

# NET-ZERO BJÖRKLUNDEN



The Net-Zero Björklunden Initiative will provide Lawrence University, the Door County community, and the Upper Midwest with a landmark laboratory for environmental studies. Net-Zero Björklunden will create a living-learning laboratory to test technology and give students and the public opportunities for learning about environmental sciences, renewable energy, and carbon sequestration. The project will allow students to study the effects of three energy sources—wind, solar, and geothermal—in one location. These subjects, along with Lake Michigan and the forest, will become prominent educational resources:

- The project will give Björklunden the powerful distinction as a net-zero carbon emissions educational facility balancing any carbon emissions with equivalent carbon savings on site.
- The project is already engaging students and providing professional experience in renewable energy. Faculty will use the output from the solar array, geothermal unit, and the turbine in classroom instruction.
- The reduction of utility bills will provide permanent and perpetual cost savings of approximately \$35,000 per year.

## PROJECT COMPONENTS

1. Make energy efficiency upgrades to the lodge, such as LED lights and new windows.
2. Refurbish the wind turbine.
3. Install a substantial (~200kW) solar array.
4. Install a geothermal system for heating and hot water at the lodge that will significantly reduce heating needs.
5. Offset remaining carbon emissions by sequestration (the natural removal of carbon dioxide from the atmosphere) from the 305 acres of woodland now in a conservation easement with the Door County Land Trust and the planting of additional trees.
6. Create an Educational and Maintenance Endowment that will fund student projects, courses, and facility maintenance, ensuring an ongoing impact.

The entire project will cost approximately \$2,000,000.

Ready to speak with someone at Björklunden or Lawrence? Please contact us at 920-832-6843 or at [annual.giving@lawrence.edu](mailto:annual.giving@lawrence.edu). Find out more at [www.lawrence.edu/s/giving](http://www.lawrence.edu/s/giving).

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The Paulson family (from left):  
Tom '93, Sarah, Nick '14, Mary,  
and Erik '16

## **\$800,000 MATCHING GIFT OPPORTUNITY**

“Lawrence’s northern campus, Björklunden, holds a very special connection to our family. We all remember the seminars and the restorative effect that they had on us. As adult learners, we continue to come to Björklunden to learn and to reconnect with alumni. Now as residents of Door County, we enjoy the trails and the culture that Björklunden brings to the community here.

Our family has been lucky to help investigate the feasibility of making Björklunden carbon-neutral. We are excited that we can. We can also provide a living-learning laboratory for today’s students and attract future students to this unique campus.

We are extremely excited to announce that we will be matching \$800,000 of gifts towards this project. So please join us in support of this wonderful project. We will make Björklunden better for ourselves and future generations, as we all become better stewards of the environment.”

—*The Paulson Family*



**LAWRENCE UNIVERSITY**  
APPLETON, WISCONSIN

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