



# GREEN TIER

Advantage: Business Advantage: Environment

**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**

“I'm very proud of the mutual efforts of our associates and those of the Wisconsin DNR. This achievement demonstrates how the combined workings of industry and state governments can result in a positive environmental impact.”

**- Don Treis, CEO,  
Arandell Corporation**

“We continually seek to integrate protection of the environment into our daily business activities because we realize that good environmental practices make good business sense.”

**Dr. Reinhold Brand,  
President,  
Evonik Goldschmidt Corporation**

**COMPLIANCE AUDIT PROGRAM** – If you want to do a voluntary self-audit to confirm that your business or facility is in compliance with all Department of Natural Resources 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://greentier.wi.gov> and click on “Compliance Auditing”.



## 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://greentier.wi.gov>



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 an individual consultation, call Mark McDermid at (608) 267-3125 or one of our Green Tier Project managers:

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