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#### FOR IMMEDIATE RELEASE

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## WSBC Announces Sustainability Strategy Summit

**July 2021** The Wisconsin Sustainable Business Council (WSBC) is hosting a two-week interview series called the Sustainability Strategy Summit. Managing Director, Jessy Servi Ortiz will be interviewing Wisconsin leaders across sectors and topics to learn what strategies are top of mind and what is Wisconsin's role in advancing sustainable systems.

From July 19th to 30th, the interview series will air in support of business leaders and sustainability professionals in advancing and influencing sustainable change. Topics range from water stewardship to small business sustainability to sustainable product development.

This Summit interviews discuss interviewees work, how they influence change, what strategies are top priority and any advice they have listeners in advancing sustainable outcomes. Interviews will be available for viewing or listening from a link sent to your email. The event is free with registration.

The summit is intended to help better understand the state of Sustainability in Wisconsin and inspire sustainable action in the Wisconsin sustainability community. Organizations a part of the Summit include:

- State of Wisconsin
- Land's End
- Appvion
- Wisconsin Academy for Sciences, Arts, and Letters
- The Water Council

**Are you ready to break through your barriers, improve your impact, and pioneer the change you want to see?** Join the fun at [www.wisconsinsustainability.com/summit-signup](http://www.wisconsinsustainability.com/summit-signup).

## **ABOUT WISCONSIN SUSTAINABLE BUSINESS COUNCIL**

WSBC's mission is to advance sustainable principles and practices through the power of business. WSBC supports businesses and sustainability professionals through an array of programming, education, resources, and tools and is a catalyst for businesses looking to integrate sustainability into the fabric of their organizations. WSBC is a member organization and an affiliate of WMEP Manufacturing Solutions. For more information, visit [www.wisconsinsustainability.com](http://www.wisconsinsustainability.com).