

## Report Parameters 3.1 – 3.4

### Report Period 3.1

The reporting period covered is for the year ended 2010. However, more current data may be provided where applicable and feasible. This is Wisconsin Energy Corporation's 10th consecutive reporting year. Beginning in 2007, current information was made available in accordance with the GRI content index and was web-based only. There is no hard-copy comprehensive report available for 2007 or 2008. Reports from 2001 through 2006 and 2009 can be accessed at the following links:

### Previous Reports 3.2 Download Reports:

- [2009](#) [Report Only](#)
- [2006](#)
- [2005](#) [Report Only](#) [Summary Only](#)
- [2004](#) [Report Only](#) [Summary Only](#)
- [2003](#) [Report Only](#) [Summary Only](#)
- [2002](#)
- [2001](#)

### Reporting Cycle 3.3 Annual

### Contact Details 3.4

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 Corporate Responsibility Web site: [www.wisconsinenergy.com/csr](http://www.wisconsinenergy.com/csr)  
 Power the Future Web Site: [www.powerthefuture.com](http://www.powerthefuture.com)

## Report scope and boundary 3.5 – 3.13

### Defining report content 3.5

This report covers Wisconsin Energy Corporation and its subsidiaries, and is based on calendar year 2010, with exceptions for 2011 data as noted. For more information, please visit [wisconsinenergy.com](http://wisconsinenergy.com).

## LINKS

[Subsidiary information](#)

The GRI guidelines have helped Wisconsin Energy Corporation (WEC) look at the corporation holistically over a period of ten years, and to raise the level of awareness and understanding among WEC stakeholders regarding the critical link among economic, social and environmental performance.

**WEC's 2010 Corporate Responsibility report is aligned to GRI's G3 Level B sustainability reporting guidelines released in 2006.**

### Report boundary 3.6

WEC is based in Milwaukee, Wisconsin. Operations are conducted primarily in two operating segments: a utility energy segment and a nonutility energy segment. Primary subsidiaries are Wisconsin Electric Power Company, Wisconsin Gas LLC and W.E. Power, LLC.

While this report covers WEC overall, the performance data is focused primarily on the utility operations of Wisconsin Electric and Wisconsin Gas (doing business as We Energies) in Wisconsin and Michigan. Report content does not include sustainability performance data from external organizations or activities over which the company has limited control or influence, such as contractors and suppliers.

### Scope limitations 3.7

WEC's 2010 Corporate Responsibility response is aligned to GRI's G3 Level B sustainability reporting guidelines released in 2006. WEC is committed to the Corporate Sustainability process and will continue to assess areas for incremental improvement in GRI disclosures.

### Joint venture reporting basis 3.8 No significant impacts.

### Data measurement techniques 3.9 Not reported.

### Effect of Any Restatements 3.10

None based upon information provided in the 2010 Form 10-K.

### Significant changes 3.11

See summary of changes that occurred during 2010: GRI 2.9 [Significant changes during reporting period](#)

### GRI content index 3.12

GRI provides a framework against which organizations can track and report economic, environmental and social performance. This standardized approach allows for greater transparency and accountability, as well as benchmarking against previous years' and peer companies' performance. GRI guidelines help ensure coverage of relevant topics, identified by a broad range of stakeholders, that are generic to sustainability reporting by any organization.

### External assurance 3.13

WEC has self declared a GRI Application Level B. No external assurance was pursued for this reporting period.

Report Application Level	C	C+	B	B+	A	A+
<b>G3 Profile Disclosures</b> output	Report on: 1.1 2.1–2.10 3.1–3.8, 3.10–3.12 4.1–4.4, 4.14–4.15	Report on all criteria listed for Level C plus: 1.2 3.9, 3.13 4.5–4.13, 4.16–4.17	Report on all criteria listed for Level C plus: 1.2 3.9, 3.13 4.5–4.13, 4.16–4.17	Report on all criteria listed for Level C plus: 1.2 3.9, 3.13 4.5–4.13, 4.16–4.17	Same as requirement for Level B	Same as requirement for Level B
<b>G3 Management Approach Disclosures</b> output	Not received	Report Externally Assured Management Approach Disclosures for each Indicator Category	Report Externally Assured Management Approach Disclosures for each Indicator Category	Report Externally Assured Management Approach Disclosures for each Indicator Category	Report Externally Assured Management Approach Disclosures for each Indicator Category	Report Externally Assured Management Approach Disclosures for each Indicator Category
<b>G3 Performance Indicators &amp; Sector Supplement Performance Indicators</b> output	Report on a minimum of 10 Performance Indicators, including at least one from each of: Economic, Social and Environmental.	Report Externally Assured Report on a minimum of 20 Performance Indicators, at least one from each of: Economic, Environmental, Labor, Society, Product Responsibility	Report Externally Assured Report on a minimum of 20 Performance Indicators, at least one from each of: Economic, Environmental, Labor, Society, Product Responsibility	Report Externally Assured Report on a minimum of 20 Performance Indicators, at least one from each of: Economic, Environmental, Labor, Society, Product Responsibility	Report on each core G3 and Sector Supplement* Indicator with due regard to the Materiality Principle by either: a) reporting on the indicator or b) explaining the reason for its omission.	Report on each core G3 and Sector Supplement* Indicator with due regard to the Materiality Principle by either: a) reporting on the indicator or b) explaining the reason for its omission.

\*Sector supplement in final version