

# SUSTAINABLE WISCONSIN

## WHAT WISCONSIN OFFERS



### TAX CREDITS

for research and development on energy-efficient products through the Wisconsin Department of Revenue

The Wisconsin Public Service Commission offers

### ENERGY INNOVATION GRANTS

for projects that reduce energy consumption and support renewable energy vehicles and infrastructure.



### FOCUS ON ENERGY

program provides incentives to implement energy efficiency and renewable energy projects.

Wisconsin has the nation's first market-based

### WATER QUALITY

trading clearinghouse.<sup>6</sup>



Grant funds are available for energy assessments

of small and midsize industrial sites through the UW-Milwaukee Industrial Assessment Center.

The **Property Assessed Clean Energy** (PACE) program, offers low-cost, long-term loans for **energy efficiency, renewable energy, and water conservation improvements.**

### GREEN TIER

**coaching from the Wisconsin Department of Natural Resources** (DNR) guides companies in adopting more sustainable practices that align with their business objectives.

### DNR'S CLIMATE RESILIENCE CHARTER

Companies can join to signify their commitment to environmental stewardship.

**4,700+** buildings with green certifications<sup>1</sup>

**130MW** of installed solar power<sup>2</sup>

**450+** publicly accessible level 2 fast chargers for electric vehicles<sup>3</sup>

**#11** in the U.S. for installed solar capacity within the next five years<sup>4</sup>

**105** hydropower facilities together power the equivalent of **241,000 homes**<sup>2</sup>

**445** wind turbines with a combined a capacity of 735 MW, to power the equivalent of **172,000 homes**<sup>2</sup>

## BY THE NUMBERS

### ETHANOL

Top 10 in U.S. for production capacity<sup>5</sup>

### BIOFUELS

32 farm digesters, 42 landfill gas systems, and 60 water treatment facility biogas systems<sup>2</sup>



# SUSTAINABLE WISCONSIN

Wisconsin is leading the way in applying a culture of respect for the natural world in a way that works for business.

## BIRTHPLACE OF THE MODERN ENVIRONMENTAL MOVEMENT



**EARTH DAY,**  
now observed by billions  
of people, started in  
Wisconsin in 1970.

U.S. Senator (and former Wisconsin Governor) Gaylord Nelson led the charge to designate a national day focused on the environment, and was also instrumental in creating the U.S. Environmental Protection Agency.



**Aldo Leopold**, the father of wildlife ecology, taught at the University of Wisconsin-Madison.

**Sierra Club** co-founder John Muir, the father of the U.S. National Park system, thanked his Wisconsin childhood for kindling his love of nature.

**Milly Zantow** of Wisconsin invented the numbered triangle system for plastics recycling.

In 2022, Governor Tony Evers established the Wisconsin Office of Sustainability and Clean Energy.



The state's first-ever Clean Energy Plan charts a course to completely eliminate electricity production from carbon-based sources by 2050.

Xcel Energy in western Wisconsin was **the first U.S. utility** to commit to generating all of its energy from renewable sources; today, **all Wisconsin utilities have net-zero plans**, and Wisconsin utilities are committed to helping companies meet **ESG carbon reduction requirements**.

Wisconsin commits to honoring the 2015 Paris Climate Accord and bringing carbon emissions



**26-28%** below 2005 levels by 2025.

## AMBITIOUS GOALS FOR THE FUTURE

Wisconsin state agencies are leading by example in:



**Cutting** greenhouse gas emissions

**Reducing** energy and water consumption

**Adopting** sustainable procurement practices

**Transitioning** to clean fuels and zero-emission vehicles

**Decreasing** solid waste

The Clean Economy Coalition of Wisconsin was created in 2023 to support the zero-carbon energy goal through six core pillars:



**Healthy economy**

**Environmental justice and infrastructure**

**Carbon-free power**

**Home and building repair**

**Thriving landscapes**

**Next-gen transportation**



# SUSTAINABLE WISCONSIN

**INDUSTRY STRONG. TECHNOLOGY SMART. FUTURE READY.**



## COLLABORATIVE APPROACH

Wisconsin companies collaborate with academic partners and one another—as well as public-sector and nonprofit partners—to advance innovation and develop the next generation of talent.

By locating in Wisconsin, your company will benefit from:

**The Great Lakes Bioenergy Research Center**, one of four bioenergy research centers of excellence established by the U.S. Department of Energy to research and develop efficient, sustainable biofuels and bioproducts made from dedicated energy products grown on marginal land

**The Energy Advancement Center**, a collaboration between Johnson Controls and UW-Milwaukee that focuses on cutting-edge research for new technologies in energy storage and auto battery technology

**The Center for Sustainable Electrical Energy Systems**, which is developing methods to make electric power systems more sustainable, cost-effective, and secure

**The Cyber-physical Energy Systems Lab**, which aims to build valid models capable of reflecting the true interactions between the cyber and physical portions of integrated systems, as applied to the smart grid, microgrid, energy-efficient buildings, water and natural gas distribution networks, intelligent and sustainable transportation, health care systems, and smart manufacturing



## KOHL'S CORP.,

a Fortune 500 company based in Wisconsin, set a goal to reduce greenhouse gas emissions

**50%**  
by 2025.

## WISCONSIN COMPANIES PRIORITIZE SUSTAINABILITY



## KOHLER CO.

**adopted a strategy to reach zero carbon emissions by 2035 and purchased 100 MW of wind energy to offset all its energy emissions in the U.S. and Canada.**

Sources: (1) Green Building Information Gateway, (2) [renewwisconsin.org](http://renewwisconsin.org), (3) U.S. Dept. of Energy, (4) Solar Energy Industries Association, (5) U.S. Energy Information Administration, (6) Wisconsin Department of Natural Resources