



May 12, 2022

To: SEC Chairman Gary Gensler

From: Deb Gilpin, President & CEO, Madison Children's Museum

Re: SEC Proposed Rule S7-10-22

On behalf of the Madison Children's Museum, I am writing in support of proposed rule S7-10-22: The Enhancement and Standardization of Climate-Related Disclosures for Investors. Disclosure about climate-related risks, including greenhouse gas emissions, is a vital metric towards better management of our institution. The Madison Children's Museum is a private, non-profit, and thus not a registrant to the Securities and Exchange Commission, but the institution nonetheless has standing regarding this proposed rule.

Madison Children's Museum has been a climate advocate since 1995 when it developed a green system for exhibitions, the first of its kind for museums in the country. The museum has been a leader in sustainability since that time. In 2014, the Museum received LEED Gold certification from the US Green Building Council as part of its move to a refurbished historic building in downtown Madison. The Museum has been monitoring its carbon and energy use since 2010 and is currently leading the children's museum field's participation in a national effort amongst museums to reduce emissions. Going forward tracking GHG emissions will help us walk the talk in addressing climate change.

Since 2010, Madison Children's Museum has provided a [Green Guide](#) and Green Scavenger Hunt for the community, to help visitors understand the array of sustainable choices the museum has made. Additionally, Madison Children's Museum created the website [greenexhibits.org](http://greenexhibits.org) in 2004, to help museums and cultural institutions across the country work toward greater sustainability in their exhibit-making practices. As a cultural institution and community anchor, we believe education and exhibition are key avenues to reach our audience and community at large. We also believe that we must model sustainable behaviors in all of our actions and practices, including our finances. It is clear that having clear scopes 1,2,3 information will help us better target our endowment to align with our institutional values.

Madison Children's Museum received a prestigious Sustainability Excellence Award from the [American Alliance of Museums](#) in 2021, and continues its work advocating for all museums to speed up their commitments to achieving net zero. The Museum believes in the significance of proposed rules S7-10-22 to showcase the didactic values of carbon emissions and net zeros. The environmental health of children and their families is an overall smart investment and community benefit.

