



2009 Wisconsin Sustainable Business Report

Executive Perspective



Welcome to the 2009 Wisconsin Sustainable Business Report, sponsored by the Wisconsin Sustainable Business Council and the Wisconsin Department of Natural Resource's Green Tier program. This report provides information from a range of sustainability indicators, tailored to Wisconsin. This is our first annual report and represents a work in progress. We have chosen a range of metrics that reflect our interest in the Triple Bottom Line, so you will see economic metrics, environmental metrics, and social metrics.

However, before opening the door to our metrics, I'd like to comment on the year that was. According to Jeffrey Immelt, CEO of GE, "the global financial meltdown doesn't just represent the low point in the economic cycle; it represents a "reset." As a result, government, business and society must all play a role in recharging our economies, **solving societal problems** and creating jobs." [emphasis mine]

As industries are restructured, strategic engagement with society becomes critical. Performance on issues such as climate change and human rights is becoming part of value creation. I believe that business leaders who not only understand — but also embrace — this type of shift will prosper. However, there are still many businesses in this state that focus on short-term gain with little regard to responsibility or accountability. In a world of short-term interests and rewards, the companies adopting "sustainable" or "socially responsible" strategies are laying the foundation for sector leadership and long-term success.

"In a world of short-term interests and rewards, the companies adopting "sustainable" or "socially responsible" strategies are laying the foundation for sector leadership and long-term success."

One of the outcomes of the economic "reset" is that business must learn to better engage with a wide range of stakeholders. Success in tomorrow's markets means working with stakeholders to understand, predict, and shape our future environment and ways of living. Tackling important problems together will require teamwork and respect. Transparency and accountability will be more important than ever.

Through this report we seek to create a rear-view mirror of indicators important to the state. But a rear-view mirror of performance is of limited use in driving forward. Noting where we have been is only important as we document where we are going, so we can measure how far we have come.

For businesses in Wisconsin, sustainability efforts should be focused on building long-term capabilities and designing strategies and plans to ensure that the work that is done makes a difference — in the environmental footprint of products and operations, in areas of the state (and the world) where people most need help, and in the lives of employees and stakeholders.

Business can bring the power and scale of its brands and people — businesses two most important assets — to solve real problems facing the world. During the coming decade, Wisconsin businesses will be focusing efforts on reducing greenhouse gas emissions, and innovating and educating to impact consumer behavior.

I believe that maintaining a long-term perspective and seeing business as part of the solution to social problems is crucial for business to be successful. This new approach reflects an emerging expectation that business will play a positive role in society and lead society toward a sustainable future. And although I realize we do not have all the answers, I am genuinely excited by what the next 10 years hold. I believe we have made great progress on a significant number of issues and I am encouraged by the growing recognition of the importance of sustainable thinking.

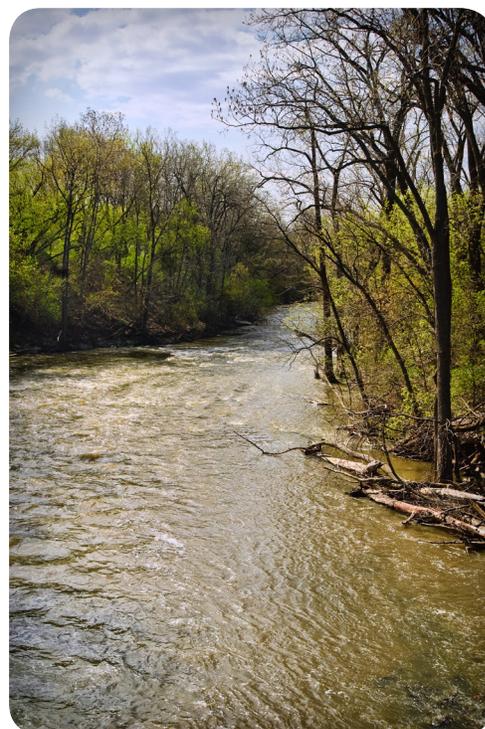
A lot has been done in the last five years, but there is clearly much still to do. I would like to thank Lea Zeise, Chris McKim, James Glaser and Janice Hwang, for their considerable efforts in helping develop this report.

Wisconsin businesses are at a turning point. In one direction, prosperity is linked with social and environmental performance. In the other direction, businesses are dominated by short-term thinking. I am an optimist.

I look forward to updating you on our future progress.



Tom Eggert
Executive Director
Wisconsin Sustainable Business Council



Introduction

The 2009 Sustainable Business Report is a mirror for reflection as well as a catalyst for action. While reflecting on the progress that we've made in Wisconsin over the last five years, we are preparing for the future. The businesses that will lead in 2010 and beyond are having boardroom conversations that focus on being "exceptional" rather than being simply "good enough". In short, these conversations are about a 3E strategy, Everyone doing Everything they can Everywhere they can.

As our colleagues, friends and family members affected by the recession head back to work, many will be returning to green, sustainable jobs. Our goal is to establish Wisconsin not only as a destination for "sustainable businesses", but as a home for businesses from all sectors with an interest in sustainability. The economic health of Wisconsin is dependent on our manufacturing base and our ability to put our citizens to work developing the technologies that will shape our future.

Strategic alliances, economic innovation, smart regulatory approaches and environmental performance tools are fundamental parts of using sustainability strategies to create a positive path forward. The DNR Green Tier Program, a statutory tool for creating sustainability relationships, and the Green Masters Program, a credible tool for validating sustainable actions, are but two of the myriad tools that are available to drive our actions by helping us focus our efforts. Many other tools and programs are available; the best of which enable Wisconsin businesses to deliver triple bottom line (profit, planet and people) results.

Lean manufacturing practices also support a focus on the triple bottom line. Many businesses in the state have taken lean principles and set aggressive sustainability goals such as zero waste or zero accidents. Others have committed to use 100% renewable energy or switching all fleet vehicles to hybrid or alternative fuel vehicles. There will be a variety of both approaches and participants in this sustainability journey. Our hope is that this Sustainable Business Report will prompt the consideration of new tools, new approaches and new alliances as each reader considers how to contribute as an individual and as a part of an organization.

Many parties have made significant contributions to create the trends that are shown in the report. The young people who worked on putting this report together, to whom we are extremely grateful, also represent the aspirational nature of this report. Those who are already working on the elements of sustainability are about to be joined by a legion of talented young workers eager to integrate sustainability into business thinking. We have the opportunity to use sustainability as the strategy to form an effective union between new and old. We can inform as well as be informed just as this Sustainability Report does.

Mark McDermid
Director
Bureau of Cooperative Environmental Assistance

About this Report

The goal of this 2009 Sustainability Report is to present, in a transparent way, a summary of Wisconsin businesses' material economic, environmental and social impacts. This report is designed to establish indicators and a baseline for each, illustrate areas where businesses have been successful, and describe the challenges that yet face businesses in Wisconsin.

This report is aimed at Wisconsin companies, investors, policymakers, public authorities and non-governmental organizations (NGOs). It is divided into separate sections representing the Triple Bottom Line (Profit, Planet and People). The report builds on the Wisconsin Sustainable Business Council's annual conference and at the same time serves as a progress report for businesses in the state as a whole.

In order to honor the idea of sustainability, this report will only be made available electronically. Links are provided to facilitate access.

We anticipate that this report will serve as the baseline report for future annual reports. We have chosen to include data only back until 2005, and seek to provide both trends for individual indicators within the state, and to place those indicators in a national context. Much of the data we draw on is provided on a calendar year basis, but in many cases, data for calendar year 2009 are not yet available.





About the the Wisconsin Department of Natural Resources Green Tier Program

Wisconsin's Green Tier Program rewards businesses and other institutions who deliver superior environmental performance. The Green Tier program provides new tools for Wisconsin's businesses to move from focusing on compliance to focusing on beyond compliance performance. The result is Wisconsin has become a "green" place to do business and a greener place to live.

The notion of interdependence is crucial to Green Tier's success and, in fact, is what makes it unique. The program creates an opportunity for business and the Department of Natural Resources (DNR) to work together to address issues of concern to the community, including job creation, business retention, transparency, as well as environmental concerns.

Businesses across Wisconsin are participating in Green Tier and many more are seeking ways to make their companies more sustainable. By replacing the existing emphasis on regulations and restrictions, and working more closely with companies to reach environmental goals, we hope to achieve more certain ends and stronger relationships with Wisconsin businesses.



About the Wisconsin Sustainable Business Council

The Wisconsin Sustainable Business Council serves businesses in the state who are interested in sustainability, “greening”, corporate social responsibility or corporate citizenship. The Council’s focus is on educating Wisconsin businesses, facilitating information exchange, and supporting businesses that are interested in moving in a more sustainable direction. In addition, the Council provides a platform for bringing existing groups together, coordinating between these groups and building a united effort to brand the state as a hotbed for innovation, cleantech, alternative energy and sustainability leadership.

Our goal is to establish Wisconsin not only as a destination for “sustainable businesses”, but as a home for businesses from all sectors with an interest in sustainability. The economic health of the state is partly a function of the adaptability and progressiveness of the businesses in the state. We hope to mentor, recognize and support any businesses with an interest in sustainability.

We also seek to create opportunities for businesses to learn from each other. By recognizing, rewarding, supporting, and working together with businesses, the business climate is improved and the success of Wisconsin businesses is increased.

Our approach to sustainability is evolving. We established the first statewide [sustainability conference](#) for businesses in 2008, developed [our vision](#) for business sustainability in 2009, and started development of the [Green Masters Program](#) which was announced at the [second annual conference](#) in December, 2009. We continue to work on embedding sustainability into the business community in Wisconsin.

The Green Masters Program is a free, objective, points based certification program, which allows businesses of any size, from any part of Wisconsin and from any sector to understand what needs to be done to justifiably claim that they are “on the road to sustainability.”

During 2009, our focus was to address how we can best embed the concept of sustainability and sustainable value creation in the business community and to driving progress. This includes advancing our sustainability agenda and further developing our approach to education and support.

We hope you enjoy this snapshot from the journey of Wisconsin’s businesses toward sustainability.

Best wishes,

The 2009 Sustainability Report Team



<http://www.wisconsinsustainability.com/>

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Economic

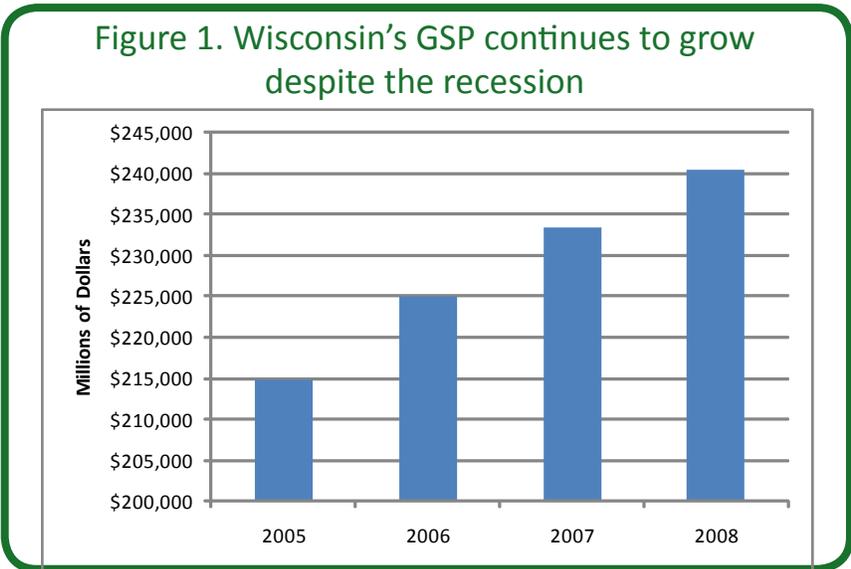
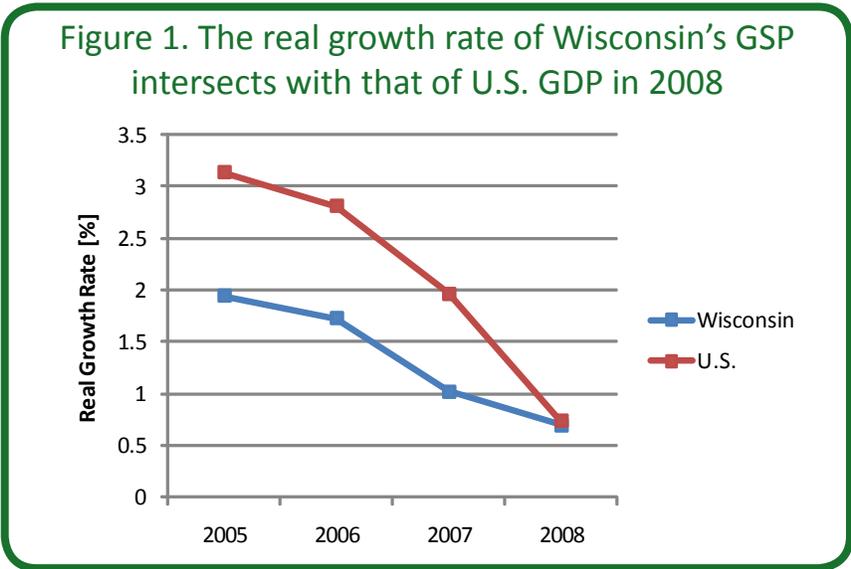
Key indicators of the economic status of Wisconsin include gross state product, end-use energy expenditures, and green job growth. We believe that the trends identified within these indicators provide a unique overview of the economic well-being of the state.



Gross State Product

As of 2008, Wisconsin’s gross state product ranks 21st amongst states in the U.S.: \$240,429,000,000. Figure 1 shows that Wisconsin’s domestic product has had slower losses than the U.S. gross domestic product (Bureau of Economic Analysis, 2009).

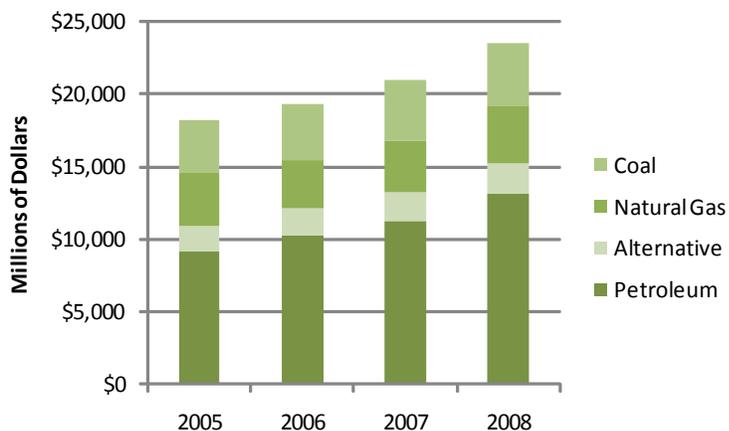
Figure 2 shows the growth of Wisconsin’s gross state product since 2005. There has been steady growth despite the slumping economy.



Fuel Use by Energy Source

In 2008, Wisconsin spent over \$23 billion on energy - a 12.1% increase from 2007. Energy expenditures have been steadily on the rise for all fuels and in all sectors since 2005 (Wisconsin Office of Energy Independence, 2009).

Figure 3. Energy expenditures have steadily risen



OPPORTUNITY

Renewable energy projects are on the rise in Wisconsin. Businesses are investing in clean, renewable energy sources such as solar, wind, and biomass to save money and protect the environment. Focus On Energy is an organization that operates throughout the state implementing and installing renewable energy technologies, and offers a variety of financial rewards and information on state and federal tax incentives. As of 2009, Focus On Energy has co-funded 1,426 solar electric and hot water projects, 75 wind projects, and 64 biomass projects

www.focusonenergy.com



Fuel Use by Economic Sector

Petroleum primarily fuels the transportation sector, responsible for the largest portion of energy consumption in the state. Wisconsin receives the majority of its crude oil from the Lakehead Pipeline, originating in western Canada.

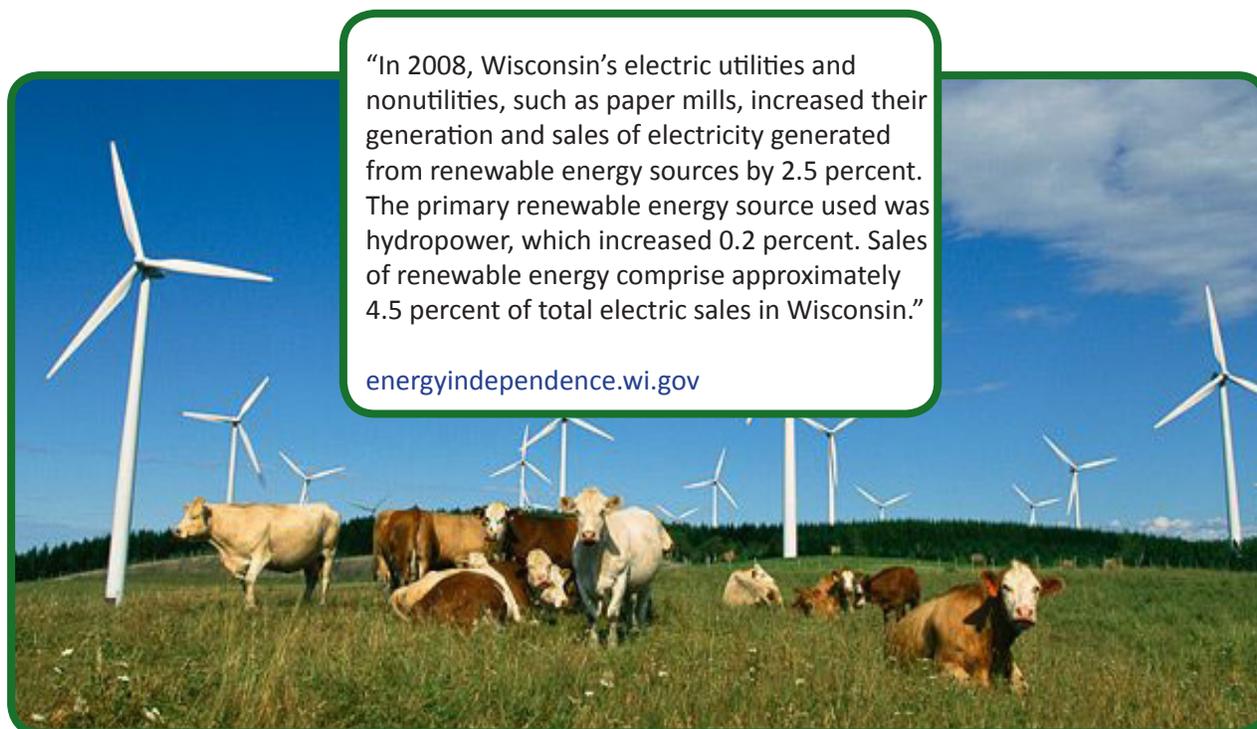
Natural gas is mostly used for heating purposes in Wisconsin's residential and industrial sectors. Wisconsin receives its supplies mostly from Louisiana, Texas, Oklahoma, and Kansas, with remaining supplies coming from Canadian sources.

Coal is primarily used for electricity as it fuels approximately two-thirds of electricity generation in the state. Roughly four-fifths of the coal used in Wisconsin comes from Wyoming.

Renewable energy sources – including solar, wind, hydro, biomass, geothermal, tidal, and fuel cells – contribute roughly 5% of Wisconsin's total electricity generation ([U.S. Energy Information Administration, 2010](#)).

The vast majority of Wisconsin's energy sources are imported, resulting in billions of dollars leaving the state each year. If the state does not lessen its dependence on fuel imports and expand its renewable energy portfolio, significant sums of money will continue to leave the state each year for Wisconsin's energy purposes.

Figure 4 compares energy expenditures between the three focus sectors. It is important to note that Transportation comprises 46% of the total state expenditures on average from 2005 to 2008.



Green Jobs

According to a report issued by the Natural Resource Defense Council, a dedicated effort to create a green economy in the U.S. will generate tremendous job growth within six key areas: building retrofitting, mass transit, energy-efficient automobiles, wind power, solar power, and cellulosic biofuels. In Wisconsin, there are more than 304,000 jobs within these six key areas that will encounter job growth and wage increases along the path to building a clean energy economy, particularly including carpenters, electricians, operations managers, machinists, welders, and industrial truck drivers (Natural Resources Defense Council, 2008).

GREEN FOR ALL: BUILDING THE GREEN-COLLAR WORKFORCE

Green For All is a national organization working to build an inclusive green economy in the U.S. Green For All works with business, government, labor, and grassroots communities to implement programs that create jobs in green industry. In 2009, Green For All helped launch a program in Washington that used Recovery Act funds to weatherize and retrofit over 100,000 homes and businesses over five years. This will generate massive job growth, creating green job opportunities for electricians, carpenters, roofers, insulation workers, construction managers, heating/air conditioning installers, construction equipment operators, industrial truck drivers, and building inspectors.

www.greenforall.org

Green Jobs in Wisconsin

Solving global warming will require all kinds of workers with a wide range of skills. Tens of thousands of Wisconsinites have good-paying job skills that are representative of a broad range of skills needed to build clean energy solutions:

- **Carpenters** will be needed to make buildings more energy efficient. There are nearly 21,000 carpenters in Wisconsin, paid an average of over \$18 per hour.
- **Electricians** are essential to expanding mass transit solutions. There are over 12,000 electricians in Wisconsin, paid an average of \$24 per hour.
- **Operations managers** are needed to manufacture energy-efficient automobiles. There are nearly 25,000 operations managers in Wisconsin, paid an average of nearly \$42 per hour.
- **Machinists** craft essential components for wind power. There are nearly 17,000 machinists in Wisconsin, paid an average of over \$17 per hour.
- **Welders** are vital to solar power manufacturing. There are nearly 13,000 welders in Wisconsin, paid an average of over \$16 per hour.
- **Industrial truck drivers** transport supplies and fuels for the cellulosic biofuels sector. There are nearly 17,000 industrial truck drivers in Wisconsin, paid an average of over \$14 per hour.

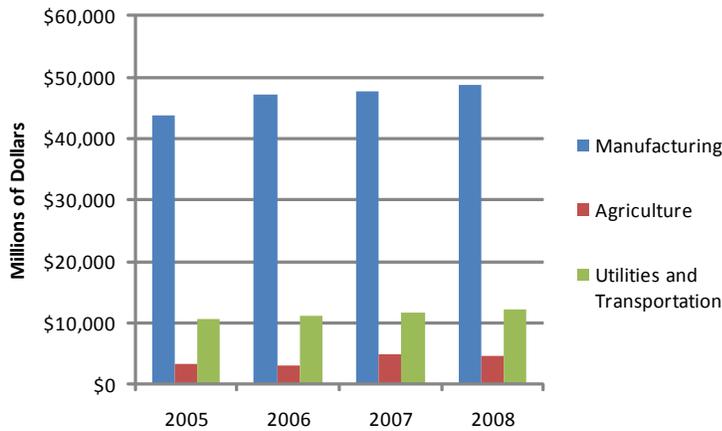


Sector Focus

As shown in the graph, Wisconsin’s economy relies heavily on the manufacturing sector; it makes up more than 20% of the state’s gross product and ranks first in the nation as far as jobs per capita.

Figure 2 compares the GSP contribution from three sectors, with Manufacturing overshadowing Agriculture and Utilities and Transportation.

Figure 4. Wisconsin GSP sector comparison



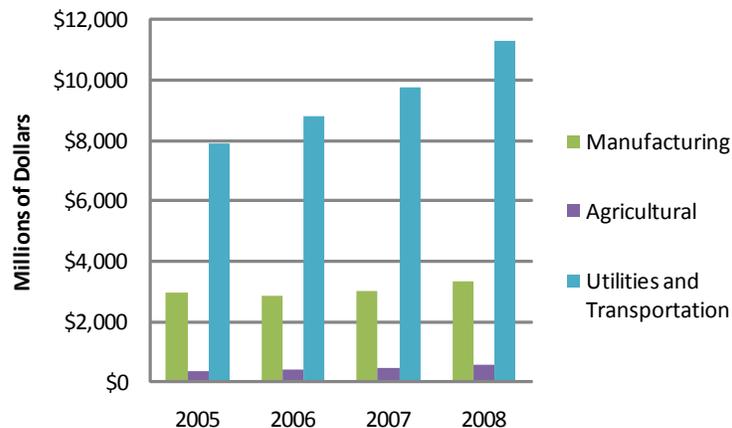
SIDE STORY:

Wisconsin’s forest product industry includes more than 2,000 companies and accounts for 14.4% of manufacturing jobs. Wisconsin also ranked first in manufacturing of fine papers, sanitary paper products, mill work, and third in hardwood veneers in the U. S. (FW, 2010).

Energy Expenditures

Transportation, comprising 46% of the total state expenditures on average from 2005 to 2008, continues to dwarf Manufacturing and Agriculture in energy expenditures as shown in Figure 3.

Figure 5. Energy expenditures by economic sector



Environmental

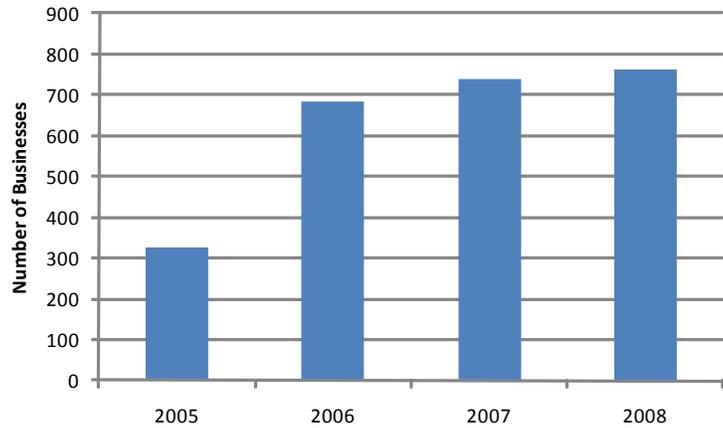
The environmental section consists of five indicators, including water, air, forest, wetland and waste/recycling. By examining the condition, recent trend, long-term and short-term goals, relative policy and legislation of each indicator, this section provides an overview of environmental sustainability in Wisconsin.



Environmental Management Systems

Growth continues in the use and third party certification of environmental management systems (EMS) among WI businesses. After a dramatic increase in the number of companies utilizing an EMS in 2006, additional increases continue at a much slower pace.

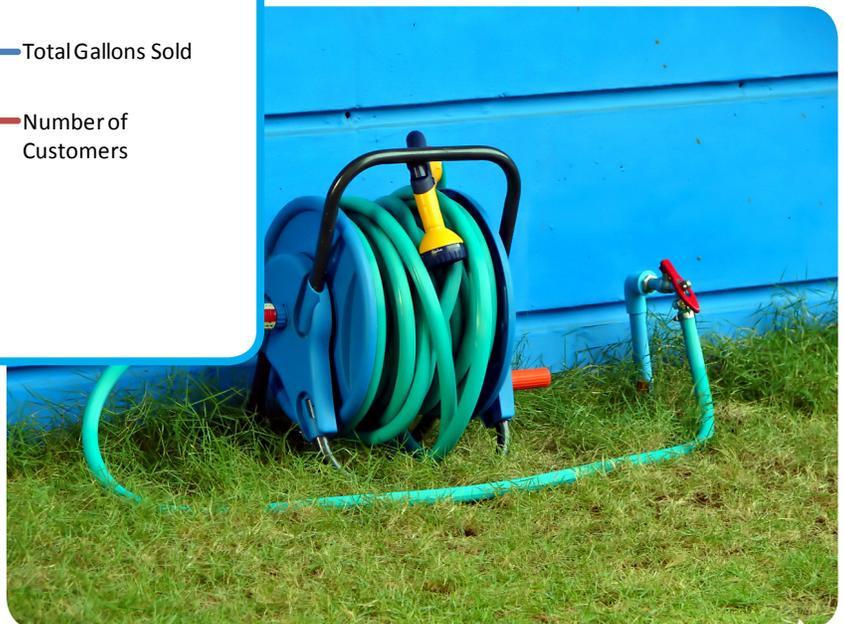
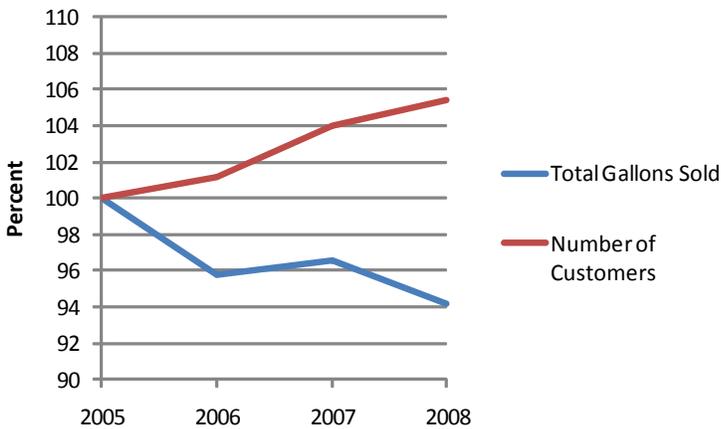
Figure 6. Wisconsin businesses continue to adopt environmental management systems



Water Quantity

Water consumption per capita has decreased steadily since 2005. Figure 5 shows an increase in public water supply customers coupled with decreasing gallons of water sold, indicating decreasing per capita domestic water use (Public Service Commission of Wisconsin, 2008).

Figure 7. Water consumption fell despite an increase in customers



Air Quality

Air Quality Index

Air pollution is a major environmental issue for much of the manufacturing sector in Wisconsin. Compared to the U.S. average, Wisconsin has relatively low ground-level ozone, but higher fine particulate concentrations.

Figure 8. Wisconsin has higher PM2.5 concentrations than the U.S. average

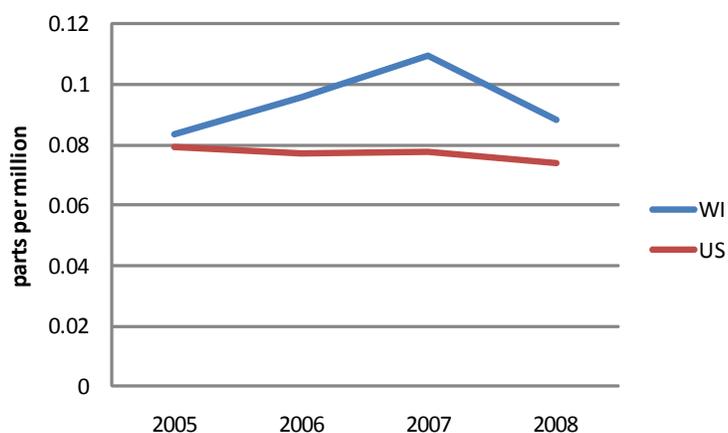
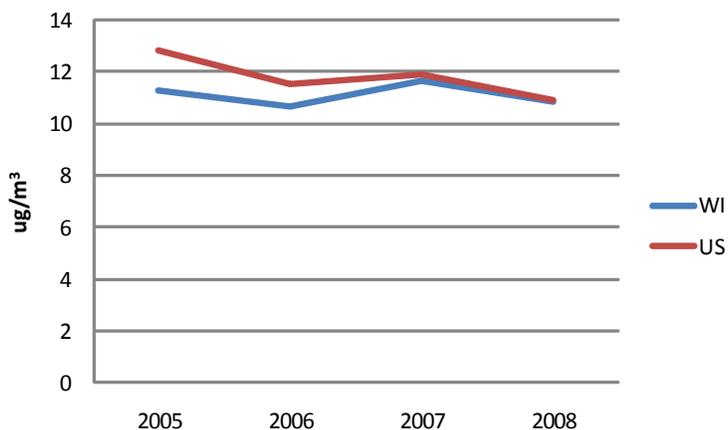


Figure 9. Wisconsin has consistently lower ground-level ozone concentrations



CASE STUDY:

The Wisconsin Partners for Clean Air (WPCA) program is a coalition of about 300 businesses, community organizations, schools and government agencies committed to improving air quality through voluntary action. They provide and support programs, campaigns and activities to improve the state's air quality. For example, the School + Business = Clean Air program brings schools and businesses together to promote ways in which individuals can improve air quality; the commuter champion award encourages companies to provide a variety of commuter choices to their employees.

Criteria Pollutants

From 2005 to 2008, the emission of CO, SO₂ and NO_x decreased significantly in the state. The data show that per capita emissions of these three pollutants are lower than the US average, especially for CO emissions.

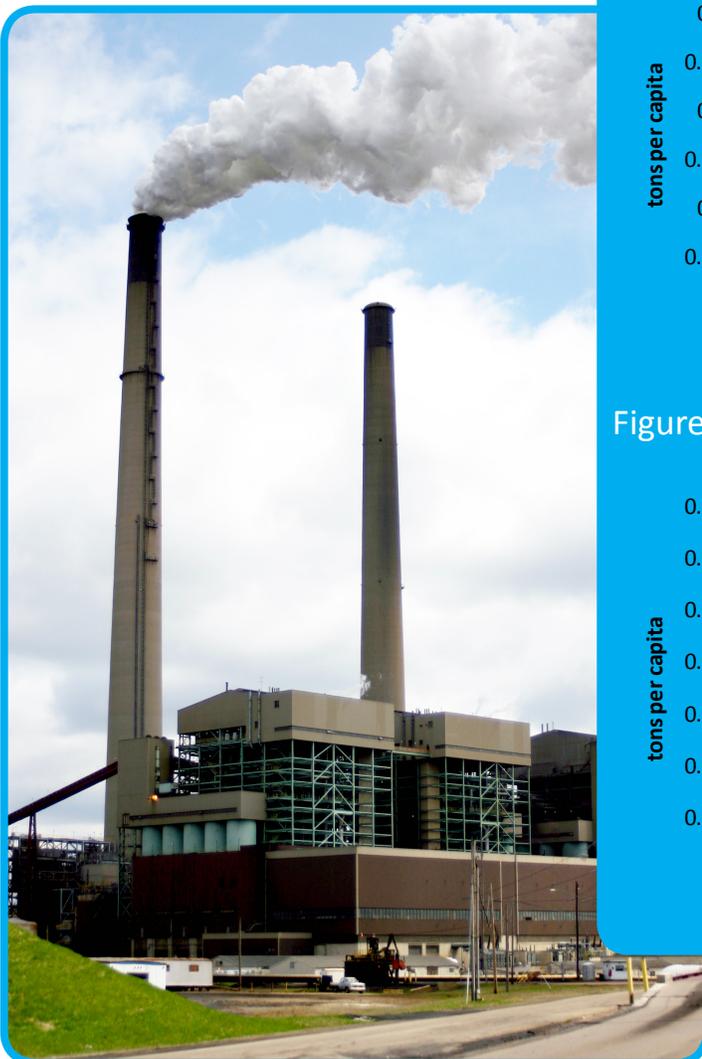


Figure 10. SO₂ emissions remain below U.S. average levels

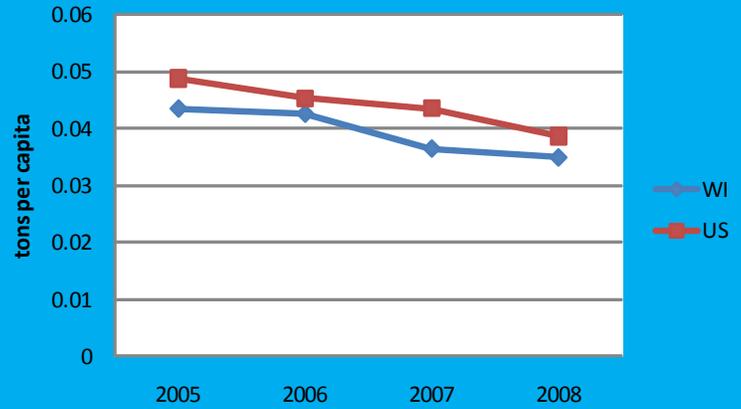


Figure 11. Wisconsin emits far less CO per capita than the U.S. average

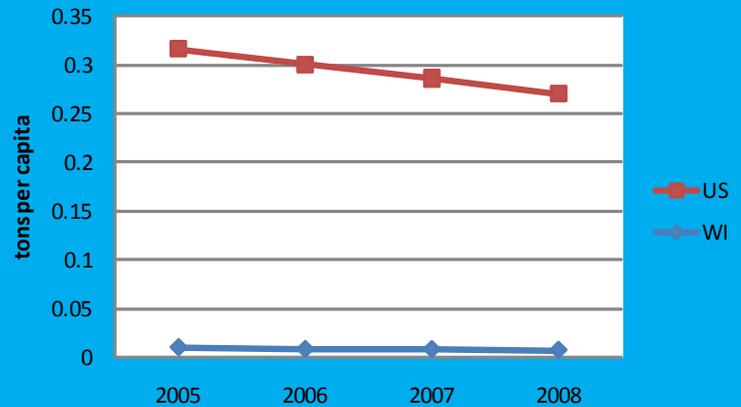
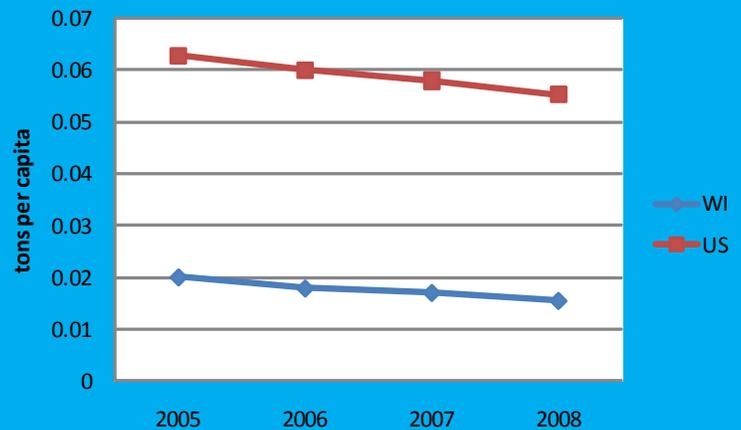


Figure 12. Wisconsin's NO_x emissions remain below national per capita levels

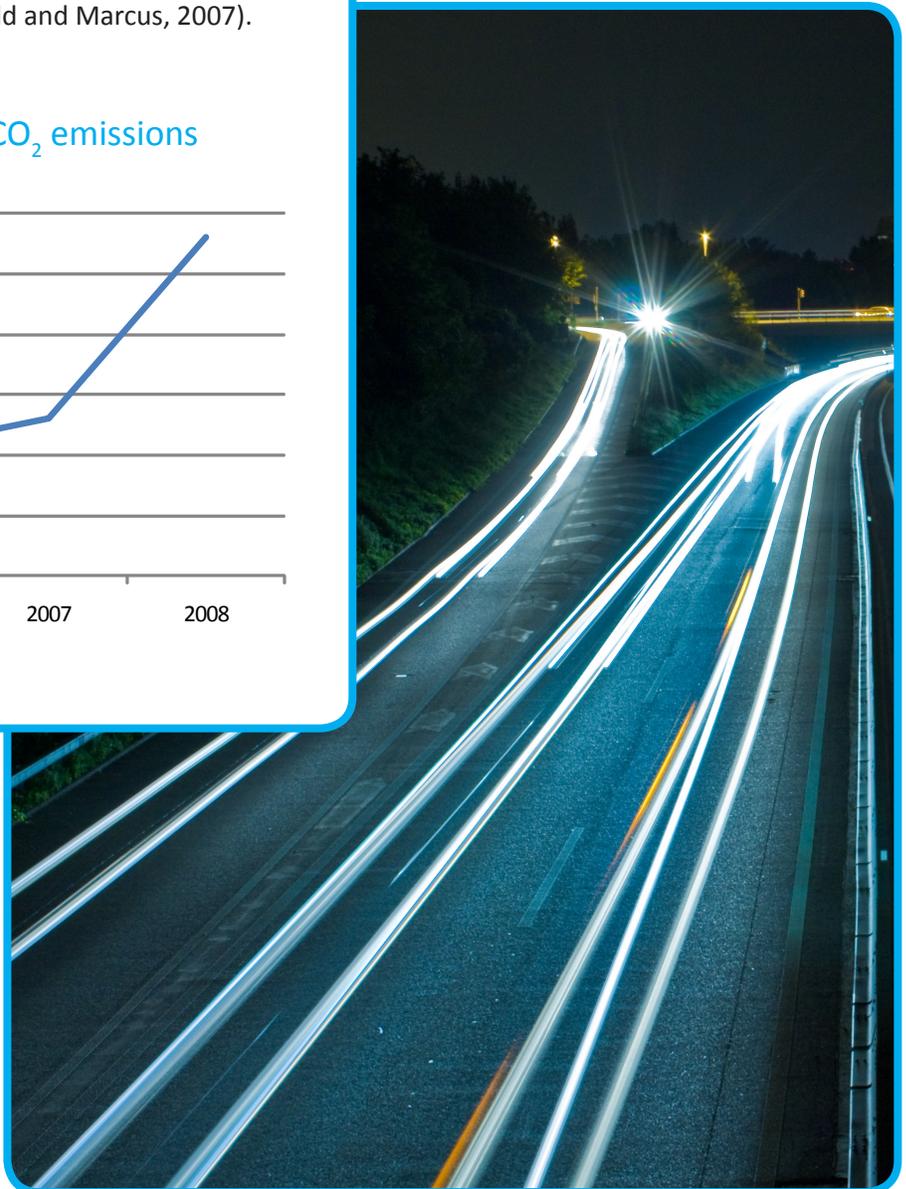
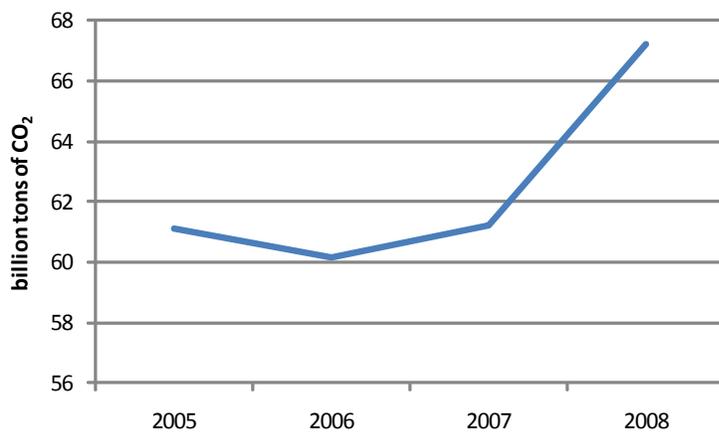


CARBON DIOXIDE:

In the US, most CO₂ emissions come from fossil fuel combustion. Figure 12 shows CO₂ levels continue to increase in Wisconsin. This data reflects both an increase in emissions from existing sources and the inclusion of new sources that have only recently been included in emissions monitoring and reporting.

Wisconsin accounts for 1.81% of fossil-fuel-related CO₂ emissions and was ranked as the 16th greenest state by GHG emissions per capita (Wingfield and Marcus, 2007).

Figure 13. Wisconsin's CO₂ emissions

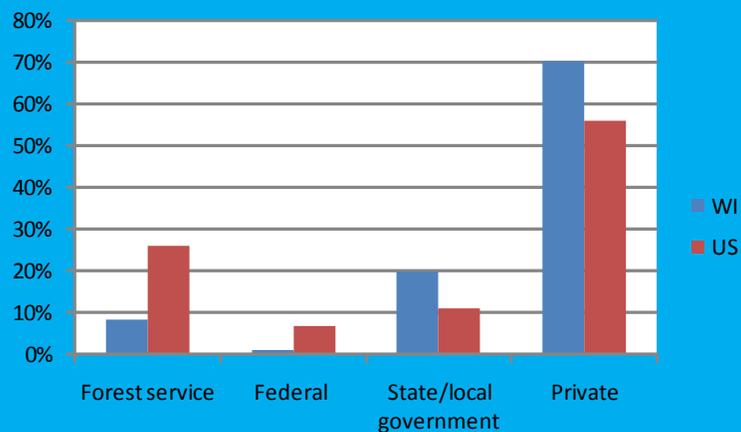


Forests

According to a 2008 census, Wisconsin has 15,885,143 acres of forest lands and most are privately owned (Figure 13). Wisconsin has higher ratio of privately owned forest than the U.S. average.

On average, about 650 million cubic feet of forest are planted each year, while only 346 million cubic feet are removed in Wisconsin.

Figure 14. A higher ratio of Wisconsin's forests are privately owned compared to the U.S. average



The Green Guarantee program was formally introduced on March 11, 1997 by Wisconsin paper companies committed to practicing and promoting sustainable forestry. The Green Guarantee focuses on company-owned and -managed land and includes an outreach program to loggers and other wood suppliers to reforest, manage, grow, nurture and harvest trees for useful purposes. Sustainable forestry also conserves soil, air and water quality, wildlife and fish habitat, and aesthetics

<http://www.wipapercouncil.org/gg.htm>

The Tree City USA® program is sponsored by the Arbor Day Foundation in cooperation with the USDA Forest Service and the National Association of State Foresters. To become a Tree City, the city must establish a Tree Board or Department, pass a tree care ordinance, have a community forestry program with an annual budget of at least \$2 per capita, and organize an Arbor Day observance and proclamation with a simple tree planting event or an award ceremony that honors leading tree planters.

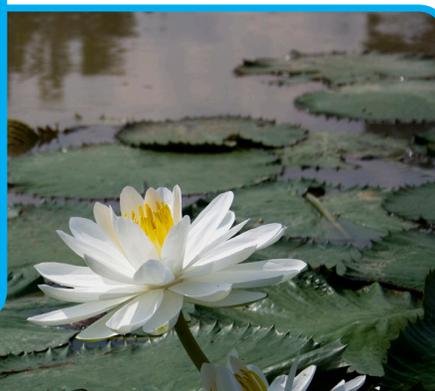
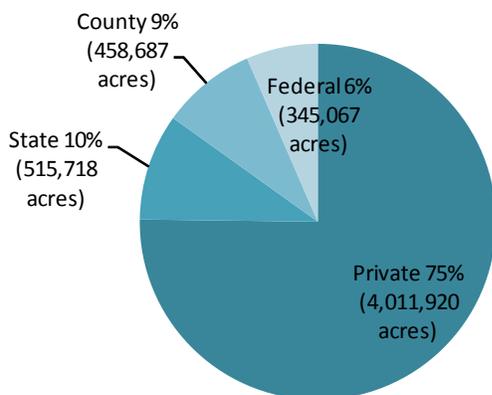
Wisconsin had its first tree city in 1976. By 2009, there were 174 towns, villages, and cities throughout Wisconsin that earned Tree City USA recognition (Nationally, there are 3,310 Tree City USA communities).

<http://www.arborday.org/programs/treeCityUSA/index.cfm>

Wetlands

Wetlands reduce flow velocity, control flooding, regulate ground-water recharge or discharge, protect shorelines, improve water quality, and reduce erosion. Wisconsin currently has 5.3 million acres of wetland, and 75 % are privately owned (Wisconsin Wetland Team, 2008).

Figure 15. Wisconsin's wetlands are primarily privately owned



SPOTLIGHT:

Wisconsin Wetlands Association is the only state-wide organization that focuses on wetland protection. It was established in 1969 to protect the state's wetland resources through education, training, advocacy, and research on key issues that affect wetlands.

Currently, the WWA is working with other partner organizations in Wisconsin and Washington D.C. to encourage congress to pass the Clean Water Restoration Act, which will reduce wetland regulatory confusion and tensions in Wisconsin and will improve wetland protection throughout the Mississippi River and Great Lakes basins, and the nation.

<http://www.wisconsinwetlands.org/index.htm>

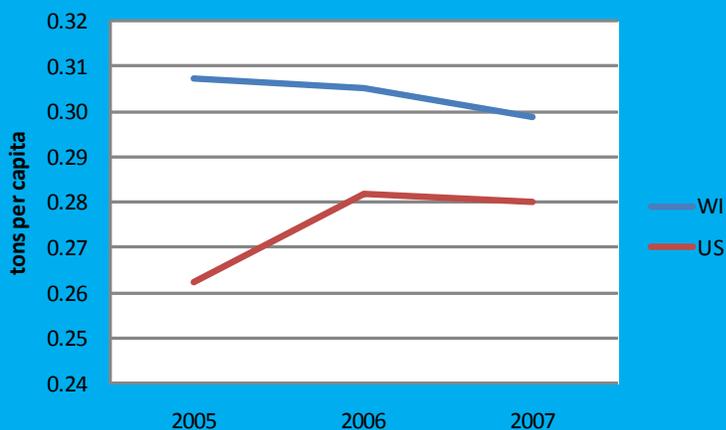
Waste Management

Humans produce more waste as the population and the economy grow; and Wisconsin has adopted a waste management program to handle waste materials such as municipal solid waste (MSW), construction waste, hazardous waste, electronic waste, etc.

Although overall we performed better recycling rates than the U. S., we are facing a negative per capita recycling trend while the average recycling rate increased for the U.S. from 2005 to 2007.

In addition, Wisconsin also imports and exports significant amounts of municipal solid waste (MSW), industrial solid waste and hazardous waste each year. The amount ratio imported decreased slightly from 2005 to 2007 (DNR, 2008).

Figure 16. Wisconsin's per capita recycling rate decreases but remains above the U.S. average



OPPORTUNITY:

Associated Recyclers of Wisconsin, through its representation of the recycling industry, works to promote resource conservation and economic growth in Wisconsin.

In 2009, they worked with local government units, processors, collectors, and landfill operators to achieve the passage of electronics recycling legislation—2009 Wisconsin ACT 50. The bill's passage not only ensures safe collection and processing of electronics in Wisconsin, but also sets the stage to integrate Product Stewardship into product management.

They also promote a Recycle More Wisconsin campaign which aims to bring together communities across Wisconsin to prevent valuable recyclables from going to waste in our landfills.

<http://www.arow-online.org/>



Sector Focus

Transportation uses by far the most fuel in the state, accounting for 83.1% of the total Wisconsin petroleum use. Despite decreasing consumption by nearly 19 trillion BTUs between 2005 and 2008, the percentage of petroleum use by the Transportation sector grew (Wisconsin Office of Energy Independence, 2010).

Manufacturing sector has done its part by reducing the amount of hazardous waste generated. Figure 18 shows hazardous waste generation from Wisconsin's Manufacturing sector has decreased by over 22,000 tons (WI DNR, 2009).



Figure 17. Transportation continues to dominate petroleum use despite cutbacks

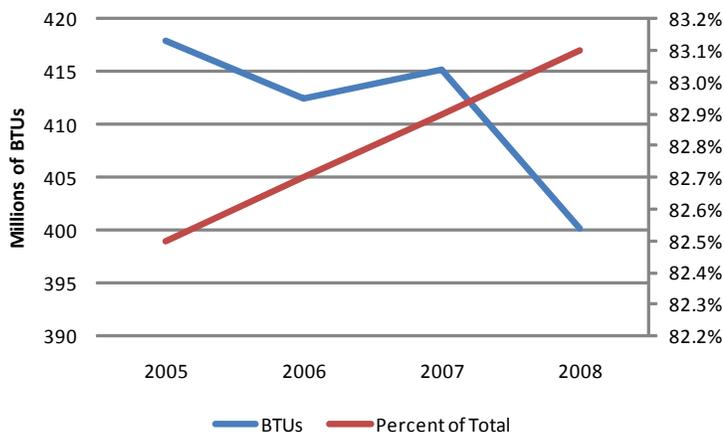
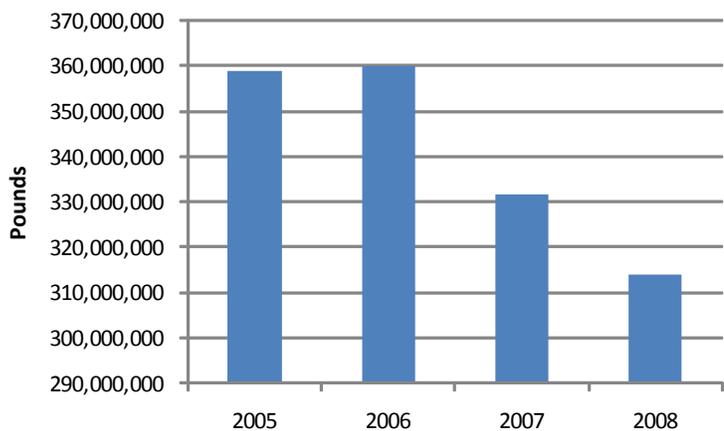


Figure 18. Wisconsin's Manufacturing sector greatly reduces hazardous waste production



SPOTLIGHT:

Schneider National, Inc. has a long history of being an industry leader in sustainable operations. In addition to pioneering the concept of offering incentives for its drivers to reduce idling, it has been selected as a Smart-Way Excellence carrier every year since the award's inception.

In 2010, Schneider employed the use of Deflektor Aero Wheel Covers which will save an estimated 1.8 million gallons of fuel annually.

www.schneider.com



Social

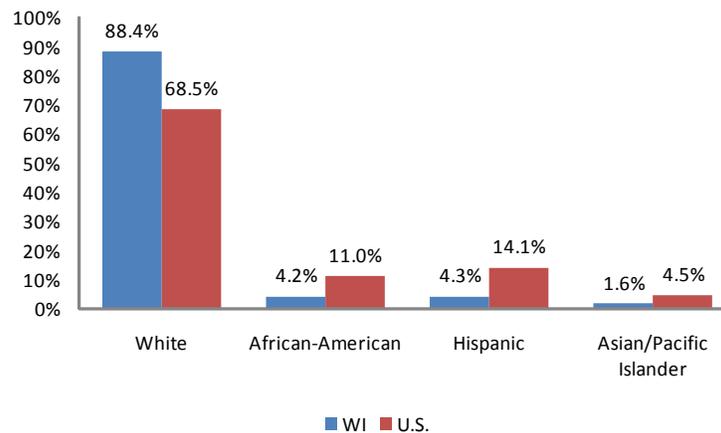
Key indicators of the health of Wisconsin's society include education, crime, access to healthcare, and sustainable food sources. We believe that the trends identified within these indicators provide a unique overview of the social well-being of the state.



Population Demographics

The population of the state has grown 5% in the last decade, and there are currently an estimated 5,627,967 people living in the state of Wisconsin. The workforce is comprised of the following racial demographic distributions (COWS, 2007):

Figure 19. Wisconsin's workforce is less racially diverse than the U.S. average



Education

It is estimated that 85.1% of Wisconsin residents over the age of 25 hold high school diplomas (5% higher than the national average) and 22.4% a bachelor's degree or higher (2% lower than the national average).

The Wisconsin Department of Public Instruction reported 77.3 percent of all students scored proficient or advanced in mathematics in 2009 (an increase of 4.5 percent from the 2005-06 academic year) while an impressive 81.6% of students scored proficient or advanced in reading. Over the last decade, the State of Wisconsin has seen an increase of over 13% in the number of high school graduates and in 2008 reported over 15% of their high school graduates passing an AP test, with 86% of schools operating dual enrollment programs that allow for students to earn high school and college credit simultaneously (*continued on next page*).

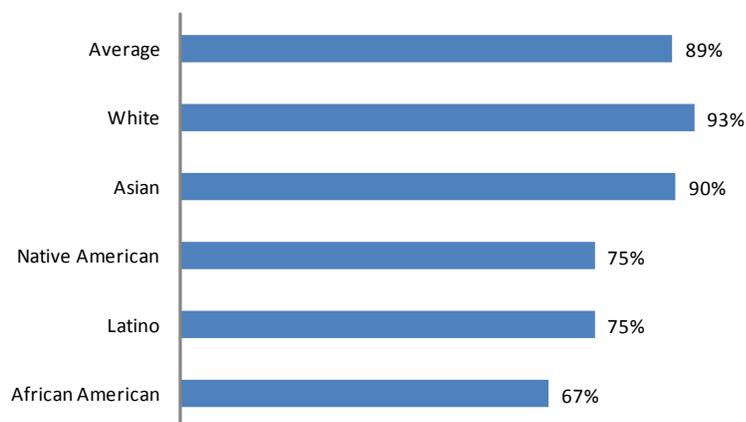
THE WISCONSIN IDEA

Since 1904, the University of Wisconsin System has been guided by an education philosophy of UW President Charles Van Hise and holds that "the boundaries of the university should be the boundaries of the state, and that research conducted at the University of Wisconsin System should be applied to solve problems and improve health, quality of life, the environment and agriculture for all citizens of the state." Widely known as the Wisconsin Idea, this policy of social service throughout the state has led to such programs as regulation of utilities, workers' compensation, tax reform, and university extension services. It is exemplary of the progressive ideology of the State, and an important aspect of the sustainability of Wisconsin's social environment

On the ACT, Wisconsin students have been ranked either first or second for the last 17 years, and second in the world on an international science test comparison.

The following table is based on data collected by the Alliance for Excellent Education and is representative of the 2007-2008 school year in Wisconsin. It indicates that while Wisconsin maintains the second highest graduation rate in the country, an achievement gap of over 26% between African American and White students leaves much to be improved in the current system of education.

Figure 20. Wisconsin's 2007 high school graduation rates by racial demographic



VOLUNTEER

“Wisconsin Literacy’s vision is to strengthen Wisconsin’s workforce, families and communities through literacy. We pursue that vision by supporting adult, family and workplace literacy programs statewide through program and resource development, information and referral, training, and advocacy.”

Opportunities exist for volunteers ranging from tutoring, to grant writing and website management. Wisconsin Literacy also seeks corporate sponsorship and private donations, as well as advocates who will promote literacy and work with the government.

Visit them online to find out how you, or your company, can become involved in closing Wisconsin’s education gap.

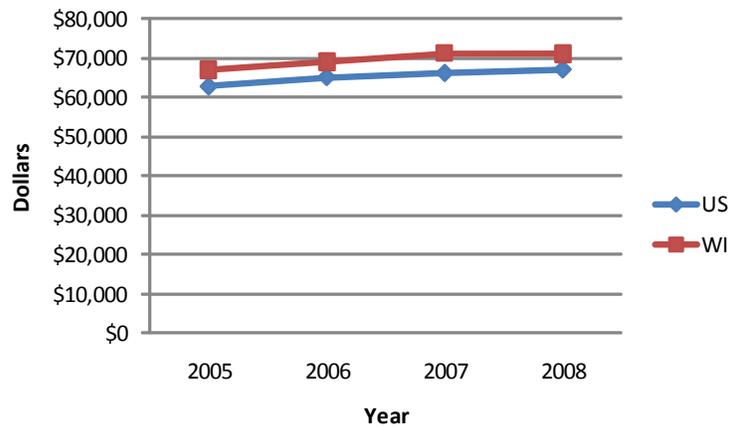
www.wisconsinliteracy.org



Median Income

Wisconsin’s median household income follows the national trend of growth while consistently remaining above the national average.

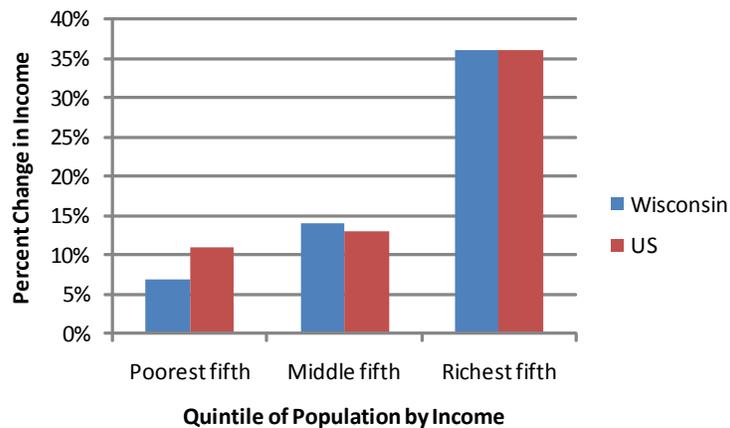
Figure 21. Wisconsin maintains higher median income than US average



Wealth Distribution

The income gap between rich and poor is growing in Wisconsin, which can cause slower economic growth and social instability. In a 2008 report released by the Economic Policy Institute, Wisconsin has the 11th most equal distribution in the United States. The richest fifth has an average income of \$120,440, which is six times higher than the poorest fifth.

Figure 22. Income changes by quintile of population



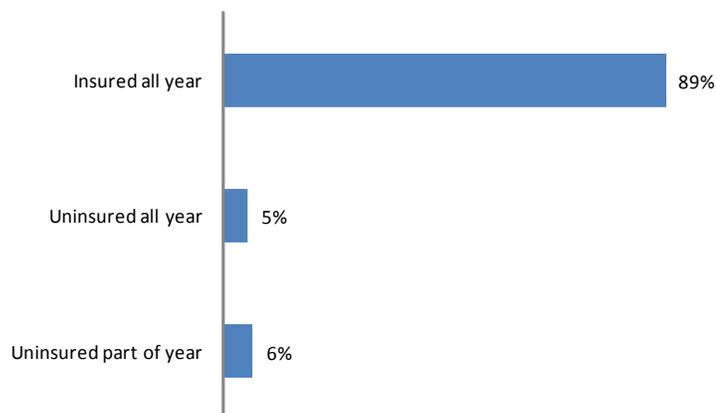
Health Care

Access to health care in the State of Wisconsin is excellent with 94% of residents and 96% of all children reporting to have been insured in 2008.

Twenty-two percent of Hispanic residents were without health care, a significantly higher portion than the Whites (5% uninsured) and African Americans (9% uninsured).

With 74% of insured Wisconsin residents reporting that they received employer-sponsored health care and the recent economic recession putting many people out of work, health care coverage for many Wisconsinites has had an uncertain future. Hopefully, the newly signed health care law will bring greater stability of coverage to these families.

Figure 23. The majority of Wisconsin's population has health insurance

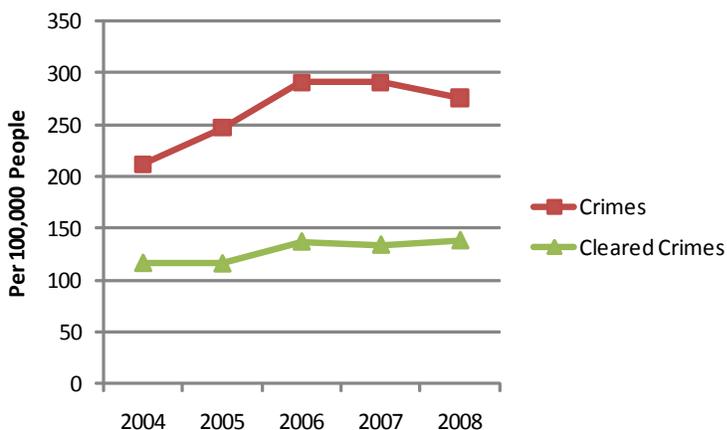


Crime

In 2008, the State of Wisconsin achieved a decrease in overall crime rates by 4.6%. Murder was the most notable change with a decrease of 21%, though it should be kept in mind that there are a low number of incidents. Of all crimes committed, Wisconsin law enforcement agencies cleared 50%

of the violent crimes reported with arrests. Comparatively, the national rate is 45% and 39% in the other Midwest states, making Wisconsin one of the most safe and secure states.

Figure 24. Half of Wisconsin crimes are cleared



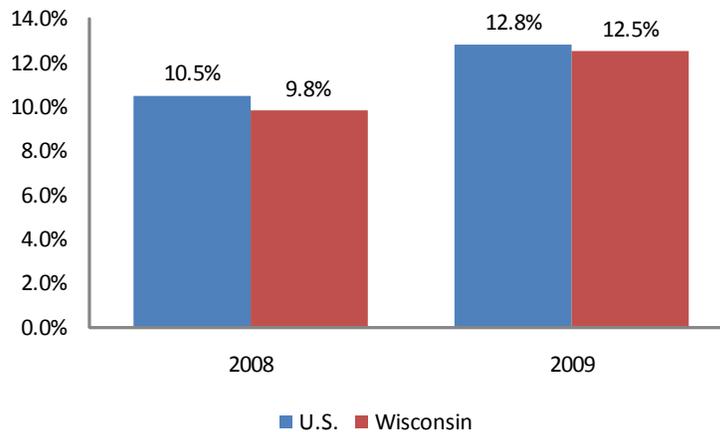
Food Security

Compared to the national average, Wisconsin has slightly fewer cases of food insecurity and lower participation rates in food stamp programs.

Food insecurity is defined as limited or no access to food at least once a year due to financial hardship. Food insecurity results in interrupted eating habits, reduced meal portions, and/or fewer meals. In both 2007 and 2008, Wisconsin ranked below the national average in food insecurity among both adults and children (USDA, 2010).

Participation in the food stamp program grew from 8.9% of the state population in 2008 to 12.5% in 2009. These values are also below the national averages of 10.5% and 12.8%, respectively. Figure 24 shows the growth in food stamp participation rates among individuals (Kaiser 2010).

Figure 24. Wisconsin has a lower per capita food stamp program participation rate



DONATE

Feeding America: Eastern Wisconsin, founded by the Rotary Club of Milwaukee in 1982, enables grocery stores and other food retailers to donate food to more than 1,100 food agencies throughout eastern Wisconsin.

Despite the recession, donations increased 22% from last year totaling 12 million pounds of food. In an effort to offer more perishable food, they have expanded their Fresh Rescue program which targets meat, produce, and bakery items. Through their amazing work, 329,000 people in 38 counties were provided with healthy meals last year.

<http://www.feedingamericawi.org/>



Employment

From 2009 to 2010, Wisconsin's unemployment rate grew from 7.7% to 8.7%. It is important to note, however, that in 2008, 74% of Wisconsin households had at least one full-time worker, compared to 72% nationally.

Sector Focus

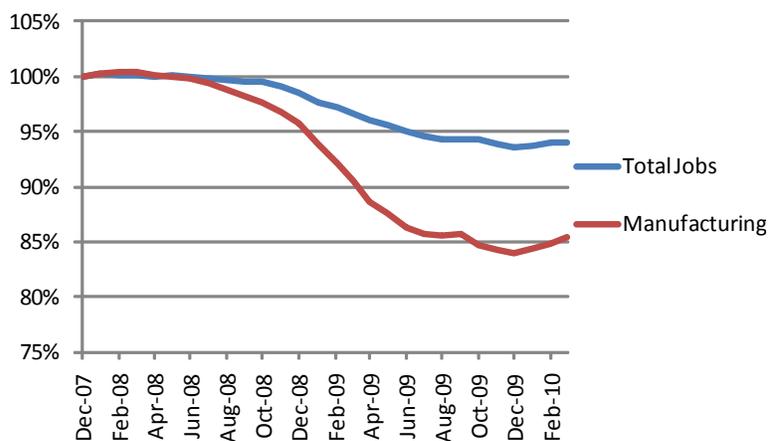
The following figure illustrates total jobs and those in Manufacturing since December 2007, the beginning of the current recession. There has been a 14% loss of manufacturing jobs during this recession, one of the steepest losses in manufacturing jobs in Wisconsin's history.

SIDE STORY:

In order to prepare Wisconsin's workforce for the anticipated growth in green jobs, technical colleges are providing education programs in the green jobs sector. Seven campuses now offer 10 programs focusing on clean energy.

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Figure 25. Percentage of Wisconsin jobs compared to a pre-recession baseline



Green Manufacturing

Increased demand for alternative energy could create large numbers of clean energy manufacturing jobs—more than will be created in green construction, operation and maintenance. According to a study by the Center for American Progress and the Political Economy Research Institute, between **20 and 47 percent of total jobs created by investments in renewable energy are manufacturing jobs.**⁵ Another study, by the Renewable Energy Policy Project, finds that 70 – 75 percent of the total labor required for a typical wind turbine or solar panel is in manufacturing the various component parts. The problem is that—unlike green construction, operation and maintenance jobs—much of the manufacture of clean energy systems can take place anywhere in the world. Indeed, clean energy manufacturing jobs are already going overseas, and have been for some time. The Apollo Alliance estimates that some **70 percent of America's renewable energy systems and components are manufactured abroad.** If America continues to import 70 percent of the clean energy systems and component parts demanded by new investments in renewable energy, it stands to lose out on an estimated **100,000 clean energy manufacturing jobs between now and 2015, and potentially a quarter million manufacturing jobs by 2030.**

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Conclusion

We have much to be proud of, as we have demonstrated through this report. Though the recession may have sapped some of our resolve, we can take comfort in that we are on the road to recovery. The long national recession that started in December 2007 and deepened sharply late in 2008 doubled Wisconsin's unemployment rate to 9.0 percent and cost the state nearly 140,000 jobs, including over 66,000 in manufacturing. However, our neighboring states who led the nation in manufacturing jobs per capita were exceptionally hard hit by the recession, allowing Wisconsin to lay claim to having more manufacturing jobs per capita than any other state.

Given our manufacturing strength, Wisconsin will benefit significantly from a green economy. We have seen this in the last year, with new manufacturing plant announcements from Ingeteam (wind) and Talgo (train). The path towards a cleaner energy economy will create thousands of jobs and allow for new businesses to emerge in shaping Wisconsin's future.

Future business growth must occur within a commitment to environmental and social performance. We have made great progress in terms of the health of our environment, but as the British Petroleum oil spill indicates, we must be ever vigilant.

As we look toward the future, carbon will continue to be an issue that draws both statewide and national attention. Companies will be well served to develop expertise in carbon calculators and reporting their carbon footprint.

With our population growing at a healthy rate, a top ranked education system, effective law enforcement and excellent access to healthcare and healthy food, Wisconsin's social environment seems strong and its future bright. However, to truly thrive in the years to come, the achievement gap between children of color and white children needs to be a focus for both our school districts and our businesses. Ensuring success for all of our children is the best way to ensure that our crime rates continue to fall and that the health of our society continues to improve. We all have a stake in that.