GREEN TIER invites you to become part of the ideal state for growing a green bottom line. Together, we provide credible, creative ways to enable your business to be a powerful, sustainable force for environmental good and enhance your productivity, cut your costs and strengthen the health of your culture and community. Dynamic, forward thinking businesses and charter associations are benefiting from all the ideas, ideals and advantages of being a Green Tier participant.

WHY PARTICIPATE?
- Benefit your business, environment and community
- Recognition for superior environmental performance
- Deferred civil enforcement
- Single point of contact at DNR
- Improved agency relations
- Use of the Green Tier logo
- Opportunity to be a pioneer in regulatory reform
- Potential for permit streamlining, modified monitoring requirements, alternative compliance methods, and more

OUR PARTICIPANTS SAY...
“Quality and environmental stewardship are high priorities for this organization. Entry into the Green Tier program is both recognition for past success and a challenge for future environmental improvements.”
- Paul McShane, Branch General Manager, Veolia ES Technical Solutions

“Green Tier has set us apart from our competitors not only in the eyes of our clients but also with our employees. This has been a source of company pride and enthusiasm.”
- Phillip A. Purpero, P.E. President C.W. Purpero, Inc.

“We are thrilled to be recognized as Green Tier and believe participation in this program is a competitive advantage which reflects our core values and commitment to our customers, our planet, and our team members .”
- Greg Gorski, VP of Operations, TOSCA LTD.

COMPLIANCE AUDIT PROGRAM – If you want to do a voluntary self-audit to confirm that your business or facility is in compliance with all DNR environmental regulations before you apply for Green Tier, you can do so and be shielded from civil enforcement for up to one year. The program assures you will not be subject to large forfeitures for voluntarily reporting violations discovered during a compliance audit that meet program eligibility requirements. For more information, visit http://dnr.wi.gov/topic/greentier/ and click on “Voluntary self-audit”.

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WHO CAN PARTICIPATE?

- Businesses – small and large
- Trade associations
- Communities
- Non-profit organizations
- You!

Participants can be individual entities (e.g. a single business) or groups (e.g. related businesses or organizations with common goals).

PARTICIPANTS MUST HAVE:

- Good environmental record
- Willingness to exceed regulatory requirements
- Environmental Management System in place or are willing to adopt one
- Ideas for improving performance that will benefit both your business and the environment

LEVELS OF PARTICIPATION

TIER 1 AND TIER 2: Green Tier has two tiers, or participation levels. Tier 1 is designed to encourage innovation, collaboration and new environmental goal setting. Tier 2 involves more rigorous participation requirements, places greater emphasis on superior environmental performance, and uses contracts as a means of giving customized regulatory flexibility proportional to environmental performance.

CHARTERS: A charter is a contract entered into by the DNR and an association committed to helping its members participate in Green Tier. An association may consist of private entities, public entities, or a combination. Charters help business sectors or regions establish and meet environmental objectives.

“Rockwell Automation strives to be an environmental management leader and go beyond rules and regulations. We are constantly looking for ways to reduce energy consumption, generate less waste, and divert our waste stream from landfills. By concentrating on the basics and utilizing many of the same Rockwell Automation energy management products and services our customers use, in 2007 we consumed 14 percent less electricity, and 7 percent less liquid fuels and natural gas when normalized to sales.”

-Majo Thurman, Environmental, Health, and Safety Director, Rockwell Automation

INTERESTED? Visit our website! http://dnr.wi.gov/topic/greentier/

A simple, 2-page application form and instructions are available online. You’ll also find more information including factsheets, answers to frequently asked questions and details on each Green Tier participant. To express interest or to request a consultation, contact Laurel Sukup, 608-267-6817, laurel.sukup@wi.gov or one of our Green Tier project coordinators:

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