



Green Design of the Year

Winner: Manpower Inc. world headquarters, Milwaukee

When Manpower Inc. decided to build a new corporate headquarters in downtown Milwaukee, company management opted for an environmentally friendly design not only to generate cost savings through energy efficiency, but also to reflect the company's core values.

"Few companies live their brand values and even fewer can say that they are reflected in their own place of employment," said Mara Swan, Manpower's executive vice president of global strategy and talent. "To live the Manpower brand and values is to do well by doing good. Wherever and whatever we can do, within the appropriate limits, we act greener in the buildings that we live in because it's the right thing to do."

The 280,000-square-foot building, which opened in September 2007, is home to 900 employees of the global staffing firm and subsidiary Jefferson Wells. The \$74 million facility features a wide array of "green" elements that have led to gold certification status, the first for a new building in Milwaukee, under the federal Leadership in Energy and Environmental Design (LEED) program, which sets standards for environmentally sustainable construction.

Elements featured in Manpower's headquarters building at 100 Manpower Place, along the banks of the Milwaukee River, include:

- Plumbing fixtures that use 40 percent less water;
- A combination of enhancements to the building's exterior, lighting and mechanical systems that has resulted in an energy sav-

ings of 22 percent;

- Building materials that contain low volatile organic compounds to improve indoor air quality;

- Use of wood harvested from forests that are sustainably managed and certified by the Forest Stewardship Council;

- Direct visual access to views of the outdoors for more than 90 percent of the building's work space;

- And locally manufactured building materials and the use of recycled content in more than 10 percent of the building materials.

In addition, the building sits on a formerly contaminated site that Manpower paid to have cleaned.

The LEED gold certification allows visitors to Manpower's headquarters to "come away with a strong sense of who we are from our values to our brand to our culture," Swan said.

"We are extremely proud of that," she said.

Gilbane Building Co. served as general contractor for the Manpower project, while Epstein Uhen Architects Inc., Kahler Slater and Johnson Controls Inc. provided architectural services.

Manpower management hopes the project will prompt other companies to embark on environmentally sustainable initiatives of their own, Swan said.

"We strive to be a role model for corporate citizenship in the communities in which we serve," she said. "We hope that others will follow."

— Rich Rovito



Manpower's headquarters was built on a formerly contaminated site with elements that have designated it a LEED gold certification. More than 90 percent of the building's work space provide views of the outdoors.

PHOTOS BY SCOTT PAULUS