FOR IMMEDIATE RELEASE

New UWM Center Offers Education on Environmental Sustainability Practices and Benefits

MILWAUKEE--The University of Wisconsin-Milwaukee has a new Center for Environmental Sustainability Education. The primary purpose of CESE, based in the UWM School of Continuing Education, is to improve the quality of life and the economy for consumers and businesses in Milwaukee and southeast Wisconsin by promoting environmental health and sustainable “green” best practices.

CESE has two major program areas: GreenSmart for Consumers and GreenWorks for Business.

GreenSmart presents non-credit short course programs focused on “green” practices that can be applied at home. GreenSmart emphasizes the significant benefits of these practices, saving money and living healthier being among the most important benefits.

GreenSmart programs begin in October with Benefits of Living a Sustainable Lifestyle, Tue., Oct. 30, 6-9pm. This overview course covers what it means to live sustainably, why it is important, and the abundant benefits including cost savings, better health and personal satisfaction.

Instructor for the first program is Sonya Newenhouse, Ph.D., Founder and President of Madison Environmental Group, an interdisciplinary consulting firm assisting businesses and individuals with innovative resource and cost saving solutions contributing to a healthy community and environment. She is among the four “eco-heroines” named earlier this month by Madison Magazine.

Other classes scheduled are:
Give Your Budget a Boost - Reduce Home Energy Use, Mon., Nov. 12, 6-9pm
Take a Deep Breath: How’s Your Indoor Air Quality? (at the Urban Ecology Center), Mon., Dec. 3, 6-9pm

Classes are $59 each and unless otherwise noted are presented at the UWM School of Continuing Education, 161 W. Wisconsin Ave.

To register by phone call 414-227-3200, 800-222-3623. Or register on the CESE website at www.sce-green.uwm.edu. Go to the GreenSmart page and click on the class or classes of your choice.

The Center is developing GreenWorks, a program to help business leaders and managers understand why and how environmental sustainability as a business strategy can improve long-term viability and increase competitive advantage. Through a grant by the UW-Extension Program Innovation Fund, CESE is conducting research among businesses in southeast Wisconsin regarding their awareness, actions and attitudes towards environmental sustainability. Results will help guide educational program development.

For more details call 414-227-3264 or visit www.sce-green.uwm.edu.

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