



Additional funding now available from the Wisconsin Economic Development Corporation (WEDC)

Introduction

The Northwest Wisconsin Manufacturing Outreach Center (NWMOC) 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).

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 III

WEDC has announced the continuation of the PSI pilot program—up to 32 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, up to 30 hours at no cost
- ▶ A 50% matching grant up to \$6,000 to offset assessment and analysis cost
- ▶ A 20% matching grant for implementation of priority projects—up to an additional \$10,000

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:

- ▶ Process optimization
- ▶ Energy and environment

- ▶ Logistics and product transport
- ▶ Sustainable 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.

Review and Qualification Process

Applications will be reviewed for alignment with program goals and objectives as established by WMEP, NWMOC, the WEDC and the company's commitment to sustainability. 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:

- ▶ 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 be in a financial position to invest in one or more projects meeting their investment criteria. (PSI average implemented project cost are \$83K, average savings are \$99K, average payback .84 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.

About NWMOC

The NWMOC, under the Discovery Center umbrella at UW-Stout, is a partner in the National Institute of Standards and Technology's (NIST) Hollings Manufacturing Extension Partnership (MEP). The NWMOC and their NIST MEP affiliates work with small and mid-sized U.S. manufacturers to help them create and retain jobs, increase profits, and save time and money. Last year, through third-party independent surveying, clients reported over \$13.9 million in impacts and 123 jobs created or saved as a result of NWMOC services. The NWMOC provides these services to manufacturers in 33 counties in northern and western Wisconsin to help them compete in a global economy. Visit <http://nwmoc.uwstout.edu>

The Need

In 2009, the landmark Next Generation Manufacturing Study found that approximately one third of manufacturers identified sustainability as very important to their business. Since 2009 this number has increased dramatically. In 2012, 78% of Wisconsin manufacturers identified sustainability as important or very important to their business.

The growing recognition of the importance of sustainability among manufacturers combined with the significant financial and environmental benefits of PSI has led to the expansion of the program. PSI program goals include:

- ▶ establish a solid link between profit and sustainable practices
- ▶ position Wisconsin as the clear leader in the development of sustainable manufacturing practices and products.

The Profitable Sustainability Initiative has helped many companies make progress toward profitable and sustainable manufacturing quickly and at low cost.

Application form for the PSI program:

<http://www.wmep.org/profitable-sustainability-initiative-phase-II>

How to Participate

Grant-supported implementations to be completed by December 31, 2013.

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