



Resolution for the cessation of use of the “Eco-U” trademark at the University of Wisconsin – Green Bay

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Whereas, the University of Wisconsin – Green Bay (UWGB) has the rights to the “Eco-U” brand name, which was coined largely in part due to UWGB’s rich history of using a multidisciplinary approach to combatting environmental problems;ⁱ

Whereas, UWGB’s mission statement also further promotes environmental sustainability, stating, “The University enriches the quality of life for students and the community by embracing the educational value of diversity, promoting environmental sustainability, encouraging engaged citizenship, and serving as an intellectual, cultural and economic resource;”ⁱⁱ

Whereas, UWGB’s Climate Action Plan of 2013 further reflects this by setting a goal of reducing greenhouse gas by 15 percent by 2030 and becoming carbon neutral by 2050;ⁱⁱⁱ

Whereas, the Climate Action Plan further reports on UWGB’s goals of building a “sustainable campus environment;”^{iv}

Whereas, section 6.03 (b) of the Student Government Association (SGA) Senate Bylaws states that the Environmental Affairs Committee “Shall be responsible for supporting and striving for the Eco-U status of the University of Wisconsin - Green Bay;”^v

Whereas, the Student Government Association (SGA) believes that an “Eco-U” should be a leader in sustainability and sustainable practices;

Whereas, the Sustainability, Tracking, Assessment, and Rating System (STARS) report “is a transparent, self-reporting framework for colleges and universities to measure their sustainability performance;”^{vi}

Whereas, the STARS report has been completed by all other members of the University of Wisconsin (UW) system aside from UW – Eau Claire;^{vii}

Whereas, UWGB has previously participated in the report since 2011;^{viii}



Whereas, based on a report shared by the Campus Leaders for Energy Action Now (CLEAN) of the University of Wisconsin – Madison, UWGB is ranked last out of all the UW schools on their STARS reports;^{ix}

Whereas, based on the same CLEAN report, UWGB is ranked last out of all Wisconsin higher education institutions that participate in the report;^x

Whereas, UWGB’s most recent STARS report was submitted on November 6th, 2017, and expired on May 4th, 2021;^{xi}

Whereas, the SGA unanimously passed a resolution on December 6th, 2021, calling for the renewal of the STARS report by UWGB;^{xii}

Whereas, no such STARS report has been submitted as of February 6th, 2022, leaving the current report 9 months outdated;^{xiii}

Whereas, the most recent STARS report submitted by UWGB shows a decline in scores received, with a rating of 49.62 in 2011,^{xiv} 51.8 in 2014,^{xv} and 45.05 in 2017;^{xvi}

Whereas, the STARS website lists the minimum scores required for categories, with Bronze at 25 percent, Silver at 45 percent, Gold at 65 percent, and Platinum at 85 percent;^{xvii}

Whereas, the SGA has not found any evidence supporting the notion that UWGB will receive a rating worthy of the prestigious “Eco-U” title with the submission of the next STARS report;

Therefore, be it resolved, That the UWGB SGA does not support and will not support the use of the “Eco-U” trademark by UWGB until either the university reaches a gold rating on the STARS report or upon the passing of another resolution in favor of it;

Therefore, be it further resolved, that upon passing of this resolution, the SGA shall call on the Chair of the Environmental Affairs Committee to establish a stream of communication (via the means of their choosing) with the Office of Sustainability to encourage the transformative change necessary to better represent the “Eco-U” title;

Therefore, be it further resolved, that upon passing of this resolution, the SGA shall call on the SGAs of Manitowoc, Marinette, and Sheboygan to pass similar resolutions;

Therefore, be it finally resolved, that the Student Government Association of the University of Wisconsin – Green Bay calls for the immediate cessation of the use of the “Eco-U” trademark by the University of Wisconsin – Green Bay.



Vice President

Speaker of the Senate

President

ⁱ <https://www.uwgb.edu/sustainability/explore-eco-u/eco-u%E2%84%A2-history/>

ⁱⁱ <https://www.uwgb.edu/chancellor/university-mission/>

ⁱⁱⁱ https://www.uwgb.edu/UWGCMS/media/Sustainability/Planning%20Progress/UWGB_CAP.pdf

^{iv} https://www.uwgb.edu/UWGCMS/media/Sustainability/Planning%20Progress/UWGB_CAP.pdf

^v <https://www.uwgb.edu/UWGCMS/media/Student-Government-Association/Senate/Documents/SGA-Senate-Bylaws-04-2021.docx>

^{vi} <https://stars.aashe.org/about-stars/>

^{vii} Logan McQuade (CLEAN of UW - Madison), Alex Langreck, 2/8/2022, STARS Scores

^{viii} <https://reports.aashe.org/institutions/university-of-wisconsin-green-bay-wi/report/>

^{ix} Logan McQuade (CLEAN of UW - Madison), Alex Langreck, 2/8/2022, STARS Scores

^x Logan McQuade (CLEAN of UW - Madison), Alex Langreck, 2/8/2022, STARS Scores

^{xi} <https://reports.aashe.org/institutions/university-of-wisconsin-green-bay-wi/report/2017-11-06/>

^{xii} SGA Senate Minutes 12/6/21

^{xiii} <https://reports.aashe.org/institutions/university-of-wisconsin-green-bay-wi/report/>

^{xiv} <https://reports.aashe.org/institutions/university-of-wisconsin-green-bay-wi/report/2011-09-15/>

^{xv} <https://reports.aashe.org/institutions/university-of-wisconsin-green-bay-wi/report/2014-09-29/>

^{xvi} <https://reports.aashe.org/institutions/university-of-wisconsin-green-bay-wi/report/2017-11-06/>

^{xvii} <https://stars.aashe.org/resources-support/help-center/the-basics/how-is-the-overall-score-calculated/>