



Wisconsin Public Utility Institute
UNIVERSITY OF WISCONSIN-MADISON



KATHY KUNTZ

Cool Choices

Kathy Kuntz is the executive director of Cool Choices, a Wisconsin-based nonprofit that inspires individuals, communities, and businesses to adopt sustainable practices that reduce greenhouse gas emissions. Cool Choices collaborates with private businesses and public entities to engage employees around sustainability, promoting changes at work and at home via a fun and online platform. Since 2010, Cool Choices has inspired more than 8,000 individuals in

almost 100 organizations to adopt hundreds of thousands of sustainable practices.

Kathy has led Cool Choices since 2010 and has more than two decades of experience with energy efficiency and renewable energy. She previously led Focus on Energy, Wisconsin's statewide energy efficiency and renewable energy program.

The author of numerous presentations and papers on behavior change and energy efficiency, Kathy has a bachelor's degree from the University of Minnesota, Morris, and a master's degree from the University of Wisconsin-Madison.