



EMPOWER PEOPLE TO BE PART OF THE SOLUTION!

Cool Choices helps businesses and communities engage around sustainability.



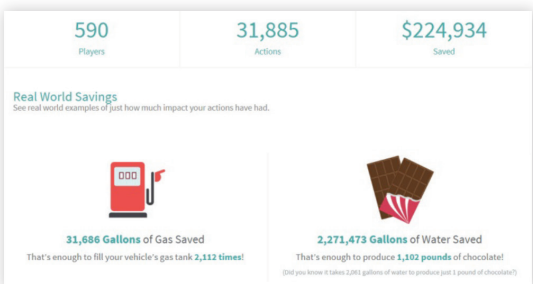
THE COOL CHOICES APPROACH.

Cool Choices uses a fun game-based platform to inspire individuals to adopt sustainable practices and share/celebrate those practices with peers, creating a culture where sustainability is the new normal.

HOW IT WORKS.

1. Clients can customize our deck of actions to inspire the practices that matter on a local level.

Our mobile-friendly platform can increase participation in existing initiatives or identify leaders for new efforts—it all depends on what you need.



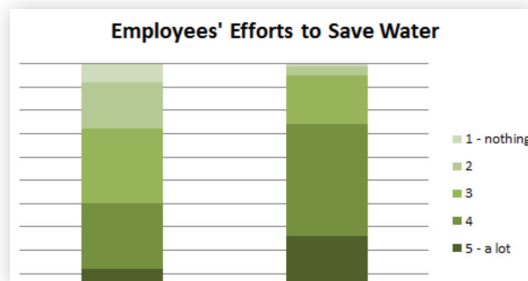
2. Players earn points by taking actions (cool choices) that save money and reduce GHG emissions.

In less than two minutes a day, participants play via phones or computers, cheering on their team and seeing how everyone's actions add up to big impacts. It's fun, social and easy to play!

3. Cool Choices delivers increased engagement, decreased costs AND insightful data.

Our clients receive impact reports that detail financial and environmental savings as well as details on the breadth and depth of engagement. We measure changes in behaviors as well as attitudes and beliefs.

Our partners build on this momentum and continue to innovate long after the program ends.



CONTACT:

Lindsey Trickey, Consulting Analyst
920.277.4861 | Lindsey@WisconsinSustainability.org

WisconsinSustainability.com
#WisconsinSustainability



The WSBC is an affiliate of WMEP.org