to be recognized as a Green Masters company by the Wisconsin Sustainable Business Council. They have achieved Green Masters status in the seven consecutive years since and have showcased this achievement in their member-facing communications such as the Annual Reports, social media, and website. The Green Masters Program® has allowed UWCU to prioritize environmental initiatives, set goals, and reiterate their commitment to sustainability and employee engagement.

HOW GREEN MASTERS HELPED

The Green Masters Program® has allowed UW Credit Union to align their business practices with what's beneficial to the environment. UWCU also has an internal Green Team, one of their Employee Resource Groups, composed of 87 employees taking environmentally focused initiatives. In 2024, the Green Team tackled projects such as battery recycling, composting, and sustainability-focused volunteering.

Recently, UWCU has also made strides with their infrastructure, partnering with KEE Architecture and Findorff on their Madison administrative campus to incorporate the latest achievements in sustainability and occupant health. UWCU also used geothermal heating and cooling to provide comfortable indoor temperatures while reducing their reliance on fossil fuels.

BENEFITS FROM PARTICIPATION

1. Sustainably Designed Infrastructure

UW Credit Union has incorporated sustainable design elements into buildings, promoting increased access to daylight contributing to employee well-being and productivity as well as conserving resources and reducing air pollution.

2. Employee Involvement

UW Credit Union has used employee involvement to develop sustainability-focused events such as an annual Shred-It event to dispose of confidential information in addition to volunteering initiatives.

3. Building Sustainability Culture

Through the Green Masters program and internal initiatives such as UWCU's Green Team, sustainability has become part of UWCU's everyday practices and business culture.



ACHIEVEMENTS AT A GLANCE

- 41% annual energy savings projected at new corporate campus
- Recycled 400 pounds of batteries and made composting accessible to 500 employees through the Green Team ERG
- Harvested clean energy from the sun with 561 solar panels
- Constructed six EV charging stations with potential to build to 109 additional chargers



JENNIFER QUALE

Director of Real Estate & Facilities

"The Green Masters Program® will enhance your business as a whole through increased employee engagement, improved customer satisfaction and sustainable practices that narrow your footprint and make a long-lasting impact for everyone."