

## **President Obama Calls for a Market-Based Solution to Climate Change in State of the Union Address**

University of Wisconsin Sustainable Management Master's Program Offers First Steps

**MADISON, Wis. (February 14, 2012)** – President Barack Obama called for a “market-based solution” to climate change in last night's State of the Union address. Faculty in the [University of Wisconsin Sustainable Management](http://www.wisconsin.edu/sustainable) online master's degree program agree that the solution must be an economic one.

“Businesses have to be part of the solution. There's no way around it,” says Steve Dunn, the program's academic director, based at UW-Oshkosh. “We are a profit-based world, there's no question.”

According to Dunn, President Obama asked Congress to do what all businesses already do: look at the risks ahead and minimize the risks.

Dunn adds, “This isn't a political issue. This is survival and it takes leadership from both parties to minimize the risks our businesses face.”

“Large, global multinationals are already aware of the new reality. They've seen their supply chains impacted, and they are taking steps to answer the question, ‘What do we need to do in five years, in 10 years?’ Many are minimizing emissions before the regulations come,” says Dunn. “However, many small to medium-sized businesses are challenged to meet payroll and make ends meet. They need resources and education to look ahead to the future.”

For these companies, Dunn recommends that their business leaders learn how to measure carbon, know where the carbon emissions are in their supply chains, and figure out how to decrease them, starting with steps that can be taken immediately.

“These steps are the kind of things our students learn in our program. More than ever, sustainability is the key to giving companies a competitive edge in today's economy—financially, environmentally, and socially,” says Crystal Fey, program director.

(more)

She adds, "Every industry confronts sustainability issues on a daily basis. Our Master of Science in Sustainable Management gives students the technical, managerial, and environmental knowledge they need to tackle an economy where balancing the [triple bottom line](#) of profitability, people, and planet is critical to a company's success."

Five University of Wisconsin System campuses contributed to the master's degree curriculum, including UW-Green Bay, UW-Oshkosh, UW-Parkside, UW-Stout and UW-Superior. For more information or to download a free program guide, please visit <http://sustain.wisconsin.edu>.

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