



The Wisconsin Sustainable Business Council is an organization for businesses interested in performance improvements, innovation and competitive advantage.

GreenMastersProgram.com

For Immediate Release

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Press Release

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Thrivent Financial recognized as 2016 “Green Professional” by The Wisconsin Sustainable Business Council

Appleton, Wis. (February, 2017) – Being green and a good corporate citizen is consistent with living the Thrivent mission, vision and values. “Thrivent Financial’s efforts in sustainability are part of our commitment to using good judgment in how we operate our business and demonstrate care for ourselves, our families, and our communities” says Vice President, Corporate Operations Services, Don Keeley.

Thrivent’s newly established Central Corporate Sustainability program will benefit greatly from the Green Masters benchmark data. Keeley states that, “Not only is it interesting to see how we stack up against other firms interested in progressing on their sustainability efforts, it points to those areas where we are strong and should recognize the good work, and those areas where we can focus and take advantage of opportunities we have not yet leveraged.”

Thrivent will also be able to utilize the results of the Green Masters dashboards to track and manage their progress, as well as use the suggestions to help progress towards a more sustainable future. Green Masters Coordinator, Kevin Banas, states that, “It’s great to see Thrivent utilize the dashboard as a way to track their progress with regards to others in their industry. This, along with the additional resources offered, such as case studies and other best practice ideas, have allowed Thrivent to grow as a sustainable business here in Wisconsin.”

Some examples of how sustainability is incorporated into Thrivent’s core business and operations include: carbon, energy, water, waste, and lifecycle impact reduction. They have also stressed employee/member engagement as a core value in their business.



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www.greenmastersprogram.com

About Thrivent

For more than a century, Thrivent Financial has been helping Christians build solid financial futures and strengthen their communities. Today, they serve more than 2.3 million members nationwide. A lot has changed over the years, but one thing hasn't: how they blend faith, finances and generosity.

Green Masters Recognition

The Green Masters Program is an objective, points-based recognition and assessment program that enables Wisconsin businesses of all sizes and from any sector to join a group of like-minded companies that are on the road to sustainability. Developed by the Wisconsin Sustainable Business Council, in conjunction with the University of Wisconsin, the Green Masters Program recognizes Wisconsin's sustainability leaders and encourages continuous improvement. The Green Masters Award criteria is based on actions in nine key sustainability areas: energy, carbon and other emissions, water, waste and materials management, transportation, supply chain, community and educational outreach, workforce and governance.

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