

## **Green Tier Advisors** **RECOMMENDATION**

Areas of Emphasis (October 31, 2006)

**RECOMMENDATION:** The Green Tier Advisors recommend eight Areas of Emphasis that have been developed in concert with Department staff and stakeholders. These Areas of Emphasis are intended to draw many parties into Tier 1 participation, engage entities through Tier 2 contracts, form the basis for the development of charters, and serve as a focus for addressing significant environmental issues through Green Tier. The Areas of Emphasis represents a broad list to use in establishing the priorities for the program. The Advisors recognize these “Areas of Emphasis” may need to be revisited should a significantly high level of participation become an issue. The recommendation is intended to apply Green Tier across media lines and draw multiple parties to work together. These Areas of Emphasis are key environmental priorities. The objective was to create “inclusive” Areas of Emphasis that would provide both volume and variety in the program, as well as achieve progress on important environmental issues.

- Energy production and consumption – biofuels, alternate (e.g. Hydrogen) fuels, electrical generating units, wood burning units. Production process efficiency and process synergy (e.g. cogeneration, green building, etc.)
- Bioeconomy and emerging environmental risks – nanotechnology, pharmaceuticals and bio based industry managed in ways to reduce environmental risk and improve environmental performance.
- Targeted pollutant reductions – specific pollutants such as mercury, sediment, PBT’s, green house gases, hazardous air pollutants, solid waste, etc.
- Attainment demonstration – multi entity strategies that yield overall environmental gains towards goals stated in laws (impaired waters, ozone, particulate, etc.)
- Agriculture and land management through:
  1. conservation of soil and energy;
  2. protection of water quality and quantity ;
  3. protection of farmland and wildlife habitat;
  4. improvement of air quality (odor, particulates, etc.);
  5. sequestration of carbon; and
  6. management and control of exotic species.
- Land Use –actions that protect environmentally sensitive property and assure sound land use practices, and address problems resulting from fragmentation of agricultural lands and forest. Brownfields development and the restoration of contaminated lands. Transportation development and maintenance in order to accomplish specific environmental outcomes.
- Water Quality and Water Quantity along with the management of exotic species in aquatic environments.
- Sustainability – overall efforts to systematically reduce environmental footprint such as the Natural Step, Corporate Social Responsibility, Sustainable Communities, etc. for which measurable results are shared and Environmental Justice is effectively addressed. Targeted sustainability initiatives should pursue “Zero Waste” through comprehensive efforts to reduce material used in production processes and establish other uses for materials that might otherwise be produced as waste or characterized as waste. Sustainability building blocks at the company level may include implementation of ‘Lean Manufacturing’, Six Sigma, ‘Design for the Environment’, product stewardship

and by-product synergy initiatives that capture environmental improvement as a part of the implementation. Building blocks at the community level may include community reduction programs, sustainable cities or other related programs.

These areas of emphasis will form the basis for overall measurement through the use of broad indicators that can be aggregated across Green Tier contracts and charters (e.g. total water consumption, total solid waste produced, total energy used, etc.). Participant specific measurement will also key on the areas of emphasis with anecdotal information in broad categories (e.g. water quality/quantity, hazardous waste, greenhouse gases, etc.) that contain progress on the specific commitments made by Green Tier companies and organizations. Further, we would expect that these areas will serve as a catalyst for identifying business value, improved working relationships, and stakeholder engagement, tracking progress in each of the areas listed above. The areas of emphasis combined with the emerging generic, commitment-specific and relationship metrics can provide a “where are we going” and “how are we doing” path for Green Tier.

Development of measurement will need to be a collaborative process. The DNR should work with all Green Tier participants to identify the indicators and metrics most suited to document participants’ accomplishments in addition to the list of possible common indicators. The DNR and participants should identify indicators/metrics associated with participants’ environmental management systems to help participants and the DNR document the success of the program.

**HOW WILL THESE BE USED TO ADVANCE THE PROGRAM?** The Advisors expect that these recommendations will form the basis for drawing parties into the Green Tier program. It is expected that these Area of Emphasis will also form the foundation for more precise discussions about metrics (making sure that the participation adds up to discernible whole units versus related random acts), branding in a way that reinforces conceptual agreement of the Advisors to consider corporate social responsibility, and marketing by drawing in the best firms as participants in the program.

The Areas of Emphasis are not intended to be an exclusive list even though that may ultimately be a need of the program. It is hoped that one or more of the Areas of Emphasis would be included in Green Tier applications thereby reflecting the priority that the Areas of Emphasis represent. The “working examples” attached to these recommendations suggest that applications are likely to address the Areas of Emphasis since the examples are drawn from existing participants in both the pilot program and the new Green Tier law. The Advisors may also present additional and more refined recommendations that reflect the branding and marketing issues for the program as well as information learned as a result of assessing participation in the program. The Green Tier Advisors recommend that the Areas of Emphasis be used for the following:

- Discern the priority for Tier 2 letters of intent to be negotiated and charters to be developed;
- Set and measure goals for the program showing collective and cumulative progress;
- Present the scope of work that will be undertaken by the Green Tier program for those interested in participating in the program;
- Inform applicants what actions the Department expects to see; and

- o Develop new approaches to an ecological or programmatic need that will encourage potential participants/applicants to move beyond compliance and also achieve superior environmental performance.

This recommendation is based on uses of the Areas of Emphasis derived principally from §299.83 and §299.95 Wis Stats. the Green Tier statute. This recommendation also reflects the current developmental state of the program and the need to explore program potential as a part of the implementation process.

**HOW WERE THEY DEVELOPED?** The Green Tier Advisors identified the need to specify the Areas of Emphasis as the top priority at the first meeting of the Advisors in December 2005. Between December 2005 and April 2006 both the senior managers in DNR (Green Tier Coordinators) and staff from within the Cooperative Environmental Assistance Program developed alternatives for consideration by the Advisors at the April Advisors' meeting. At the April 2006 meeting, the Advisors agreed on an approach to the Areas of Emphasis and provided some general direction for the development of the Areas of Emphasis. At the July 2006 meeting, the Advisors conceptually agreed to the consolidated Areas of Emphasis and directed the preparation of this recommendation. At the September 2006 meeting, the recommendations were edited with the changes electronically routed for review. The recommendations were adopted by the Advisors at the \_\_\_\_\_ meeting. These recommendations are being forwarded to the Secretary on the basis of that decision.



AOE Examples  
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