



2009 WISCONSIN

## Renewable Energy Summit

Renewables, Sustainability, Energy Efficiency,  
Social Responsibility, and Green Energy Practices

## Sustainable Practices

## Session 16-2

**DATE:**

**WEDNESDAY, MARCH 25, 2009**

**Breakout Session 16-2:**

**Time:**

**3:45pm - 5:30pm**

**Presenters:**

**Mainstreaming Sustainability: What leadership of the top 75 organizations say**  
Gary Evans

Sustainability is certainly becoming mainstream. The level of media attention and interactions with government and business prove that sustainability is now both a business and popular culture topic. Corporations, governmental agencies and non-governmental organizations, even pop icons and elected officials are stumbling over each other to prove which one is "greenest." But just what does Sustainability mean to an organization and what works and what doesn't? To answer these questions Weston Solutions conducted interviews with 75 leading organizations on the topic of Sustainability. Our approach was a little different from many of the sustainable studies currently available. Our focus was on an in-depth discussion with leaders of organizations, rather than a broad based survey designed to support statistical analyses and pie charts. We wanted to find out what leaders were thinking and doing.

The presentation covers the questions posed, and the number and types of organizations interviewed. We review our findings on just what sustainability means to organizations and what is driving sustainable efforts. Key findings will be shared along with examples of successful sustainability efforts. We also describe the challenges to successful implementation of sustainability programs and what is NOT working in the area of sustainability.

**Presenter Biography:**

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**Gary Evans**

Gary Evans has over 24 years of energy and utility experience. His expertise ranges from market research, energy efficiency programs, renewable energy and alternative vehicle fuels. He is currently the Developmental Manager for Alternative Fuels and Renewable Energy at Weston Solutions. Gary has served as the President of the Wisconsin Clean Cities program for the last 12 years.

Mr. Evans has presented numerous papers on the development of utility renewable energy programs, effective marketing of renewable energy pricing options, leverage grants and other funding for alternative fuel projects, and the need for alternative fuels. In his medical career he was a recognized speaker on the topic of treating the Chronic Recidivist Alcoholic. He served as the Chairperson for the Governors Task Force on Chronic Alcoholism.