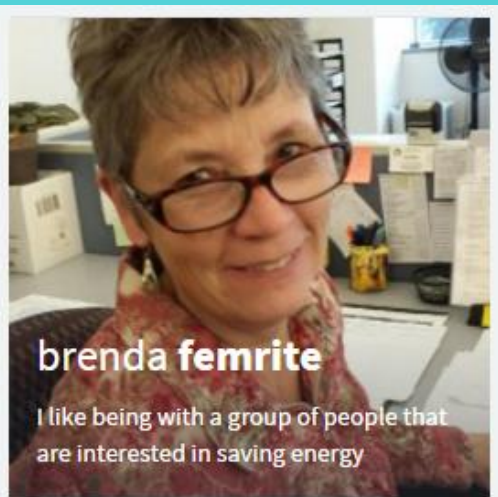




Annual Report | 2015

“The most meaningful component was knowing that almost 1,000 other people chose to do this. That sense of community felt great.”



brenda femrite

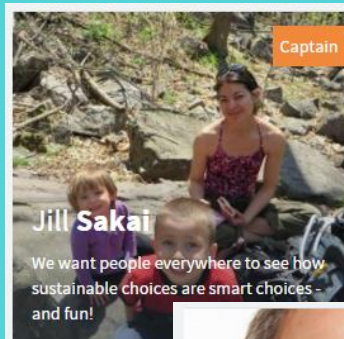
I like being with a group of people that are interested in saving energy

4045

POINTS

130

CHOICES



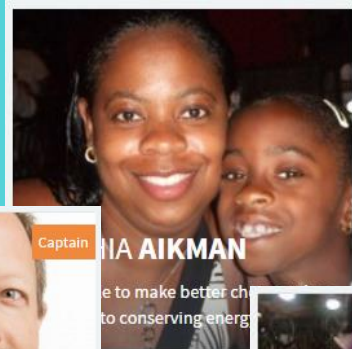
Captain

Jill Sakai

We want people everywhere to see how sustainable choices are smart choices - and fun!

3375

POINTS



Captain

MIA AIKMAN

I want to make better choices to conserving energy

70

POINTS



Julio Flores

2530

POINTS

110

CHOICES



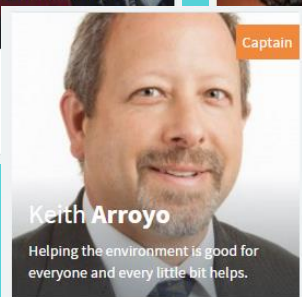
AJ Minucci

1650

POINTS

70

CHOICES



Keith Arroyo

Helping the environment is good for everyone and every little bit helps.

2440

POINTS

68

CHOICES



Goejoua Thao

To contribute to the environment and sustainability. To make a change. To educate and improve my being. To survival!

3605

POINTS

123

CHOICES

“I like the idea that there are hundreds of others in my community making the same kinds of improvements.”

Message from the Executive Director, Kathy Kuntz



2015 was a year of big, global conversations about climate change. Early summer the Pope issued an encyclical on the environment where he called for immediate action on climate change and explicitly tied environmental stewardship to morality for Roman Catholics. In December world leaders gathered in Paris and finally, finally, reached an agreement on climate action. Both events elicited lots of expert commentary—talking heads on television and online debating whether leaders had gone far enough, whether the commitments would stick and, in a few cases, asking if these big events resonated locally with regular people.

Cool Choices is all about resonating at the local level. We engage people via their existing communities, encouraging conversation, collaboration and, yes, competition around sustainable practices. We know that it is really hard to motivate people to act on the big and complicated issues of climate change. Rather than drowning people in statistics, we make it fun, social and easy to reduce greenhouse gas emissions.

We took local to a new dimension in 2015, implementing a community-wide game in Madison, Wisconsin that engaged over 800 people from more than 45 separate businesses, neighborhoods, and faith-based organizations. Players showed off their sustainable practices, cheered on the efforts of their peers and demonstrated that simple local actions can add up to significant impacts. The quotes on the previous page are from the community-wide game and we received many more like this.

The outcomes we witnessed in 2015—both global and local—leave me optimistic for 2016. At the global level we are on the right track, even if we are not moving as fast as I'd prefer. And locally I can't wait to see what the next wave of Cool Choices participants accomplish once they realize that their actions matter, both locally and globally.

Kathy Kuntz

Kathy Kuntz, Executive Director

The logo for Cool Choices, featuring the words "cool" and "choices" stacked vertically in a sans-serif font. The "o" in "choices" is highlighted in orange. To the left of the text are three concentric, semi-transparent orange circles of varying sizes, creating a ripple effect.

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 Choices for a Greener Madison

A Municipal Success!

In 2015 Madison, Wisconsin enlisted Cool Choices to implement a leading edge, game-based approach to a city-wide effort to reduce energy use. Hundreds of individuals from more than 45 companies, neighborhood associations and faith-based groups participated in an eight-week online game, reporting thousands of specific actions associated with energy, water, transportation, food and waste management practices.

41,374 Cool Choices



\$245,186 Saved

2,639,372 lbs CO2 Avoided

(Reductions are equivalent to 1,044 car trips from LA to NYC)



2,541,894 gallons of water saved

(Enough to fill almost 4 Olympic swimming pools!)

1,482 Sustainable Ideas Generated

(These ideas can be implemented to save \$ and energy.)



Wisconsin K-12 Schools Making Cool Choices



Green & Healthy Schools Wisconsin (GHS) helps Wisconsin's K-12 public and private schools increase health and wellness within their communities, reduce resource use and increase students' environmental literacy. GHS is a partnership between the Department of Natural Resources, the Department of Public Instruction and the Wisconsin Center for Environmental Education offering resources and recognition to schools pursuing green and healthy learning environments.

- Beginning in 2012 Cool Choices partnered with GHS to develop a customized game for GHS that celebrates individual and group actions, simplifies tracking and data collection, and makes the process fun, social and easy.
- Over 350 public and private schools around Wisconsin are participating in GHS. All of these schools can access a customized version of the Cool Choices platform at no cost.
- In 2015, a total of 15 schools from Cumberland to Milwaukee implemented the Cool Choices platform. Overall there were more than 450 participants who reported over 7,500 sustainable actions representing almost \$40,000 in savings annually.

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