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Press Release

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UW Credit Union Celebrates Green Masters Status

[Madison, Wis. (December, 2018)] – For the second consecutive year, UW Credit Union has been named a Green Master, a status awarded by the Wisconsin Sustainable Business Council to recognize leading businesses for their ongoing sustainability efforts.

The Green Masters Program works to identify companies that have taken at least one action within each of the nine pillars of “sustainability.” Participants in the program (almost 200 in calendar year 2017) receive recognition for their sustainability accomplishments and develop ideas for future sustainability actions.

“We’re thrilled to once again join other innovative Wisconsin companies that make sustainability a priority,” said Lee Wiersma, Executive Vice President & Chief Human Resources Officer at UW Credit Union. “Our green initiatives benefit our staff, our members and the community, and the Green Masters Program gives us a meaningful way to measure and improve our efforts.”

UW Credit Union invests in a range of conservation practices that deliver impactful energy and water savings, from motion sensors and smart thermostats to rain gardens and compost bins, as well as community-focused initiatives including Adopt-a-Highway cleanups and Shred-it recycling events. As a top local employer, UW Credit Union also puts a sustainable emphasis on hiring practices, ensuring equitable wages for employees and a focus on diversity and inclusion.

“It’s great to see companies utilizing the data and information made available through participating in the program,” says Kevin Banas, Director of the Green Masters Program. “UW Credit Union is a great example of that. From last year when they applied to this year, they have made a point to work on the sustainability areas



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www.greenmastersprogram.com

that needed the most improvement and continue to remain strong in the areas they were excelling in.”

The Green Masters Program 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. The program has established three levels of participation: Green Apprentice, Green Professional and Green Master. Each year at the Wisconsin Sustainable Business Conference, the top 20 percent of companies that applied during the calendar year are identified and recognized as the Green Masters level companies for the year.

About UW Credit Union

UW Credit Union is a growing, federally insured financial institution and a leading provider of a full range of financial services to University of Wisconsin communities. UW Credit Union's over 600 employees serve the financial needs of more than 250,000 members through world-class technology systems, and through a convenient network of 26 branch locations and over 100 ATMs. With assets totaling \$2.7 billion, UW Credit Union is ranked nationally among the leading credit unions. Founded more than 85 years ago by members of the University of Wisconsin community, UW Credit Union continues to operate as a not-for-profit, member-owned financial cooperative with locations in the Madison, Milwaukee, Stevens Point, Green Bay, Oshkosh, Whitewater and La Crosse areas.

About the Wisconsin Sustainable Business Council

The WI Sustainable Business Council is a network of Wisconsin businesses that are leaders in integrating principles of sustainability into business operations. The business case for sustainability (defined in terms of people, planet and profit) has never been stronger. Wisconsin businesses are playing a leadership role in not only ensuring the protection and preservation of our natural resources but in creating a vibrant and growing economy. The Council provides best-in-class sustainability resources and brings businesses together to share knowledge, experiences and tools. Find us on the web at www.wisconsinsustainability.com



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