GREEN TIER invites you to become part of a program that supports your efforts in improving your green bottom line. We work with you to acknowledge your commitment to continuous environmental improvement thus enabling your business to be a powerful, sustainable force for Wisconsin. We look forward to working together to enhance your productivity, cut your costs and strengthen the health of your community. Dynamic, forward thinking businesses and charter associations are encouraged to apply.

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

“Green Tier has provided a gateway for Roundy’s to be a community leader on environmental issues. Being part of Green Tier has allowed Roundy’s to address environmental issues with credibility.”
- Max Dickman, Real Estate Development Roundy’s

“We are thrilled to be recognized as Green Tier and believe participation in this program is a competitive advantage which reflects our core values and commitment to our customers, our planet, and our team members.”
- Greg Gorski, VP of Operations, TOSCA LTD.

COMPLIANCE AUDIT PROGRAM - Before submitting your Green Tier application, consider participating in DNR’s voluntary compliance audit program to proactively verify your business’ or facility’s compliance with state environmental regulations. The program provides: limited liability for eligible violations disclosed as part of the audit, and reduced forfeitures for voluntarily reporting and correcting violations discovered during a compliance audit. Any Wisconsin business or facility is eligible to participate. For more information, visit: [https://dnr.wi.gov.Business/Audit.html](https://dnr.wi.gov.Business/Audit.html).
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.

GREEN TIER

“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! https://dnr.wi.gov/topic/greentier/

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 a consultation, contact Laurel Sukup, 608-267-6817, laurel.sukup@wi.gov or one of our Green Tier project coordinators:

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