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UW-Green Bay Pursuing Balance New Certificate Program Aims to Meet the Needs of the Present Without Compromising Future Generations

GREEN BAY, Wisconsin (November 10, 2020) — UW-Green Bay is launching a new noncredit Sustainability Certificate Program in January 2021. The goal of the certificate program is to educate business professionals to implement sustainable decisions into their everyday roles to make a positive impact on both their organization as well as the world around them.

The certificate program consists of four flexible and 100% online courses, which can be completed in under seven months. On completion, participants will receive an exclusive UW-Green Bay digital badge. For optimal learning, participants should expect to commit 2-3 hours per week to the coursework.

Each course is six weeks long and focuses on a facet of sustainability, including environmental, organizational behavior, and economics and society. The final requirement is a capstone course, which incorporates course concepts and requires participants to address a sustainability issue or idea in their business, nonprofit, government or community setting by creating an action plan.

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| - Environmental Sustainability | January 11 – February 19, 2021 |
| - Sustainable Business | March 1 – April 9, 2021 |
| - Economics in Society and Sustainability | April 19 – May 28, 2021 |
| - Capstone – Sustainability and Business | June 7 July 16, 2021 |

Sustainability instructors include John Arendt, Director of Environmental Management and Business Institute at UW-Green Bay, Tara Reed, Associate Professor, Department of Natural and Applied Sciences at UW-Green Bay and Matthew Winden, Associate Professor of Economics and Assistant Director of the Fiscal & Economic Research Center at UW-Whitewater.

"Developing an understanding of the benefits and barriers is critical to advancing any sustainability project," says Professor Arendt. "The capstone course will guide the student-designed sustainability project from inception to consideration to implementation over the six-week course length."

The certificate program is being created and facilitated by UW-Green Bay's Division of Continuing Education and Community Engagement. For more information on the certificate program, please visit www.uwgb.edu/sustainability-certificate/ or contact Melissa Betke, Program Specialist, at betkem@uwgb.edu.

About the University of Wisconsin-Green Bay

The University of Wisconsin-Green Bay is a comprehensive public institution offering undergraduate, graduate and doctoral programs to more than 8,700 students with campus locations in Green Bay, Marinette, Manitowoc and Sheboygan. Established in 1965 on the border of Green Bay, the University and its campuses are centers of cultural enrichment, innovation and learning. The Green Bay campus is home to one of the Midwest's most prolific performing arts centers, a nationally recognized 4,000-seat student recreation center, D-I athletics, an award-winning nine-hole golf

course and a five-mile recreational trail and arboretum, which is free and open to the public. This four-campus University transforms lives and communities through student-focused teaching and research, innovative learning opportunities, powerful connections and a problem-solving approach to education. UW-Green Bay's main campus is centrally located, close to both the Door County resort area and the dynamic economies of Northeast Wisconsin, the Fox Valley region and the I-43 corridor. UW-Green Bay offers in-demand programs in science, engineering and technology; business; health, education and social welfare; and arts, humanities and social sciences. For more information, visit www.uwgb.edu.

About UW-Green Bay's Division of Continuing Education and Community Engagement

The Division of Continuing Education and Community Engagement focuses its mission on creating educational opportunity and access for all ages, encompassing K-12 student programs, personal and professional development and customized training to meet the needs of a progressive economy. The division develops, collaborates and executes responsive solutions for diverse communities statewide, all of which reflect a deep commitment to inclusion, social justice and civic responsibility

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