Looking for Ways to Help Your Company Go Green This Earth Day?
Consider a University of Wisconsin Capstone Project

MADISON, Wis. – (April 12, 2012) – The University of Wisconsin Sustainable Management bachelor’s degree program is seeking companies to participate in Capstone projects. A Capstone is the culmination of students’ coursework, integrating everything they learned in their academic careers into a real-life experience. Through a Capstone project, a student works with a business to help it succeed in its sustainability initiatives.

Crystal Fey, director of the UW Sustainable Management program, said “We often hear from business leaders that when it comes to sustainability, there’s always this sense that they could be doing more. Their challenge is a lack of time or resources. That’s where a UW Sustainable Management student can help.”

Students bring a wide range of skills to the Capstone partner, including knowledge of logistics and transportation of raw materials, supply chain structures, energy generation, sustainable marketing, and communications. Fey said, “Around here, we like to say there’s no such thing as a green job: every job is a green job. Capstone projects can touch any aspect of a business, from human resources to marketing.”

Capstone projects are tailored to meet the specific needs of a company. Past Capstone projects have included looking at energy efficiency and renewable energy on dairy farms to developing a sustainability scorecard for a health and beauty product manufacturer.

With the UW Sustainable Management Capstone, an instructor connects companies to students for the best fit. This begins a mentoring relationship that is mutually beneficial and rewarding for student and business leaders.

What makes this relationship especially effective is that most of the students in the UW Sustainable Management degree are mature, experienced adults—the average age is 37. Fey said, “The students are very independent and self-motivated. With the instructor’s supervision, it makes managing a Capstone student easy—even in a small company. For companies, entrepreneurs and small businesses, a Capstone could be a huge asset.”

(more)
There is no fee to participate. To be eligible, organizations will need to approve a brief project description that will be public, but the Capstone project itself and all company information will be kept confidential.

To learn more about how your company can benefit from participation, please call 1-877-UW-LEARN (895-3276) or visit http://sustain.wisconsin.edu.

About the University of Wisconsin Sustainable Management Program
The University of Wisconsin Sustainable Management bachelor’s degree is the first online degree of its kind. The UW-Extension has brought together the strengths of four different University of Wisconsin campuses—UW-Parkside, UW-River Falls, UW-Stout and UW-Superior—to craft a degree completion program that equips adult workers with the management skills they need to lead sustainable business initiatives.

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