



April 9, 2013

Dear AASHE STARS Team & To Who Else It May Concern:

It was my pleasure to serve on the committee that reviewed proposals for the University of Wisconsin – River Falls (UWRF) Sustainability Incubator Initiative. I believe it meets the criteria for a STARS Innovation Credit.

The Sustainability Incubator Initiative is focused on a triple-bottom line research opportunity consistent with the undergraduate research, scholarly, and creative activity program across all disciplines, departments, and colleges. In parallel, it will foster collaborative faculty-student research, to enhance student learning and promote a multi-disciplinary culture of research, scholarship, and creative activities at UWRF as they apply to the greater region.

Projects supported by this program demonstrate: 1) a strong holistic and integrated approach to sustainability; 2) potential for sustainability-based jobs and economic development applicable to the campus, school district, local community, and/or throughout the region; and 3) the potential for scholarly publication, presentation at conferences, or creative performances, including a willingness to present at the St. Croix Institute for Sustainable Community Development (SCISCD) Public Forum.

While other sustainability research programs exist and are covered by STARS credits, no credit requirements thus far have examined the local and regional economic development potential from a quadruple-bottom line perspective (i.e. - how the triple bottom line impacts and/or underpins the strength of local community as generically measured by distinct metrics being developed at UWRF).

This initiative demonstrates the university's effectiveness in championing sustainable community development values, principles, and practices both institutionally and in the greater community and region. This effort meets the Innovation Credit criteria, and in my experience, is an exemplary innovative practice in sustainable community development. I look forward to reviewing the results of this year's projects and continuing the program into future years.

Sincerely,



Scot E. Simpson
City Administrator