



## NEWS RELEASE

**Wisconsin Department of Natural Resources**  
101 S Webster, P.O. Box 7921, Madison, WI 53707  
Phone: (608) 266-6790 TDD: 711  
dnr.wi.gov www.wisconsin.gov

**DATE: March 22, 2006**

**CONTACT: Mark McDermid, (608) 267-3125**

**SUBJECT: DNR Green Tier Program candidate for Innovations in American Government award**

MADISON, Wis. – The Department of Natural Resources' Green Tier Program is one of 50 semifinalists selected from over 1,000 applicants to compete for the prestigious Innovations in American Government Award. The Innovations in American Government Program is presented annually by the Ash Institute for Democratic Governance and Innovation in association with the Kennedy School of Government at Harvard University.

“Through the DNR’s Green Tier Program and the Environmental Cooperation Pilot program, Wisconsin is saving companies thousands of hours of paperwork, reducing costs for monitoring, and saving time and money for permitting, while producing superior environmental performance,” said DNR Secretary Scott Hassett. “Exploring new and innovative approaches that yield both economic and environmental gains is a major component of Governor Doyle’s ‘Grow Wisconsin’ initiative.”

The DNR’s Green Tier Program, which has been operating since 2005, provides incentives to environmentally responsible businesses that voluntarily agree to develop systems for superior environmental performance, going beyond regulatory standards. Over the last five years, the Environmental Cooperation Pilot Program, the catalyst for Green Tier, gave environmentally responsible companies the flexibility needed to achieve superior environmental performance.

In the next step in the Innovations in American Government process, the Ash Institute will identify the top 18 applicants. If Wisconsin is selected to move on, the DNR will make a presentation to the Ash committee in late May. From the 18 finalists, seven will be selected to each receive a \$100,000 cash award and to make a formal presentation at the Excellence in Government Conference in July. For additional information online about the Ash Institute please visit <http://www.ashinstitute.harvard.edu/Ash/> or visit Green Tier at ([www.greentier.wi.gov](http://www.greentier.wi.gov)).