



Wisconsin Printing Industry Green Tier Charter

Background

The printing industry is a major business sector in Wisconsin with more than 1,000 facilities in operation. The Wisconsin Department of Natural Resources (DNR) and representatives of Wisconsin's printing industry associations, including Great Lakes Graphics Association, Specialty Graphic Imaging Association, and Flexographic Technical Association, worked closely to negotiate a Green Tier Charter to foster compliance and encourage superior environmental performance. The charter will work in tandem with the industry's Sustainable Green Printing Partnership (SGP) program, which is similar to Green Tier. The charter will be an excellent vehicle to advance sustainable business practices within the industry while improving regulatory efficiency.

Goals

The charter contains equally beneficial commitments to the DNR and the printing industry, providing environmental and economic benefits. Its overarching goals

- identify opportunities to improve environmental compliance and regulatory efficiency (e.g. streamline environmental regulations, create alternative approaches to meet regulatory obligations, develop guidance documents);
- explore and promote measures that exceed basic environmental compliance including educating the industry about the Green Tier and SGP programs, new technologies, improved processes, new or revised regulations, and resources that will provide cost savings via operational efficiencies; and
- encourage participation in the Green Tier and SGP programs for additional business benefits including formal recognition.

What is a Charter?

A Green Tier Charter is a contract between the DNR and an association(s) (i.e. group of public and/or private entities) committed to promoting participation in Green Tier and fostering superior environmental performance. A charter contains commitments, responsibilities, and methods to accomplish the stated commitments. Charters help business sectors, communities, or other creative groupings of public or private organizations establish and meet environmental objectives.

Benefits of Participation

Wisconsin printers will benefit from the tools developed or enhanced under this agreement including resources available to

- help facilities participate in Green Tier, including streamlined access if already certified under SGP;
- provide assistance with environmental regulation compliance issues;
- learn about improved technologies and methods to reduce environmental impact and/or save resources;
- report environmental results more efficiently; and
- receive formal DNR recognition for efforts, as well as benefits provided to those companies that become SGP certified.

For more information or a copy of the Charter

Visit <http://dnr.wi.gov/topic/GreenTier/Participants/Printing.html> or contact:

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