



Cooperative Environmental Assistance Bureau In the Division of Air and Waste

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About us...

We bring programs and businesses together to facilitate superior environmental performance. We manage initiatives that provide technical, compliance and performance based support to businesses and other entities dedicated to sustainability and performance management.

The Bureau of Cooperative Environmental Assistance uses three approaches to develop business relationships:

- Build programs that yield superior environmental and economic results.
- Build business sector relationships that deliver green prosperity.
- Build flexibility and facilitate innovation that meets or exceeds environmental standards while reducing costs and improving profitability and competitiveness.

Superior Environmental Performance

Developing new relationships with businesses that seek to achieve superior environmental performance is our goal.



Through **Green Tier**, the Department of Natural Resources (DNR) and businesses develop contracts and charters that deliver environmental performance and regulatory flexibility. Businesses can use environmental management systems and public involvement to help build business value. We want to hear your ideas about thinking “outside the box” and relating better to business. Join us in turning “no you can’t” into “yes we can”.

- Green Tier
- Environmental Cooperation Pilot Program
- ISO 14000
- Environmental Management Systems

Policy & Innovation

Our program works to influence policy development and issue management. We research, develop and introduce pilot programs, voluntary approaches and performance based tools that help achieve and exceed the desired environmental result. The Community Mercury Reduction Program is an example of this work.

Pollution Prevention

DNR’s business sector specialists work with you to create an efficient and effective working relationship between business representatives and DNR. Our purpose is to reduce environmental impacts by making regulations clearer, working to make regulations more flexible and proposing practices that prevent pollution and minimize waste. We use initiatives, partnerships and recognition programs as tools.

- Environmental Permit Primer
- Auto and Scrap Recyclers CCP (Storm Water Cooperative Compliance Program) and Mercury Collection Program
- Dry Cleaners’ Partnership and 5 Star Award Program
- Community Mercury Reduction Program
- WI/ Department of Defense Pollution Prevention Alliance
- WasteCap WI

Imagine the Possibilities... 
and explore them at:
<http://dnr.wi.gov/org/caer/cea/>

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2008 - 2009 Highlights

Green Tier – The program continues to enroll new entities and encourages its participants to achieve environmental results beyond compliance. <http://greentier.wi.gov/> Current participation:

- 27 Tier 1 participants with 42 facilities
- 2 Tier 2 participants
- 5 Charters
- 6 ECPP participants

With bi-partisan support, on July 8, 2009 Governor Doyle signed legislation that eliminated the sunset provision in the Green Tier and Compliance Audit laws. The bill also made program improvements and technical corrections.

Environmental Cooperation Pilot Program

Participating companies have reduced nitrogen oxide emissions by 74%, volatile organic compound emissions by 42%, and sulfur dioxide emissions by 66% from year 2000 baselines.

Mercury Product Reduction – 26 Wisconsin municipalities have signed a Mercury Green Tier Charter which will reduce the use, and increase recycling, of mercury products in their communities. Using guidance developed by CEA staff, municipal outreach targeting hospitals, dental offices, schools, and industries are leading to reported results in 2009. Nationally, CEA has worked through the Quicksilver Caucus workgroup of the Environmental Council of States (ECOS) to address many mercury issues. In 2008 the Caucus and DNR contributed to the passage of a federal law banning the export of elemental mercury from the United States by 2013.

Environmental Compliance Audit Program – Since its inception eleven facilities have utilized the program, which provides a safe harbor to self-certify their compliance with environmental laws. In 2008, Wisconsin DNR signed a Memorandum of Agreement with the Wisconsin Association of Independent Colleges and Universities. Sixteen campuses across Wisconsin are participating.

Dairy Producer Environmental Management Training – CEA was awarded a State Innovation Grant from US EPA to provide environmental management system (EMS) training and on-farm EMS technical assistance to Wisconsin dairy producers in northeast Wisconsin’s Lakeshore Basin. 11 dairy producers and processors were trained during 2008 and 2009.

National Vehicle Mercury Switch Recycling Program – In 2008, the Wisconsin Auto and Scrap Recyclers provided over 57,000 mercury switches to the national program. Fifty new participants brought Wisconsin’s total to 257 members in 2008. Wisconsin continues to be in the top 5 contributors of all 50 states.

Wisconsin Permit Primer received national recognition from the U.S. Small Business Administration for providing fast, accurate info to business users. DNR’s online permit guidance for new and expanding businesses receives an average of 2,384 visits a month. 2008 updates included assistance with the Air program’s streamlined permitting options and indirect source rules. <http://dnr.wi.gov/permitprimer/>

Cooperative Environmental Assistance Bureau

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