

Work Plan 07

03/06/2007					
<u>2007 Work Plan Green Tier Advisors</u>					
Issue		03/06/2007	06/11/2007	09/20/2007	12/03/2007
Costs of EMS: costs of <i>NOT</i> doing an EMS; costs to municipalities and small businesses; consequences & alternatives. How does the availability of functional equivalent EMS factor into this issue?.			2	2+1 carryover	1+1 carryover
'Transparency' – what's meant by it in terms of: a) what the law requires, and what goes beyond the elements contained in the law, i.e. what are examples of GT that can work.			2	2+1 carryover	1
Evaluation of the program's results using measurable identifiable environmental gains, including energy reduction. Define and measure collaboration between DNR and GT entities, and between GT entities and the public, and how we measure success. Identify what we need in business and social metrics.		X	4		
Charters Potential -Brainstorm the broad range of options that might be available.		1	2+1 carryover	2+1 carryover	
Review the environmental performance expectations of European and other foreign interests for their WI business operations.		X	1		

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A Communications Plan-- Identify key messages/themes. A Marketing plan-- Identify parameters and targets.		X	2		
Branding - concepts underlying and to be communicated in the Green Tier 'brand' need to be identified. Address issues about use of logo, i.e. on retail products. Consider how GT fits into the broader issue of economic development in the state, and emerging technologies, entities with no history, etc.. (If GT becomes considered as yet another cost of doing business in Wisconsin, we will need to deal with this.)		X	3	1carryover	
Proportionality' - the law requires that the incentives provided under a participation contract are proportional to the environmental benefits that will be provided by the participant under the participation contract. How does the department assess this?			2	1	1
DNR's capacity to deal with increasing interest in GT and internal opportunities to integrate GT into DNR work.			1	1+1carryover	1carryover
Issues and opportunities for Green Tier identified by the environmental community. (Newly added item)		1		2	1