



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

## The Green Masters Program® 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 Green Masters Program helps your business focus on sustainability issues important to you and your industry while contributing to bottom line and top line growth.

The program provides a framework to develop, integrate, and grow sustainable practices and will record and track progress in the sustainability action areas that you define for your company.

Your successful participation grants the use of the GMP certification logo for your company communications. This provides recognition for making sustainable advancements and distinguishes you in the marketplace.



The Green Masters Program is an officially recognized Certification Mark.



## Sustainability Action Areas

- Energy
- GHG Emissions
- Transportation
- Water
- Employee Wellbeing
- Biodiversity & Ecological Impacts
- Waste Management
- Materials Management
- Product Design & Lifecycle Impacts
- Supply Chain Engagement
- Customer Wellbeing
- Employee Health & Safety
- Governance & Leadership
- Community Outreach & Engagement

# 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](http://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](mailto:jessy@wisconsinsustainability.com) to sign up today.

Visit our website for additional information:  
[WisconsinSustainability.com](http://WisconsinSustainability.com)

