



# MPOWER Business Champions Program INFO PACKET

**M** BUSINESS  
POWER CHAMPIONS



To request additional information or to apply to the program, please contact:

**Sustainability Institute**  
(608) 785-9153  
email@sustaininstitute.com



## WHY MPOWER?

### **A PROVEN, NATIONALLY RECOGNIZED PROGRAM**

Sustainability Institute MPower Champions is a one-year, cohort-based program for businesses and organizations in the 7 Rivers Region that want to reduce their environmental impact while saving costs and creating a healthier and more engaging workplace and community.

## WHAT ARE THE OUTCOMES OF MPOWER?

### **PROFESSIONAL DEVELOPMENT**

In the MPower Champion program, green teams and sustainability committee members learn new skills such as:

- organizational change leadership
- persuasive communications
- systems thinking
- bench marking and performance measuring.

Over the course of a year, champions put these skills into practice to improve their organization as a whole. When professional development intersects with an employee's personal commitments and interests, the results can be remarkable.

### **CAPACITY BUILDING**

MPower champions gain access to Sustainability Institute resources, sustainable business knowledge, subject matter experts and community resources, best practices and case studies, and more. This helps organizations to accomplish sustainability goals faster and more efficiently than organizations that go it alone.

### **B2B & P2P ENGAGEMENT**

MPower Champions most frequently cite "networking" as the most valuable aspect of their participation in the program. The program uniquely leverages cohort learning in a way that fosters greater business-to-business (B2B) relationships and peer-to-peer (P2P) collaboration. MPower Champions connect with a larger network of business and community leaders who are committed to promoting and supporting sustainable practices.

### **A STRATEGIC SUSTAINABILITY PLAN**

The MPower Champions program guides participants in designing a sustainability plan that is tailored to that organization's unique needs. Having a strategic plan enables champions to build momentum and to create a longstanding culture of sustainability within their organizations beyond the program year.

### **COMMUNITY RECOGNITION**

MPower Champions are recognized and applauded for their leadership in taking sustainability-related actions. Positive recognition affords them greater license to operate within the community and within their respective industries. Sustainability Institute works to amplify champions' successes and leadership in the community.

## HOW MPOWER BENEFITS YOU?

### **ONE-TO-ONE COACHING WITH SUSTAINABILITY INSTITUTE & OUR BUSINESS MENTOR NETWORK**

Champions build capacity and knowledge by leveraging Sustainability Institute's own team of experts and network of experienced program partners. We provide coaching at team meetings as well as unlimited access by phone and email at no extra cost.

### **MONTHLY EDUCATIONAL SUSTAINABILITY SESSIONS**

Cohort learning and peer-to-peer engagement thrive at monthly sustainability sessions. We handpick local subject matter experts to deliver relevant educational talks with round-table discussions and P2P project collaboration.

### **THE NATURAL STEP FOR BUSINESS WORKSHOP**

At this workshop, champions lay the foundation for their MPower experience with an introduction to The Natural Step Framework - a world-renowned, science-based process for strategic sustainable development. More info at [www.naturalstep.org](http://www.naturalstep.org)



## **A FRAMEWORK FOR ENGAGING IN SUSTAINABILITY THAT IS BOTH STRATEGIC AND FUN**

During the program year, Champions establish a “green” team at their organization, participate in an EcoChallenge event that results in measurable impact and fosters inspiration, and self-select a sustainability project for their organization to pursue. Taken together, these activities increase accountability and keep teams motivated and on track to succeed.

## **MEDIA, PUBLIC OUTREACH & STORYTELLING**

Your success is our success! Throughout the year, Sustainability Institute promotes champions’ successes through our media partners and communications channels.

# **WHO BENEFITS FROM MPOWER?**

## **YOUR ORGANIZATION**

Today more than ever, your customers, employees, investors, and suppliers are asking about your organization’s sustainability actions.

MPower Champions benefit from developing and implementing a strategic sustainability plan.

## **YOUR EMPLOYEES**

The MPower Champions program “empowers” individuals within companies to become leaders of organizational change. Participation in MPower Champions introduces a new set of professional skills to your most dedicated employees.

## **OUR COMMUNITY**

At the Sustainability Institute, we recognize and value the leadership of our local business community. We know that the private sector is a key driver to advancing sustainability and improving the quality of life in our community. We also know that when individuals make sustainable behavior changes in the workplace, they tend to make those same changes at home, which makes the workplace an even greater starting point for a large ripple effect.

When your organization becomes an MPower Champion, you are not only helping your business and its employees to become more sustainable; you are contributing greatly to the overall sustainability and vitality of our region.

## **OUR PLANET**

MPower Champions are a testament to the strength of collective impact. Businesses that participate in the MPower Champions program are recognized for their part in bringing about a more sustainable 7 Rivers Region. The collective impact of all MPower Champions speaks loudly and carries more significance than a single organization’s efforts.

# **THE SUSTAINABILITY INSTITUTE**

The Sustainability Institute, housed at Western Technical College, La Crosse, Wisconsin, provides businesses, government and society in the 7 Rivers Region with leadership, coordination and education for the three dimensions of sustainable development: economic, environmental and social.

Members of the Institute are committed to providing sustainability education and programming so that the region’s businesses and organizations develop their own sustainability programs.

# **PROGRAM STRUCTURE & FEES**

Current Program Schedule and fees are located online: [sustaininstitute.com/mpower](https://sustaininstitute.com/mpower)

# **MORE INFORMATION**

Information and application materials for the MPower Champions Program can be found at: [sustaininstitute.com/mpower](https://sustaininstitute.com/mpower)