

Green Tier Advisors
Wednesday, March 5, 2008
345 W Washington Avenue, Madison
5th Floor Conference Room - Dept of Financial Institutions

Present: Linda Bochert, Mark Borchardt, Denis Collins, Kristine Euclide, Art Harrington (by phone), Rita Hayen (by phone), John Imes, Paul Kent, Rebecca Power, Lyman Wible,
Absent: Pat Henderson, Margaret Krome, Carolyn Leaman, Mike Simpson, David Stegeman, Marilou Martin
Staff: Mark McDermid, Al Shea, Carla Wright

Greetings & Housekeeping Items:

- Program Status Report – Please refer to the Program Development Report distributed at the meeting and available at <http://dnr.wi.gov/org/caer/cea/environmental/advisors/2008meetings/index.htm>
- Legislative Audit of the Environmental Cooperative Pilot Program (ECPP) is underway. Per the ECPP enabling legislation, the audit is to be done annually.
- Linda Bochert described the WI Association of Independent Colleges & Universities initiative to establish process with US EPA and WI DNR for environmental compliance audits.

Proportionality

Based on the discussion of the issues that were presented in the brief given to the advisors, the advisors requested modifications and a new brief for the June meeting. The advisors asked that the approach to proportionality:

- not use the term “ledger” and move away from the “ledger” concept given both proprietary concerns and inherent difficulties in companies and the Department calculating fiscal impacts that are not a part of their background and experience.
- applicants submit a narrative that presents in comparative terms a list of benefits and costs, and a clear statement of what superior environmental performance will be. The comparative list will eventually be used as the basis for informing and interacting with the public.
- encourage the capture and presentation of economic and quantitative environmental information that would give precision to the information shared publicly but not compromise the position of the applicant
- emphasize the outreach that will occur as the point at which the more in depth discussion of proportionality occurs.
- present what it costs to go above and beyond the regulatory requirements.

The overall goal is for the narrative to include both qualitative and quantitative information describing what the participant will do and what flexibility is sought. The comparative list will need to be less about doing a complete presentation of the impacts for what the company is proposing and more about what the company can relatively easily do to frame the discussion that will lead up to the contract.

Green Tier Program Expansion

The purpose of this discussion was to hear from Advisors their suggestions for expansion. The following suggestions were listed:

- A marketing plan should be developed in a way which positions Green Tier as more of a choice emphasizing relationships different from the traditional command & control system:
 1. What does Green Tier mean?
 2. Why is it important?
 3. How do I do it, and do it easily?
 4. How Green Tier can be incorporated into Wisconsin's identity
 5. What are more opportunities to recognize Green Tier participants?
- DNR should convene a statewide meeting for *all* colleges and universities to share their best practices, and to serve as an educational forum.
- More ‘Working Sessions’ to engage the business advocates and business community such as WMC, MMAC, area chambers of commerce and trade associations.
- Engage the WI Bar Association, the insurance industry, and each of the municipalities that are claiming themselves as ‘eco-municipalities’. The Madison “Mpower” campaign should have Green Tier as an option.
- Engage more municipal entities.
- DNR should reach out to educators/instructors as well as to provide internship opportunities in areas such as EMS capacity building.
- Demystification of Environmental Management Systems and better methods for building capacity and speeding implementation.
- More incentives are needed to engage the “wannabe’s” and the reformed bad performers. Chapter 299.85, Wis Stats is a disincentive.
- Incorporate Green Tier into high profile initiatives throughout the state, particularly those that are state initiatives.
- State should view Green tier participants as having preferential supplier status within the state’s purchasing system.
- Superior environmental performance, such as reduction credits become more like a commodity; and the bad actors are directed through the court system to take steps toward such environmental performance. Bad actors should be penalized by requiring them to do an EMS.
- Work to get legislation to remove the sunset and the program re-authorized.
- Always be sure to maintain the integrity and credibility of the program to protect the value.
- More contact with Department staff needs to be done.
- DNR should identify categories of environmental impacts typical of various industries and sectors.
- A glossary of terminology is needed for those not familiar with Green Tier program.
- A vision of the green economy needs to be developed and Green Tier needs to be integrated into that vision so that Green Tier materials tie into that overall vision
- Tap into recognition provided by other agencies such as Commerce, DATCP and Tourism.
- Better capture and presentation of the economic, administrative and environmental gains of the program.

The staff will be working with the administration to take brainstormed items and identify a more tightly framed expansion plan at the next Advisors’ meeting.

Adaptive Governance, a special report by Rebecca Power

Advisor Rebecca Power presented “Adaptive Governance and Wisconsin’s Green Tier Program: Performance in a Changing World”—a report she developed for the LaFollette School of Public Affairs. Consensus of Advisors and staff was that the design principles presented are a helpful framework, and next steps are to design goals.

Green Tier Advantage event

- Over 150 people including state government officials, business and environmental leaders attended event held February 4-5, 2008 at Monona Terrace. We are especially pleased that Governor Doyle was able to address the conference and share his message that a strong environment is key to a thriving state economy. A list of all attendees and their contact information and several items that summarize the event, including: the media release, selected articles and the speaker power-point presentations are posted on the DNR Green Tier website at www.greentier.wi.gov.

- Al Shea led the discussion about the need for a Communications/Branding Plan and the lack of funding for the initiative. All agreed that the relatively small expenditure would translate into a huge benefit for Wisconsin. Advisors suggested:
 - DNR work with both Commerce and Tourism to promote Green Tier.
 - A single budget item be advanced by the Advisors directly to DOA.
 - CNR convene a group of Green Tier participants to identify ways to market, including the using the logo to market the program.
 - DNR arrange a small event for Green Tier participants to have ‘face time’ with the governor, select legislators, and Tourism secretary to let them know the importance of marketing.

Legislation Update

Legislation is still in drafting status. The draft covering re-authorization and technical changes is not likely to be introduced in the current legislative session. Staff will continue to inform Advisors of the status of legislation.

In order to be prepared to respond quickly should legislation be introduced, Advisors asked staff to develop “Plan B” that is a simple list of what to include/remove; this should be shared at the next meeting. Advisors also asked for a re-draft of re-authorization and technical changes as well as a list of expansion options for discussion at the June meeting.

Next meeting: Friday, June 6, 2008 (lunch available at 11:30; meeting begins at noon) Location: Room G-09, GEF 2, Madison, WI (Location directions will be sent along with agenda.)
