



English



## Introduction

### Welcome to Version 6.0 of the Green Masters Program Application!

The Green Masters Program is an objective, points-based program that enables Wisconsin businesses from all sizes and sectors to understand what needs to be done to justifiably claim that they are “on the road to sustainability.” Please note the rules below before starting the survey.

1) To be considered for the Green Masters Program, companies must complete at least one action in each of the nine sustainability categories (find this menu button to the top left of the survey questions).

2) Only select actions that your company has undertaken and completed within the last 3 years, not actions that you are currently working on or that are planned for the future.

3) Only seek credit for actions taken at Wisconsin facilities.

4) YOU DO NOT NEED TO ANSWER EVERY QUESTION TO COMPLETE THE SURVEY. The survey is designed so that no company will be able to answer every question and get every possible point. Thus, if you have not taken the action(s) that are being asked about, simply skip the question.

For questions that ask for percent improvements, note that we are not asking about absolute improvements, but improvements that reflect changes in performance (we refer to this as a standardized metric). For instance, if your waste increased by 50% last year,

but your output increased by 100%, you would have reduced waste on a per output basis. We refer to this as a standardized metric.

If you would like to view a full list of all the actions, please download the PDF of the application. If you've applied to the program before, we recommend that you review your previous application before re-applying. A PDF version of your completed application, along with your dashboard, can be found on your personalized website at [www.greenmastersprogram.com](http://www.greenmastersprogram.com). If you have misplaced your log-in credentials, please contact [greenmastersprogram@gmail.com](mailto:greenmastersprogram@gmail.com). Good luck!

Yes, I understand. Take me to the Green Masters Application!

## General Information

### General Information

Name of Company

Number of Employees

1-25

25-100

100-300

300-500

500+

Industry Sector (Refer to 2012 NAICS Code) Please choose no more than three industries you'd like to be compared against in the sustainability dashboards you will receive upon completion of your survey.

11: Agriculture

21: Mining, Quarrying, and Oil and Gas Extraction

22: Energy

23: Construction

- 31-33: Manufacturing
- 42: Business to Business Trade
- 44-45: Retail Trade
- 48-49: Transportation and Distribution
- 51: Printing
- 52: Finance and Insurance
- 54: Professional, Scientific, and Technical Services
- 56: Paper, Packaging and Forestry
- 61: Educational Services
- 62: Health Care and Social Assistance
- 71: Hospitality
- 72: Food Services
- 92: Public Administration
- Brewery
- 81: Other

**Contact Information of Person Completing Application**

First Name	<input type="text"/>
Last Name	<input type="text"/>
Email Address	<input type="text"/>
Verify Email Address	<input type="text"/>
Street Address	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
Zip	<input type="text"/>
Phone Number	<input type="text"/>

**Have you applied to the Green Masters Program before?**

- Yes
- No

**Were you referred to the Green Masters Program by another business?**

Yes (name dropping is encouraged)

No

**Please share why you are applying to the Green Masters Program.**

**Energy Actions**

**Energy Actions**

**1. Do you track relevant energy metrics?**

Yes

**2. Does your company publicly share information on the energy data that you track?**

Yes

**3. During the year, have you set specific energy use reduction goals?**

Yes

**4. If yes:**

Did you reach your energy use reduction goal?

**5. Have you invested in any of these energy efficiency alternatives? (Select all that apply.)**

Energy efficient lighting (e.g. changing lighting to LED, load shedding, etc.)

Energy efficient electronics (e.g. switching laptops to tablets for sales force)

Energy efficient appliances

Energy efficient industrial equipment

Motion sensors, timers, or other lighting controls

Temperature control systems (e.g. HVAC upgrades)

Smart meters/energy management software

Automatic sleep modes for computers, printers, external hard drives, etc.

Server/network/storage virtualization

Other

**6. Have you incorporated building-integrated energy efficiency alternatives into your facilities? (Select all that apply.)**

Passive solar collection (e.g. windows face south to take in winter sunlight, overhanging eaves to shield high summer sun)

Infrastructure to move daylighting further into spaces that are not along outside walls

High efficiency windows

Geothermal heating and cooling system

Identified and insulated low R-value areas (e.g. building leaks, space around windows, etc.)

Other

**7. Have you incorporated renewable energy alternatives into your facilities? (Select all that apply.)**

PV Solar Panels

Solar Hot Water Systems

Geothermal Heat Pump(s)

Fuel Cell

Anaerobic Digestion System

Other

**8. What percentage of your buildings are LEED, Green Globes, BREEAM, or certified under some other system?**

1-25%

25-50%

50-75%

>75%

**9. What percentage of your buildings are certified under the Energy Star program?**

1-25%

25-50%

50-75%

>75%

**10. Have you used your local utility or Focus on Energy to help identify energy efficiency or alternative energy opportunities?**

Yes

**11. Have you implemented projects recommended by your local utility or Focus on Energy?**

Yes

**12. Do you participate in a demand response program? (Get paid by your electric utility for temporarily and voluntarily reducing consumption during peak times) More info can be found at: <https://energy.gov/eere/femp/energy-incentive-programs-wisconsin>**

Yes

**13. Does your company use ISO 50001, or a similar Energy Management System, to integrate energy management into your overall efforts?**

Yes

**14. If your company generates any of your own energy from renewable energy sources (including solar hot water heaters, photovoltaic solar panels, wind turbines, geothermal**

heat pump/ground source heat pumps, biomass, etc.), what percent of your overall energy use does this represent?

1-5%

5-50%

50-100%

**15. Do you elect to purchase alternative energy from any of the utility companies that serve your Wisconsin facilities?**

Yes

**16. Do you actively educate your stakeholders (employees, suppliers, customers, shareholders, community members, etc.) on energy conservation practices (e.g. energy saving tips, building operation tips, etc.)?**

Yes

**17. Have you encouraged or incentivized (e.g. recognition program, rewards program) your employees to reduce their energy use while at home or at work?**

Yes

**18. Do you use specific design criteria for new products or services that seek to minimize the energy demands/use of your products or services?**

Yes

**19. Have your buildings been audited:**

In the past three years by certified professionals for energy conservation opportunities?

In the past year by an internal energy professional or Green Team for energy conservation opportunities?

**20. Have your processes been audited:**

In the past three years by certified professionals for energy conservation opportunities?

In the past year by an internal energy professional or Green Team for energy conservation opportunities?

**21. Have you had a retro-commissioning performed on any of your facilities? (Improve energy performance and reduce operating expenses by tuning up existing building systems)**

Yes

**22. Have you implemented smart power strips and surge protectors?**

Yes

**23. Estimate how much energy you have saved annually (on a standardized metric) as a result of energy conservation efforts.**

1-3%

3-5%

5-10%

10-20%

20-50%

>50%

**Other Actions within the Energy Category:**

**Please describe below any other actions you have implemented that impact your energy use. Before including other actions that only indirectly relate to energy, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.**

**In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.**



**For any "Other" action, please rate your level of effort in terms of cost and time allocated.**

Limited Effort

Moderate Effort

Extraordinary Effort

**In addition, for any "Other" action, please rate the impact or effect compared to standard industry practice.**

Enhanced Performance

Leading Performance

Breakthrough Performance

## **Carbon and Other Emission Actions**

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One key distinction between Energy and Carbon actions is "Energy" refers to the actions to take to reduce your use of energy (primarily from fossil fuels), while carbon is about understanding and tracking carbon and other emissions, as well as your communications and education surrounding your carbon footprint.

**1. Do you track relevant carbon emission metrics?**

Yes

**2. Does your company publicly share information on the carbon and other emissions data that you track?**

Yes

**3. Have you set specific carbon reduction goals?**

Yes

**4. Do you have a written strategy to reduce greenhouse gas emissions?**

Yes

**5. Do you:**

Identify risks of a changing climate (weather risk or resources risk) to your operations?

Seek to manage those risks?

**6. Do you track your Scope 1 and 2 emissions? [Scope 1 emissions are all direct carbon emissions from the burning of fossil fuels in company equipment (e.g. natural gas fueled boilers, company-owned vehicles), emissions from landfills and wastewater treatment, or any other direct emission of carbon, and Scope 2 emissions are all indirect carbon emissions (e.g. purchased electricity, purchased steam, etc.)]**

Yes

**7. Do you track your Scope 3 emissions? [Scope 3 emissions are other indirect emissions not covered in Scope 2 (e.g. business travel, employee commuting, contracted waste disposal, contracted wastewater treatment, etc.)]**

Yes

No/Not Applicable

**8. If you reduced carbon emissions (on a standardized metric with a 2010 baseline), how much did your carbon emissions go down last year?**

1-5%

5-10%

10-20%

20-40%

>40%

**9. Have you identified and documented a current list of your company's direct air emissions (both permitted and unpermitted) and leaks in your system that would allow some**

**emissions to escape, and their sources?**

Yes

**10. Are you a member of a national or state sanctioned program/partnership aimed at reducing emissions and improving air quality? (Select all that apply.)**

Green Power Partnership

Combined Heat and Power Partnership

GreenChill

High Global Warming Potential Gases Voluntary Programs

Methane Reduction Voluntary Program

Carbon Disclosure Project

U.S. Climate Action Partnership

WI Partners for Clean Air

Other

**11. Do you actively educate your stakeholders (employees, suppliers, customers, shareholders, community members, etc.) about your position on climate change?**

Yes

**12. Have carbon offsets been purchased for any of the following? (Select all that apply.)**

Travel

Commuting

Office Operations/General Operations

Shipping

Supply Chain

Other

**13. Does your business offer customers the opportunity to voluntarily offset carbon emissions? (E.g. by providing information on purchasing offsets or green tags via [www.green-e.org](http://www.green-e.org) or [www.carbonfund.org](http://www.carbonfund.org))**

Yes

**14. Do you offer customers information about the carbon footprint of your good/services?**

Yes

**15. Do you purchase renewable energy credits (RECs) for any of the energy you use?**

1-5% of energy

5-25% of energy

25-50% of energy

>50% of energy

**Other Actions within the Carbon and Other Emissions Category:**

Please describe below any other actions you have implemented that impact your carbon or other emissions. Before including other actions that only indirectly relate to carbon, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

**For any "Other" action, please rate your level of effort in terms of cost and time allocated.**

Limited Effort

Moderate Effort

Extraordinary Effort

**In addition, for any "Other" action, please rate the environmental effect compared to standard industry practice.**

Enhanced Performance

Leading Performance

## Breakthrough Performance

### Water Actions

### Water Actions

**1. Do you track relevant water quality and quantity metrics?**

Yes

**2. Does your company publicly share information on the water quality and quantity data that you track?**

Yes

**3. Have you audited your building(s) and any processes that use water for water conservation opportunities?**

In the past three years by certified professionals for water conservation opportunities?

In the past year by an internal sustainability professional or Green Team for water conservation opportunities?

**4. Estimate how much water you have saved annually (on a standardized metric from a 2010 baseline) as a result of water conservation efforts.**

1-3%

3-5%

5-10%

10-20%

20-50%

>50%

**5. Are you a member of an EPA, state, or local program aimed at water conservation? (E.g. EPA WaterSense Program, state or local water conservation programs, etc.)**

Yes

**6. Have you invested in any of the following water conservation technologies? Select all that apply.**

Automatic sinks

Low-flow toilets/urinals

Low-flow faucets/shower-heads

Low-volume or drip irrigation

Water efficient industrial processes

Rain sensor in automatic irrigation system

Seasonal setting in automatic irrigation system

Other

**7. Have you implemented any of the following storm water management techniques? Select all that apply.**

Permeable pavement

Rain gardens

Green roofs

Cisterns/harvest rainwater for grey water uses (irrigation, etc.)

Detention ponds

Riparian buffer/Buffer strips

Biofilters

Other

**8. Do you reuse any of the water that you currently discharge?**

Yes

**9. If you are reusing water that was previously discharged, how much less "new" water are you now using (use 2010 as your baseline year)?**

1-5% less

5-10% less

10-25% less

25-50% less

>50%

**10. Do you maintain storm drains on a regular basis to keep them free of litter, debris, and soil?**

Yes

**11. Do you collect rainwater from your roof to supplement your property's water demands?**

Yes

**12. Is your property managed for any of the following? Select all that apply.**

Natural communities (e.g. native prairie, oak savannah, wetlands, etc.)

Native, drought-resistant plants

Minimized impact on delineated wetlands, prime agricultural land, and environmental corridors

Reduced or eliminated application of pesticides and synthetic chemical fertilizers

Other

**13. Do you actively educate your stakeholders (employees, suppliers, customers, shareholders, community members, etc.) on water conservation and water efficiency/reuse?**

Yes

## Other Actions within the Water Category:

Please describe below any other actions you have implemented that impact your water use. Before including other actions that only indirectly relate to water, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

For any "Other" action, please rate your level of effort in terms of cost and time allocated.

Limited Effort

Moderate Effort

Extraordinary Effort

In addition, for any "Other" action, please rate the impact or effect compared to standard industry practice.

Enhanced Performance

Leading Performance

Breakthrough Performance

## Waste Management Actions

## Waste Management Actions

1. Do you track relevant waste and materials management metrics?

Yes



**2. Does your company publicly share information on the waste and materials management data that you gather?**

Yes

**3. Have you set specific waste reduction goals?**

Yes

**4. If yes, are you on target or have you met your specific waste reduction goals?**

Yes

**5. Have you audited your building processes for waste management opportunities?**

In the past three years by certified professionals for waste management opportunities?

In the past year by an internal sustainability professional or Green Team for waste management opportunities?

**6. Estimate the percentage of waste you have diverted from a landfill annually (on a standardized metric from a 2010 base year) as a result of your waste minimization and recycling efforts.**

1-3%

3-5%

5-10%

10-20%

20-50%

>50%

**7. Are you a member of an EPA or state-sanctioned program aimed at waste management? (E.g. EPA WasteWise Program, the Responsible Appliance Disposal Partnership, etc.)**

Yes

**8. Have you implemented office waste minimization actions? Select all that apply.**

Recycling bins next to all trash cans at the office

Compost bins in areas where food is present

Eliminate individual printers/scanners in favor of for fewer, shared, multi-functional devices

Copiers and printers set to two-sided printing

Fax and/or printer cover sheets eliminated

Paper files replaced by an electronic system

Removed company from bulk/junk mailing lists

Permanent kitchenware used instead of disposable cups, plates, utensils, etc.

If food is composted, use compostable kitchenware instead of disposables (e.g. cups, plates, utensils, etc.)

Other

**9. Do you have an internal recycling program? Please select all materials included in the program.**

Cardboard and Paper

Plastic

Glass

Metal

Ink toners/cartridges

Batteries

E-Waste

Other

**10. Have you opened up your program to the community?**

Yes

**11. Do you have an internal paper consumption reduction program?**

Yes

**12. Have you replaced raw materials that include hazardous or undesirable constituents with less hazardous/toxic constituents?**

Yes

**13. Have you designed, or do you participate in, a take-back or exchange program for products that you sell or purchase?**

Company wide take-back or exchange program implemented

Industry wide take-back or exchange program implemented

Community wide take-back or exchange program implemented

**14. Are wastes that are potentially hazardous but not regulated properly identified and disposed?**

Fluorescent light bulbs

Used Oils (automotive, process, or food-grade)

Batteries

Other "special wastes"

**Other Actions within the Waste Management Category:**

Please describe below other actions you have implemented that impact your waste. Before including other actions that only indirectly relate to waste management, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

**For any "Other" action, please rate your level of effort in terms of cost and time allocated.**

Limited Effort

Moderate Effort

Extraordinary Effort

In addition, for any "Other" action, please rate the environmental effect compared to standard industry practice.

Enhanced Performance

Leading Performance

Breakthrough Performance

Transportation Actions

## Transportation Actions

1. Do you track relevant transportation metrics?

Yes

2. Does your company publicly share information on the transportation data that you track?

Yes

3. Are there incentives to encourage employee carpooling within the company? Select all that apply.

Preferred parking for carpool members

Carpooling contests or promotions

Linking carpooling to a larger regional effort

Guaranteed ride home in case of an emergency

Other

**4. Are there incentives for employees to commute via public transportation or by biking or walking? Select all that apply.**

Bike racks available to employees

Showers available to employees

Bike to work contests or promotions

Bike lockers or indoor bike storage

Employees have access to company bikes or bicycle-sharing memberships

Employees are provided with bus passes

Other

**5. What percent of your workforce lives within 10 miles of the facility at which they work?**

< 10%

10-25%

25-50%

50-75%

> 75%

**6. If your organization provides vehicles as a management perk, is that/are those vehicles rated at more than 40mpg (city and highway combined)?**

Yes

**7. In your company fleet of cars, what percent of vehicles are rated at more than 40 mpg?**

1-5%

5-10%

10-25%

25-50%

> 50%

**8. Have you investigated the most fuel efficient options to move your people or product? (E.g. CNG trucks, biodiesel trucks, electric vehicles, fuel cell vehicles, hybrid vehicles, rail, etc.)**

Yes

**9. If yes, what percentage of your product or people moves by the fuel efficient option that you identified?**

1-10%

10-25%

25-50%

50-75%

>75%

**10. Does your company provide teleconference/web conference space (with or without video capabilities) for employees to use?**

Yes

**11. Do you use truck carriers and/or shippers that are part of the U.S. EPA SmartWay Transport Partnership?**

Yes

**12. Has your fleet participated in the WI Smart Fleet Program?**

Yes

**13. Are policies/practices in place to minimize fuel use? Select all that apply.**

Strategic route planning software

Truck routes planned with back hauls whenever possible

Ship directly to customers rather than through a distribution center

Consolidate shipping containers to fit as much product as possible

Idle reduction policy or idle reducing units

Side fairings or skirts are used

Nitrogen used in tires

Trailer tails or rear tail fairings are used

Other

**14. Do you provide incentives to employees who choose fuel efficient vehicle? (E.g. hybrid, plug-in hybrid, CNG, electric vehicles, etc.) Select all that apply.**

Preferred Parking

Electric charging stations

Economic incentive

Other

**15. Has your workplace signed up to be a partner in the federal DOE's Workplace Charging Challenge?**

Yes

**16. Is regular maintenance done for company vehicles, including checking air filters, tire air pressure, and engine performance?**

Yes

**17. Do you actively educate your stakeholders (employees, suppliers, customers, shareholders, community members, etc.) on more environmentally friendly transportation methods?**

Yes

**Other Actions within the Transportation Category:**

**Please describe below any other actions you have implemented that impact your fuel efficiency. Before including other actions that only indirectly relate to transportation,**

please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

For any "Other" action, please rate your level of effort in terms of cost and time allocated.

- Limited Effort
- Moderate Effort
- Extraordinary Effort

In addition, for any "Other" action, please rate the impact or effect compared to standard industry practice.

- Enhanced Performance
- Leading Performance
- Breakthrough Performance

Supply Chain Actions

Supply Chain Actions

1. Have you identified relevant supply chain metric related to sustainability and do you regularly collect information on them?

Yes

2. Does your company publicly share information on the supply chain metrics that you gather?

Yes



**3. Do you have a formalized process in which to identify sustainability risks (weather or resource related, or workforce related) in your supply chain?**

Yes

**4. Do you have a standard code of conduct for your suppliers? If so, please check each box that applies:**

Environmental standards for your supplier's processes, products, or services

Human rights (e.g. child labor, freedom of association, etc)

Working conditions

Occupational health

Environmental management system

Transparency of environmental performance information

Business ethics

**5. Do you audit your suppliers to ensure they are following the standard code of conduct?**

Via a third party

Via a sustainability professional or Green Team within your own organization

**6. Do you provide incentives for your suppliers to follow the standard code of conduct or engage in sustainability activities (e.g. longer-term contracts, sustainability training collaborations, etc.)**

Yes

**7. For your major suppliers, do you:**

Encourage or require reporting on environmental compliance?

Encourage or require the development of key environmental metrics?

Encourage or require reporting on carbon emissions?

Encourage or require monitoring and reporting on labor practices?

Other

**8. Do you require suppliers to gather and report on environmental and/or social performance from their suppliers?**

Yes

**9. Do you:**

Have a corporate purchasing policy that includes sustainability criteria?

Encourage (in a real way, for instance by providing points in scoring bids from prospective suppliers) supplier relationships with other Green Masters Program or Green Tier participants?

**10. Has your company implemented a program, or otherwise taken specific steps, to minimize or eliminate the use of virgin materials?**

Yes

**11. Have you ever partnered with a supplier on a sustainability project?**

Yes

**12. Is your business a participant, or have you nominated a supplier to become a participant, in the Green Suppliers Network or other supply chain program?**

Yes

**13. Have you recommended the Green Masters Program to a supplier?**

Yes

**14. As a supplier, have you been nominated for/won any awards recognizing your commitment to sustainability?**

Yes

**16. What percentage of your vendors are either in Wisconsin or within 100 miles of the facility using the goods or services?**

1-5%

5-10%

10-25%

25-50%

>50%

**17. Have you consolidated or in some other way worked with your supplier to reduce the frequency of shipments? (E.g. from weekly to bi-weekly)**

Yes

**18. Is your company's packaging material chosen with sustainability criteria in mind? Select all that apply.**

FSC Certified

At least 50% recycled

Locally sourced (produced in Wisconsin or within 100 miles)

Compostable

Recyclable

Printed with water-based inks

Printed with vegetable-based inks

Other

**19. Has your company developed a Restricted Substance List (RSL) or adopted an industry-standard list of substances that may not be used in your product or service?**

Yes

**20. Has your company implemented a program to minimize or eliminate conflict minerals that may be used in your products?**

Yes

## Other Actions within the Supply Chain Category:

Please describe below any other actions you have implemented that impact your supply chain. Before including other actions that only indirectly relate to your supply chain, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that have not already been identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

For any "Other" action, please rate your level of effort in terms of cost and time allocated.

Limited Effort

Moderate Effort

Extraordinary Effort

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Enhanced Performance

Leading Performance

Breakthrough Performance

## Community and Educational Outreach Actions

## Community and Educational Outreach Actions

1. Do you track relevant community and educational outreach metrics?

Yes

**2. Does your company publicly share information on the community and educational metrics that you track?**

Yes

**3. Have you shared your organization's sustainability experiences and best practices in a mentoring relationship with another business?**

Yes

**4. Do you sponsor/host any events (conferences, workshops, training, etc.) related to sustainability?**

1-2 per year

2-5 per year

5-10 per year

Over 10 per year

**5. Are you actively engaged with the local chamber of commerce or a main street program?**

Yes

**6. If you do allocate corporate funds to partisan elections or political committees (PACs), do you publicly disclose who those funds are allocated to?**

Yes

**7. Do you produce an annual sustainability report? Select all that apply.**

Quantifiable targets related to environmental/social goals

Quantitative results from environmental/social goals (e.g. lbs. of carbon offset)

Consistent measurement that allows for comparisons between years

Third-party validation of company's environmental/social performance

Sustainability report follows the Global Reporting Initiative (GRI) guidelines

**8. Is your company's communication and marketing material chosen with sustainability criteria in mind? Select all that apply.**

FSC Certified

At least 30% post consumer recycled fiber

Produced with renewable energy

Locally sourced (produced in Wisconsin or within 100 miles)

Compostable

Recyclable

Printed with water-based inks

Printed with vegetable-based inks

Other

**9. Have you worked with a local high school, technical school, or university on tailored training for future employees?**

Yes

**10. Do you proactively engage local human resources agencies (e.g. job programs to hire local people, veterans, programs for disabled, etc.) when hiring new employees?**

Yes

**11. Do you require/incentivize your employees take part in community service events at least annually?**

Yes

**12. How many hours do you require/incentivize?**

1-10 hours/year

11-20 hours/year

20-40 hours/year

>40 hours/year

**13. Does your business allow the use of its property for community events?**

Yes

**14. Do you support and promote local food? Select all that apply.**

Food drop-off location for a Community Supported Agriculture (CSA) on site

Farmers' markets hosted on site

Company supports (with time, money, or resources) a community garden

Produce from an onsite vegetable garden is distributed to employees or used in the cafeteria

Company purchases food from local sources for cafeteria or office

Other

**15. Do you philanthropically support any of the following? Select all that apply.**

Local community organizations

Organizations committed to improving global welfare (e.g. natural disaster relief, labor rights, economic development, health, etc.)

1% for the Planet or comparable program (e.g. you donate a percent of sales or profit to one or more non-profit)

Other

**16. Do you:**

Financially support candidates in local, non-partisan elections (school board, city or county elections, etc.)?

Encourage employees to serve on local or statewide committees, advisory boards, or task forces?

Have a policy, or take actions designed to encourage your employees to vote?

Other

**17. Does your organization support local schools:**

By donating money or resources?

By sending employees to volunteer their time?

Other

### Other Actions within the Community and Educational Outreach Category

Please describe below any other actions you have implemented that impact your community and educational outreach. Before including other actions that only indirectly relate to your outreach, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

For any "Other" action, please rate your level of effort in terms of cost and time allocated.

Limited Effort

Moderate Effort

Extraordinary Effort

In addition, for any "Other" action, please rate the impact or effect compared to standard industry practice.

Enhanced Performance

Leading Performance

Breakthrough Performance

### Workforce Actions

1. Is training in sustainability or the sustainable performance of the company part of New Employee Orientation?

Yes



**2. After new employee orientation, is sustainability addressed in any ongoing/annual training?**

Yes

**3. Do you provide financial support for employees interested in furthering their education?**

Yes

**4. How many hours per year of training do you require your employees to participate in?**

1-10

11-20

21-30

31-40

40+

**5. Do you hire paid student interns?**

Yes

**6. What percentage of your employees work from home at least one day per week?**

1-25%

25-50%

50-75%

>75%

**7. Do you provide resources for employees to maintain a healthy lifestyle? Select all that apply.**

Free or subsidized gym membership

Onsite fitness / well-being room

Offer personal or fitness counseling to employees

Provide coaching on how to maintain healthy lifestyles (e.g. smoking cessation, exercise, stress management, or nutrition)

Stand-up-desks

Encourage walking meetings

Other

**8. Do you provide financial incentives for employees to make their lives more sustainable? (i.e. energy efficient home products such as smart thermostats, electric vehicles, water saving appliances, alternative energy systems...etc.)**

Yes

**9. Have you adopted an employee engagement program or participated in a program to build employee engagement around sustainability? (E.g. Cool Choices, 30/30 Nature Challenge, etc.)**

Yes

**10. Do non-executive employees own shares in your company?**

Yes

**11. Does your company calculate the multiple between your highest paid and lowest paid employee?**

Yes

**12. If yes, is this number shared with stakeholders (employees, investors, customers, or others)?**

Yes

**13. Does your company assure employees with similar job responsibilities are paid comparably?**

Yes

**14. Does your company pay more than the average wage in your area?**

Yes

**15. What percent of your workforce turns over each year?**

0-10%

10-25%

25-50%

>50%

**16. Does your business participate in:**

SA 8000 (an auditable social management system run by Social Accountability International)?

Ethical Trade Audits (the most common is run by SEDEX, and drives ethical improvements in global supply chains)?

Other systems that direct social performance?

**17. Have you identified the local living wage, and do you pay all full-time employees at that level?**

Yes

**18. What percentage of health insurance premiums are paid by the company?**

1-25%

25-75%

>75%

**19. How many fully paid weeks of vacation/sick leave/holidays are full-time employees that have been with the company for five years given?**

1-2 weeks

2-4 weeks

4-6 weeks

6+ weeks

**20. How much fully paid maternity leave for full-time employees do you provide?**

Up to 2 weeks

2-8 weeks

8+ weeks

**21. How much fully paid paternity leave for full-time employees do you provide?**

Up to 2 weeks

2-8 weeks

8+ weeks

**22. Do you provide monetary incentives to c-suite managers who meet sustainability goals?**

Yes

**23. Do you have a system for employees to raise complaints or concerns anonymously?**

Yes

**24. Is external or 3<sup>rd</sup> party support provided to employees who bring complaints about management?**

Yes

**25. Do you have a system for employees to submit ideas to make the company more sustainable?**

Yes

**26. Do you have a system in place where you set improvement goals with regards to safety?**

Yes

**27. Concerning safety, have your recordable incidents been improving year over year for the last 5 years?**

Yes

**28. Does your company provide employees the ability to negotiate wages as a group, without judgment or threat to their position?**

Yes

**29. Do you provide resources for employee stress management? (Mindfulness-based-stress-management-programs)**

Yes

**Other Actions within the Workforce Category:**

Please describe below any other actions you have implemented that impact your workforce. Before including other actions that only indirectly relate to workforce, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

**For any "Other" action, please rate your level of effort in terms of cost and time allocated.**

Limited Effort

Moderate Effort

Extraordinary Effort

In addition, for any "Other" action, please rate the impact or effect compared to standard industry practice.

Enhanced Performance

Leading Performance

Breakthrough Performance

## Governance

### Governance Actions

#### 1. Does your mission/vision statement:

Recognize a purpose for your business that is broader than making money?

Specifically identify "sustainability" as a goal for the company?

Specifically recognize the role that your business can play in serving as a model for other businesses?

#### 2. Is your company publicly reporting on progress you are making on your sustainability goals?

Yes

#### 3. Do you participate in any industry or trade groups to promote and develop tools and standards that address sustainability? (E.g. Walmart's Sustainability Consortium, an industrial symbiosis network, etc.)

Yes

#### 4. Does your company have a formal policy on human rights or have you committed to support the Universal Declaration of Human Rights?

Yes

**5. If yes, is your human rights policy available for the public to see? (E.g. on your website)**

Yes

**6. How are principles of sustainability (including ethics) reflected in your Human Resources policies and guidance? Select all that apply.**

Established ethics policy that all employees are trained on

Ethics policy is available for the public to see (e.g. on your website)

Policies and written guidance are translated to native languages spoken by employees and suppliers

Established a diversity policy

Established a policy on bribery and/or corruption

Other

**7. Is the position of Chairman of the Board separate from President/CEO?**

Yes

**8. What percentage of your board members or C-suite managers are women?**

0-10%

10-25%

25-50%

50-75%

75-100%

**9. What percentage of your board members or C-suite managers are not white/Caucasian?**

0-10%

10-25%

25-50%

50-75%

75-100%

**10. Are employee retirement plans (e.g. pension, 401k, profit sharing, etc.) available for full-time employees?**

Unfunded/No Match

Partially Funded/Partial Match

Fully Funded/Full Match

**11. Have you appointed a Sustainability Officer to lead, measure, and manage the journey toward sustainability?**

Yes

**12. Do you have a "green team" that develops and oversees sustainability ideas/projects?**

Yes

**13. Is information on sustainability performance shared with senior management at least twice a year?**

Yes

**14. Have you implemented an ISO 14001 (or equivalent) environmental management system (EMS)? If yes, which one?**

Yes

**15. Are management bonuses influenced by your business' sustainability performance?**

Yes

**16. At what levels throughout your organization do you hold employees accountable for sustainability initiatives?**

Corporate Level only



Corporate & B-Level

Everyone from Corporate to the Field

**17. Are your business income taxes paid in Wisconsin or are you incorporated somewhere else?**

Paid in Wisconsin

Portion is paid in Wisconsin

We are incorporated somewhere else

**18. Does your company release information on taxes paid/tax rate to the public?**

Yes

**19. Does your company operate as a "benefit" corporation or are you a Certified B Corporation?**

Yes

**20. Does your senior management team speak to investors about sustainability and growing long-term value?**

Yes

**21. Does your organization use socially responsible investing options for:**

Organizational cash (socially responsible investment options are used for at least 25%)?

Retirement plan options (Employees are provided with socially responsible investment alternatives)?

Bonds that you offer are qualified as Green Bonds?

Other (identify)

**22. Do you include organizations focused on the environment, conservation or sustainability in your workplace giving campaign (beyond just United Way)?**

Yes

**23. Do you use Life Cycle Assessment (LCA) as a tool in any part of your business? (E.g. provide LCA data to your customers)**

Yes

**24. If your company manufactures and designs products, does it specifically consider the environmental impact of the use of the product in the design phase?**

Yes

**Other Actions within the Governance Category:**

Please describe below any other actions you have implemented that impact your governance. Before including other actions that only indirectly relate to governance, please complete the rest of the application to ensure that we have not covered your action in one of the other categories.

In addition, please identify only actions that you have not already identified (either directly or indirectly) in the previous questions. If there are none, leave this space blank.

**For any "Other" action, please rate your level of effort in terms of cost and time allocated.**

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Extraordinary Effort

**In addition, for any "Other" action, please rate the impact or effect compared to standard industry practice.**

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## Final Certification

**Please select one of the following and click below to continue to the final step:**

I have selected at least one action in every sustainability category, and I wish to be considered for the Green Masters program.

I have not selected an action in every category. I understand that I will not be included in the program at this time.

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