

Who should enroll?

- **HUMAN RESOURCES PROFESSIONALS** looking to implement sustainability efforts into your organization's culture.
- **PRODUCT OR PROJECT MANAGERS** managing procedures and/or new product development, looking for ways to increase sustainability in current and future processes.
- **MARKETING, COMMUNICATIONS OR MEDIA SPECIALISTS** looking for ways to promote sustainability within your organization to your customers and internal/external partners.
- **ENGINEERS** solving problems to achieve more efficient and sustainable processes within your organization.
- **ACCOUNTING OR FINANCIAL PROFESSIONALS** looking for ways to incorporate sustainability while being conscious of the financial impact.



Make a Positive Impact

Upon completion of the certificate, you will receive an exclusive UW-Green Bay Digital Badge, validating your accomplishment and signaling to employers your ability to help bridge the gaps by understanding all facets of sustainability and how to develop strategies to make a difference—for people, planet and profit. The digital badge can also be displayed on LinkedIn, your resume or your email signature.



Take the Next Step!

Let UW-Green Bay help advance your career. For more information, visit www.uwgb.edu/sustainability-certificate or contact Melissa Betke, Program Specialist, betkem@uwgb.edu or **920-663-7337**.



UNIVERSITY OF WISCONSIN-GREEN BAY
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Sustainability Certificate

Accelerated Online Format

IN PURSUIT OF BALANCE



UNIVERSITY of WISCONSIN
GREEN BAY



Big Thinking

A growing number of organizations are integrating sustainability into their business strategy—realizing they can do well by doing good.

96% of companies are feeling the pressure to become more sustainable, and 25% identify sustainability as a key growth contributor. Yet companies struggle to bridge two critical gaps:

- The knowing vs. doing gap
- The compliance vs. competitive advantage gap

Organizations have great intentions and know consumers are demanding sustainability—ecological, social and economic—yet need employees and leaders with a sustainability mindset, who can think big, to help close the gaps.

What Do You Stand For?

Being a responsible company is about more than just good business operations.

70% of Americans believe companies have an obligation to take actions to improve issues that may not be relevant to their everyday business

Source: 2017 Cone Communications CSR Study



The Shared Value Opportunity



A Critical Position

Accelerated and Online Format

The accelerated online format provides flexibility that will allow you to manage your work or family obligations while advancing your education and career. The noncredit certificate can be completed in under seven months. Each course is six weeks in length. Classes can also be taken singly, if preferred. For optimal learning expect a time commitment of 2-3 hours per week.

Core Certificate Courses

Environmental Sustainability (Environment Element)

Exploring topics of Ecosystem Services, Climate Change, Sustainable Energy, Environmental Justice, Sustainable Agriculture and Water Systems and Sustainable Development over the course of six weeks.

Organizational Behavior and Sustainability (Business Element)

Investigating the impact of individuals, groups and structures on behavior within organizations and the application of sustainability principles toward improving an organization's effectiveness. Topics include job satisfaction, leadership, motivation, group dynamics, social power and authority in groups, and the social and ethical context of decision-making processes.

Economics in Society and Sustainability (Public Policy Element)

Examining what economic sustainability looks like at both social and business scale. Topics include the relationship between business and the environment, trade-offs occurring between business operations and environmental protection and types of sustainable actions businesses can implement which result in both increased sustainability and increased profitability.

Environmental Sustainability and Business (Action Course)

Incorporating concepts learned in previous courses by putting together an action plan to address a sustainability idea in a business, nonprofit or governmental setting, either within an individual's existing organization or another, determining costs and benefits, addressing the barriers to success and identifying necessary parties for support, along with benchmarking payback metrics for the organization.

Prerequisite: Three courses above for certificate.

www.uwgb.edu/sustainability-certificate
920-465-2862