



Annual Report | 2014



www.coolchoices.com

Message from the Executive Director, Kathy Kuntz

Making Cool Choices Amid Heated Debates

We live in interesting times.

While evidence of human-caused climate change mounts, the efforts to scale back efficiency efforts, environmental protections and even environmental education accelerate. Debates are increasingly heated; after all, both sides recognize they have a lot to lose in this fight.

And yet our games inspire people of all political perspectives to make Cool Choices—to reduce their waste and to celebrate lifestyle choices that are good for them and good for the environment.

Cool Choices makes sustainable practices fun, social and easy. We engage people without vetting their politics—which means some climate skeptics play our game. At the end, those folks—like other players—are enthusiastic about the changes that they have made and the benefits they have seen.

Once people feel good about what they are doing, they begin to share their practices with family and friends, advocating that others adopt similar habits. This, we believe, is the foundation of a movement—a movement where real people support sustainable practices that reduce waste and enhance their community's quality of life.

Keep making Cool Choices,

Kathy Kuntz

Kathy Kuntz, Executive Director



Why do you make Cool Choices?

Rory Williams

To help the community and the environment

2162

POINTS

94

CHOICES

Tina Prouse

To make the world a better place for future generations.

2960

POINTS

84

CHOICES

Peter Overholt

Sustainability is important ... for everyone. I want to reduce my footprint!!

2324

POINTS

92

CHOICES

Amy Haffner

This sounded like a fun game, and I thought I might learn a few new things at the same time!

2757

POINTS

117

CHOICES



cool
choices

Mission

Cool Choices inspires actions that reduce greenhouse gas emissions.

Vision

Cool Choices' network of individuals, businesses and communities are actively engaged in addressing climate change.

Cool Successes

West Liberty Foods

West Liberty Foods, a turkey processor that has achieved zero waste across production facilities in two states, inspired staff to think about sustainability. One player swapped her SUV for a hybrid as a result of how Cool Choices influenced and educated her choices around sustainability.

Inpro

Inpro, a manufacturer of sustainable building products, motivated 51% of their staff—including manufacturing plant staff—in Muskego, WI to participate in Cool Choices.

Outagamie County

When Outagamie County and the Town of Grand Chute launched Cool Choices, County Executive Thomas Nelson held a press conference to highlight how the county was following the lead of local successful businesses on employee engagement.

Fun Games, Serious Results in 2014

- 2,500 Participants
- 107,000 Cool Choices Made
- 6,400 Ideas Shared
- \$217,500 Estimated Annual Savings



Cool Choices is ...

EFFECTIVE

- As part of a Focus on Energy research project, Cool Choices demonstrated how its game mechanics could identify high energy users and successfully increase participation in traditional energy efficiency programs.
- Cool Choices increased program revenue threefold in 2014 while holding expenses relatively constant.

COLLABORATIVE

- Cool Choices continues to collaborate with the Wisconsin Sustainable Business Council (WSBC) to support and celebrate Wisconsin businesses adopting sustainable practices; a highlight in 2014 was WSBC's first Earth Day conference focused on employee engagement.
- Cool Choices is partnering with Accelerated Innovations, Illume Advising and ICF Consulting to deliver occupant engagement programs as part of Duke Energy's innovative Smart Energy in Offices program in the Carolinas.
- In 2014 Cool Choices leveraged the analytic skills of colleagues at the Great Plains Institute to produce a report on ENERGY STAR buildings in Wisconsin, seeking to spotlight leaders in building efficiency.
- Cool Choices continues to partner with Green & Healthy Schools to support the adoption of sustainable practices in Wisconsin's K-12 schools.

CREATING A FOUNDATION FOR CULTURE CHANGE

We're often asked, "What happens after the game?" The Cool Choices **Connected** service facilitates further growth and innovation after the game ends. Cool Choices is collaborating with its alumni community to build Cool Choices Connected, a forum where past participants can share their ongoing accomplishments as well as find allies and resources for their next big ideas.

LEAD BY INNOVATORS

Board Officers

- Mark Redsten, Executive Director – Clean Wisconsin
- Kristine Krause, Retired VP Environmental – We Energies
- Roger Dower, President – The Johnson Foundation*
- Roy Thilly, Retired CEO – WPPI Energy, Inc.
- Paul Meier, Director – UW-Madison, Madison Energy Institute

Board Directors

- Kristine Euclide, Vice President/General Counsel – Madison Gas & Electric Company
- Matt Frank, Attorney – Murphy Desmond
- David Gilles, Attorney – Godfrey & Kahn
- William Mitchell, Executive Director – Waukesha County Economic Development Corporation*
- Tia Nelson, Co-Chair – Governor's Global Warming Task Force
- June A. Schroeder, Founder – Liberty Financial Group

Ex Officio Non-Voting Board Members

- Jeffrey Ripp, Deputy Administrator, Gas and Energy Division – Public Service Commission
- Al Shea, Director, Office of Business Support and Sustainability – Department of Natural Resources*
- Christopher Schoenherr, Executive Assistant, Department of Administration*

*Term expired during 2014.

