



The Green Masters Program is offered exclusively by the Wisconsin Sustainable Business Council.

The Green Masters Program® (GMP) simplifies sustainability for organizations



Measure and Improve
Define, prioritize, measure, and manage your company's performance in sustainability topics that are meaningful to your business.



Certify
A third – party credential that validates your sustainability program meets or exceeds internationally recognized standards.



Get Recognized
Earn recognition as you grow your sustainability program, achieving "Green Master" status with a top quartile score.



Promote
Use the Green Masters logo to share your sustainability story with others.

The GMP is a cost-effective way for organizations to advance their sustainability efforts, integrate ESG actions, and engage with stakeholders. It provides a comprehensive framework for defining, prioritizing, measuring, and managing sustainability action areas, enabling organizations to enhance their sustainability performance and demonstrate their commitment to responsible business practices.

The GMP's virtual platform offers a customizable approach by providing a scalable standard for sustainability performance improvement while wrapping membership around the Program, offering valuable resources, education, and a supportive community. This comprehensive approach allows organizations to enhance their sustainability efforts and make meaningful progress in their sustainability journey.



The Green Masters Program is an officially recognized Certification Mark.

Sustainability Action Areas

ENVIRONMENT

- Energy Management
- Greenhouse Gas Management
- Sustainable Transportation
- Water Resource Management
- Biodiversity & Ecological Impacts
- Waste Management
- Materials Management
- Product Circularity & Life Cycle Management

SOCIETY

- Community Impacts
- Customer Welfare

WORKFORCE

- Employee Health & Safety
- Employee Experience
- Diversity Equity & Inclusion

GOVERNANCE & LEADERSHIP

- Ethical Governance & Sustainable Leadership
- Supply Chain Management

Program Value



Earn credentials that objectively validate your program.



Get recognition and certification.



Add additional value to current programs and systems



Get actionable ideas for your planning and budgeting.



Enhance your knowledge of business sustainability.



Increase talent engagement, recruitment and retention efforts.



Share your sustainability story.



Stand out in the market by engaging stakeholders with your actions.



Network with peers to share ideas and experiences

About

The Wisconsin Sustainable Business Council's (WSBC) mission is to advance sustainable principles and practices forward through the power of business. Through membership, we support companies and sustainability professionals to educate, measure, and improve their sustainability outcomes, address environmental, social, and governance actions, and collaborate for shared success. We meet all companies where they are on their journey and assist them towards greater profitability and sustainability integration.

For more information, visit www.WisconsinSustainability.com



Join and become part of the movement towards a resilient and sustainable future.

Jessy Servi Ortiz
Managing Director of the WSBC

Please contact Jessy Servi Ortiz at jessy@wisconsinsustainability.com to sign up today.

Visit our website for additional information:
WisconsinSustainability.com

