

Additional Funding Available from the Wisconsin Economic Development Corporation (WEDC) and the American Recovery and Reinvestment Act

Introduction

The Wisconsin Manufacturing Extension Partnership invites companies to participate in the Profitable Sustainability Initiative (PSI). PSI is an innovative, highly successful state-wide program funded by the Wisconsin Economic Development Corporation (WEDC) and the American Recovery and Reinvestment Act.

Launched in May 2010, PSI has demonstrated that significant economic, social and environmental benefits can be realized by the state's small and midsize manufacturers through the implementation of sustainable business practices; program participants have reported significant cost savings and reduced environmental impacts as a direct result of their participation in this program.

Additional Funding - Phase II

WEDC has announced the continuation of the PSI pilot program—up to 30 additional companies will be chosen to participate. The program will assist small and midsize manufacturers in evaluating current sustainability practices, identifying opportunities for improvement and assessing cost, benefits and feasibility of potential projects to provide a roadmap for implementation.

How Manufacturers Will Benefit

The Wisconsin Profitable Sustainability Initiative provides practical assistance to small and midsize manufacturers through:

- ▶ Operational diagnostics, assessments and analyses—up to 100 hours at no cost
- ▶ A 25% matching grant for implementation of priority projects—up to an additional \$11,000

A team of experts will be deployed to work with company management and identify and prioritize high impact, sustainable opportunities to fuel improved financial and operational performance. Areas of expert assistance will include:

- ▶ Product & process optimization
- ▶ Energy and environment
- ▶ Logistics and product transport
- ▶ Green product development and strategic marketing

When appropriate, the team will include a financial expert to assess performance and identify credits, grants, or other incentives available to support the company's sustainability efforts.

Diagnostic, assessment and analysis activities are provided at no cost to participating firms through this program.

Review and Qualification Process

Applications must be submitted by November 18, 2011.

Applications will be reviewed for alignment with program goals and objectives as established by the Wisconsin Economic Development Corporation and the company's commitment to sustainability as conveyed in the application essay. Applicants will be processed on a first come, first serve basis until program funds are fully committed.

See other side for application information.



Eligibility Requirements

Baseline qualification criteria for program participation include:

- ▶ Applications must be submitted by November 18, 2011 (www.wmep.org/profitable-sustainability-initiative-phase-II)
- ▶ Program candidate must be a Wisconsin manufacturing company with fewer than 500 employees, statewide.
- ▶ The company must demonstrate **executive level commitment** to the project.
- ▶ The company must make a commitment to invest in and implement a minimum of one project identified in the PSI process. (Average payback time for Phase I projects was 0.85 years).
- ▶ Each company will be asked to share results and lessons learned at the close of the project. [No confidential or proprietary disclosures required.]
- ▶ The company must commit internal resources required to support the diagnostic and assessment processes, typically 20 to 40 man hours.
- ▶ Only one plant or facility per entity is eligible to participate.
- ▶ Companies must commit to an aggressive project timeline:
 - **Diagnostic phase completed by December 31, 2011.**
 - **Assessments completed by March 16, 2012.**
 - **Grant-supported implementations completed by December 31, 2012.**

How to Participate

Complete the program application at: www.wmep.org/PSI-Phase-II

by **November 18, 2011**

Contact WMEP for more information at:

ProfitableSustainability@WMEP.org

The Need

In 2009, WMEP's landmark Next Generation Manufacturing Study found that approximately one third of manufacturers identified sustainability as critical to their strategic direction, but less than 20 percent had made good to world-class progress. The numbers were even lower for smaller manufacturers. Common reasons cited for lack of progress include: no visible link between sustainability and profits, lack of time and resources, and lack of knowledge about sustainability practices. In addition, many Wisconsin manufacturers are being pressured for improved sustainability practices by their customers and the communities in which they operate. The Profitable Sustainability Initiative will help these companies make progress toward profitable and sustainable manufacturing more quickly and with lower cost.

About WMEP

WMEP is a private, nonprofit organization committed to the growth and success of Wisconsin manufacturers.

Since 1998, WMEP has helped to generate \$1.7 billion in economic impact and create and save 14,000 state manufacturing jobs.

WMEP receives financial support from the Wisconsin Economic Development Corporation and the NIST Hollings Manufacturing Extension Partnership. WMEP partners with many public and private organizations to serve Wisconsin manufacturers through its offices in the Milwaukee, Green Bay and Madison areas.

