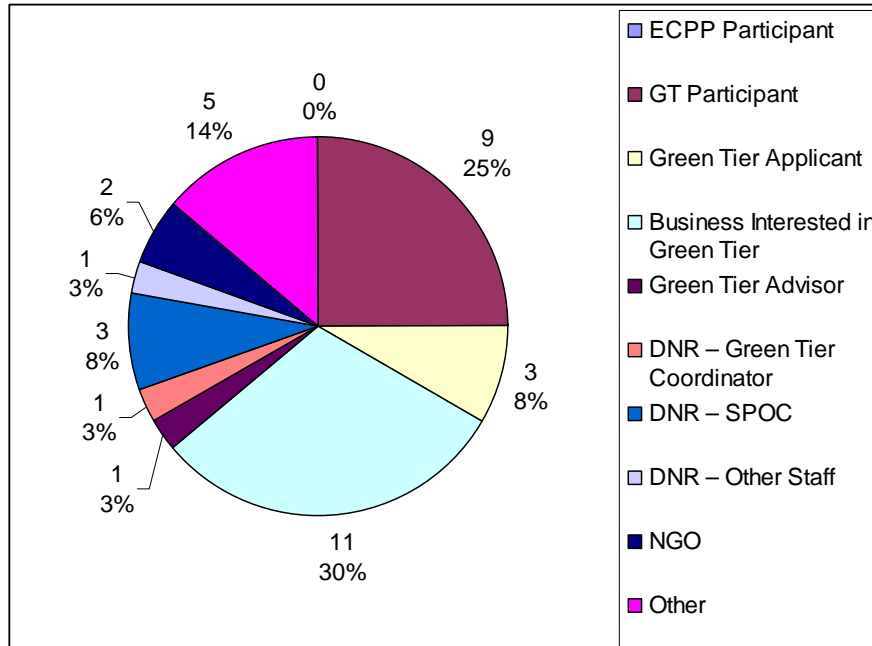


Green Tier Advantage 2008 Evaluation Summary

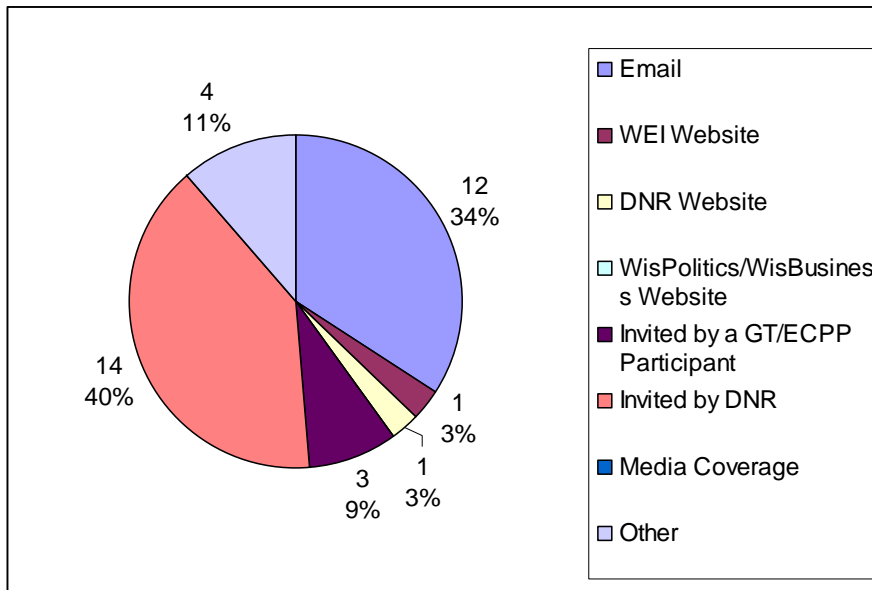
1) Breakdown of Attendees



Other:

Environmental advocate
 EPA (U.S.)
 Interested private party
 Fed. Govt.
 Here to support Green Tier member

2) Where did you hear about Green Tier Advantage?



Other:

Brochure
 Interested private party
 N.E.W. North Program
 Planner

**3) Please rate each of Monday’s agenda items. (Taken from online version of the evaluation only)
(Total responses: 4)**

		Length				
Forum:		Not enough time – 0	Enough time – 3	Too much time – 0		
Green Tier Comm. Strategy:		Not enough time – 0	Enough time – 2	Too much time – 1		
		Content				
Forum:		1 – 0	2 – 0	3 – 0	4 – 2	5 – 1
Green Tier Comm. Strategy:		1 – 0	2 – 0	3 – 0	4 – 1	5 – 2

4) Please rate each of Tuesday’s agenda items (average from one to five) (Total responses: 25-32)

Silver Lining:	Length – 4.03	Content – 4.09
Perf Measures:	Length – 4.18	Content – 3.90
Communication:	Length – 4.28	Content – 3.97
Greening:	Length – 4.32	Content – 4.06
Sustainable:	Length – 4.25	Content – 3.84

Comments:

Greening the Supply Chain - Excellent!

5) Do you have any questions resulting from the material presented?

- Suggestion: Make copies of slides for participants. Lots of great ideas presented, but tough to capture all of them. Or in the spirit of sustainability, post them on a web site!
- Make the new logo incorporate a more global participation as well, & allow companies to insert (monitored) photos of their products inside logo
- Please make presentations available! (on website)
- State advertising needed promoting gov. focus goals & direction – use news, ads, etc.

6) One of our goals based on evaluations of last year’s event was to provide opportunities to network among our attendees. Do you feel the time provided was:

Adequate? Yes – 25 No – 6

Useful? Yes – 17 No – 3

Comments:

- Met many interesting people.
- Great networking opportunities – never enough time!
- Small group breakouts would be useful.
- The weather affected the time available to network (because we had to truncate breaks). I, personally, like those opportunities.
- Understand cut short because of weather – but would have liked more time
- A little more mingle time could be built into breaks.
- Social hour was a great time to meet, greet and share info
- Limited breaks due to weather

7) This year we offered space for informational display boards.

Did you visit them? Yes – 29 No – 9

Were they useful? Yes – 17 No – 3

Comments:

- Only attended one day – not enough time because of my schedule

8) Please rate our facilities (from one to five)

Location Avg – 4.79
Meals Avg – 4.56
Refreshments Avg – 4.75
Sound Quality Avg – 4.61

Comments:

- Refreshments over the top
- Great location and facilities
- Minor problems
- Very good facilities
- Some tech issues, presentations not ready to begin, poor computer usage.

9) Would you consider attending Green Tier Advantage again in the future?

Yes – 32 No – 0

Comments:

- Great Icon! GREAT PROGRAM! (Individual circled the logo located at the top of the page)
- You have now created an annual event, if you sustain it into the future.

10) When we meet again, I would like to see these topics on the agenda (average from one to three)

Strategically using performance measures in running a business – 2.71	Green marketing strategies – 2.33
Latest ideas on energy efficiency – 2.52	Setting aggressive vs. easy-to-accomplish targets – 2.28
Thinking creatively about regulatory flexibility – 2.46	Synergy for the beneficial use of by-products – 2.16
Performance metrics – 2.45	Incentives exploration & development – 2.11
EMS tips – 2.40	Green supply chain development – 2.05
Green Tier and the transition to sustainability – 2.35	How to prioritize aspects – 1.94
Greenhouse gas strategies – 2.33	Stakeholder engagement – 1.93
	Document Control: How it’s done – 1.78

Additional suggestions for topics:

- Potential for non-profit/business partnerships to bring synergy to Green Tier participants
- Marketing: how can we make the new Green Tier logo look more “global” instead of “Just Wisconsin” which is the impression it gives... we are a global company and want to present green in all the countries we do business in.
- Green Tier annual reporting
- Effect of Greenhouse gas reduction POLICY on business and how policy is meeting the ghg reduction goals

11) The following people have volunteered to help with next year’s event.

Charlie Luthin – charles.luthin@wisconsin.gov – presenting
David Widawsky – widawski.david@epa.gov – presenting
KC Wulf - kwulf@advancedwasteservices.com
Lyman Wible – lwible@kestrelmanagement.com
Max Dickman – max.dickman@roundys.com – presenting
David Melum – dmelum@michels.us – sponsoring

12) We're always looking for new ways to enhance the value of involvement in Green Tier. If you have any ideas for additional incentives we could provide our participants, please share them here.

- The most evident thing that is absent (as a consumer) is what does the logo mean? We'll need more public awareness like we had with the "Real" cheese promotions – watch for that now!
- There was a germ of an idea about statutory change – connecting cap & trade with Green Tier / Sector somehow... food for thought.
- Get Green Bay Packers to back Green Tier like United Way
- Less government officials and more private sector on the panels.
- Advertise via local paper. Outdoor Wisconsin, etc.
- Create more awareness of the program to the masses. As a retailer, we would benefit if the public had some appreciation of what it means for us to be Green Tier.
- It would be helpful to run through the time commitment and management commitment to create and maintain an EMS. A brief run through of how an EMS is used in "real-life". We want to create an EMS but we are concerned that once it is developed it will sit on the shelf.

13) Secretary Frank is interested in the expansion of Green Tier by increasing its participation and making it "much more a part of how we do business in Wisconsin". Based on your experience and the conversations of the past two days, do you have any questions, comments or suggestions?

- 1) Make Green Tier a link to the DNR website (if it is not already). Give it the prominence of hunting and fishing. 2) Make Green Tier a priority of DNR's PR program
- WMC sponsored a Green Tier workshop. They should be more directly involved in helping get word out/sponsorship.
- It's very worthwhile and part of what Wisconsin should be about – more public recognition needed – Promotion Promotion Promotion
- Let public know what Green Tier is. Newspapers, radio, TV etc.
- Need to promote
- Start inside DNR – (easy to say; hard to do!)
- Get primary schools involved – parents (business leaders) will get involved to solve/help their children answer homework special projects
- When consumers begin to ask for Green Tier business will follow. Aggressively market to consumers.
- Promote more through other outlets – TV, paper, radio
- Outline how to start an EMS program and guidelines on creating goals
- More advertising of the Green Tier initiative above & beyond the DNR website.
- More education on how to implement an EMS and follow an EMS. I think many businesses are scared that an EMS is difficult to develop unmanageable.
- Making EMS the price of entry will make it difficult to expand. We need to think about whether or not there is an alternative measuring stick for superior environmental performance or we need to look at alternative systems. All in all, yes, Green Tier is the future.

FINAL NOTES:

- ❖ Paper evaluations much more likely to be completed than online.
- ❖ Opinions on Greening the Supply Chain were fairly polarized – most gave it either a 3 or a 5