

A MESSAGE FROM SECRETARY STEPP

Dear members of the State
Legislature,

The Department of Natural Resources is proud to submit the 2016 Green Tier Biennial Report. Green Tier is the department's voluntary program for businesses and communities, which encourages and supports beyond compliance efforts and strategies.



**DNR SECRETARY
CATHY STEPP**

Just as the participants in the Green Tier program challenge themselves to continuously improve, the Department is working to position resources to support the needs of our customers. Green Tier resources are found all over the State, as each facility has a dedicated Single Point of Contact that will assist participants with navigating the Department. Green Tier staff is also committed to supporting our participants by celebrating the innovative approaches that make them successful environmental performers while also fostering a strong bottom line.

We are very proud of all Green Tier participants as they are working every day to make their facilities and communities the very best for Wisconsin. I hope you enjoy reading more about Green Tier and the accomplishments of your constituents.

Sincerely,



INSIDE THIS REPORT

CLICK THE BOXES BELOW



WHO'S IN?

We're excited to offer an interactive map showing locations of Green Tier participants.

**Who is participating in your district?
Click on the map to see**

- participants at each level of the program
- legislative district boundaries
- county boundaries



1 JUST THE FACTS

2 Green Tier Participation for

3 2015-2016

The Department of Natural Resources staff dedicated to administering the Green Tier program have been supporting businesses and communities to systematize their environmental performance for 11 years. Green Tier is not defined by a single industry or type of participant. Participants range in size from as few as five employees to as many as 5,000.

We are proud of the Green Tier participants who have joined this voluntary program and work every day to make Wisconsin a better state.

Green Tier participants:

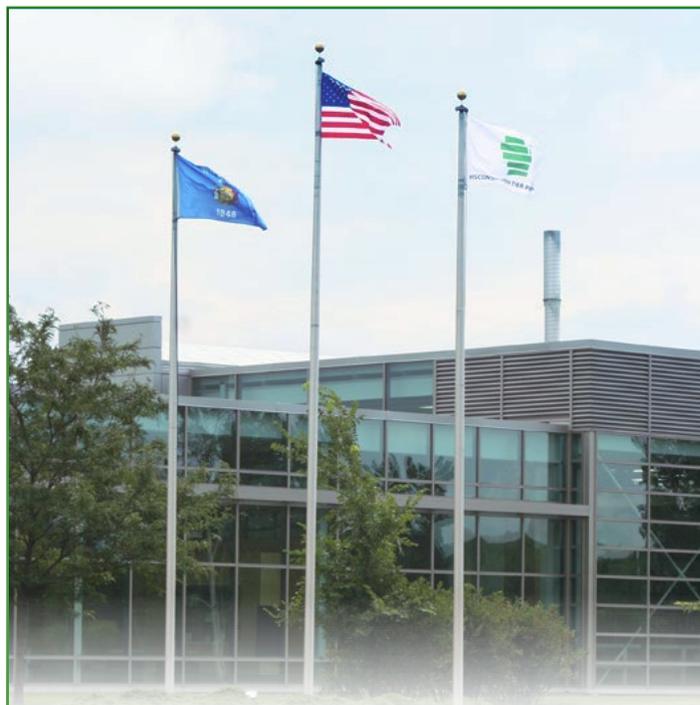
- Have a sound environmental record
- Have/build a system that guides their environmental decision making
- Commit to producing annual reports on their progress
- Commit to have their system audited

The system that guides their environmental decision making is called an Environmental Management System (EMS) and follows or is equivalent to the ISO 14001 standard.

A valuable component of the EMS is the requirement of conducting an audit, as a verification process. The auditing schedule is dependent on whether the facility is participating at the Tier 1 or Tier 2 level, and ranges from every year to every third year.

The audits give meaningful feedback to the participants to know how they are doing, as well as a non-biased assessment to be shared with customers, supply chains, and other interested parties.

GREENTIER.WI.GOV



Total number of participants

Tier 1—79 Participants with 244 facilities

Tier 2—7 Participants with 10 facilities

Charters—6 Agreements

Levels of participation

Green Tier has 3 ways to participate.

Tier 1 is designed to encourage innovation, collaboration and new environmental goal setting.

Tier 2 is more rigorous. You must already have a fully functioning EMS. At this level the contract can be used to establish flexibilities that are proportional to environmental performance.

Charters are for groups that have come together around a shared vision. A charter is developed to formalize their efforts with the DNR to reach their goals.

WHY GREEN TIER?

Green Tier is the Department of Natural Resource's program for businesses that understand the value of systematizing their environmental performance. Through Green Tier the department acknowledges and supports businesses and communities that work to be efficient, innovative and improve their environmental performance.

Green Tier participants are offered incentives for their participation. The DNR designates a single point of contact for each Green Tier participant. These single points of contact help participants navigate DNR environmental programs, facilitate connections with other companies, as well as introduce them to NGOs or other governmental programs that have expertise that can help participants achieve their goals.

Each participant is also offered the option of reduced inspection frequency. In the event that a violation is identified and disclosed, Green Tier participants may be eligible for limited civil immunity.

DNR additionally commits to providing publicity for Green Tier participants through celebration events, its website and reports such as this one.

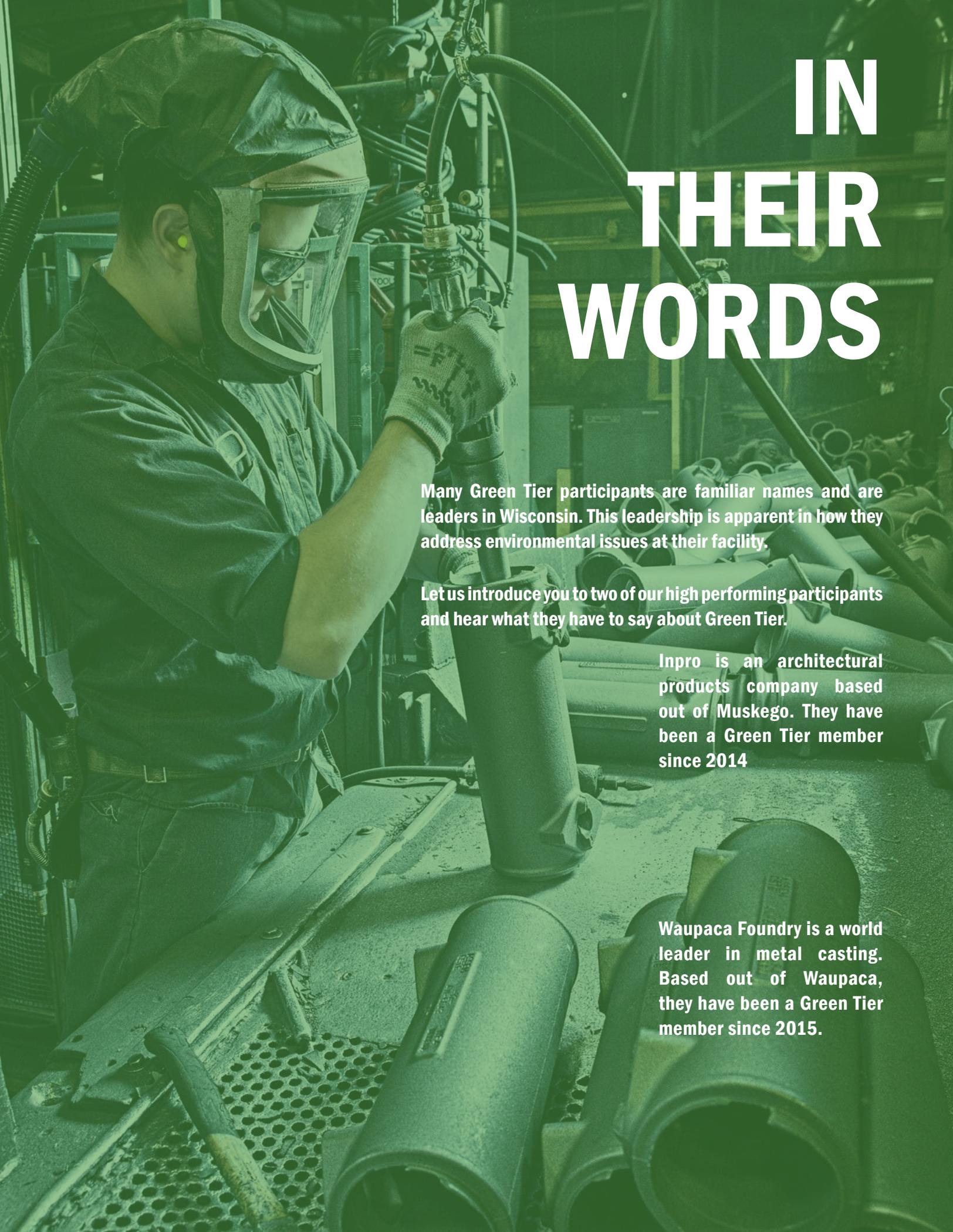
Top photo: Participating companies often show their pride in the program at Green Tier celebrations. Kimberly Clark showed theirs with these Green Tier emblazoned cookies. Photo courtesy Kimberly Clark



Empire Screen, a Green Tier participant, developed technology that is significantly more economical and environmentally sustainable than current industry practices that use solvent based ink



R3NEW employee Salvador Rios Jr. disassembles a copier machine after its data was erased. All useful materials will be recycled.

A worker in a factory wearing a full protective suit and mask, working with machinery. The scene is dimly lit with a green tint, showing various pipes and mechanical parts in the background.

IN THEIR WORDS

Many Green Tier participants are familiar names and are leaders in Wisconsin. This leadership is apparent in how they address environmental issues at their facility.

Let us introduce you to two of our high performing participants and hear what they have to say about Green Tier.

Inpro is an architectural products company based out of Muskego. They have been a Green Tier member since 2014

Waupaca Foundry is a world leader in metal casting. Based out of Waupaca, they have been a Green Tier member since 2015.



Bryant Esch
Waupaca Chief Sustainability Officer

Waupaca Foundry, Inc. (WFI) sees the Green Tier program as a valuable forum for communicating sustainability information amongst our stakeholders. The program allows Waupaca Foundry to contribute a pioneering role in assisting the wider business community towards achieving superior environmental performance.

Waupaca Foundry has developed primary business goals to accomplish sustainable growth. These include commitments to promote state-of-the-art pollution control technologies and reductions in manufacturing energy intensity, water use, and solid waste generation.

WFI is proud to have attained significant achievements in each of these areas. Performance improvements continued under the Green Tier program have included a 16% reduction in energy use, a 43% reduction in total water use, and the beneficial reuse of 80% of foundry by products for road construction, commercial and agricultural projects.

WFI has also researched and pursued innovative technologies to provide continued operational improvements. Whether through the implementation of a highly successful sand reclamation system at the Plant 23 facility in Waupaca, or the award winning development of foundry sand as a low-permeability clay substitute, 2015 proved to be a significant year of success towards Waupaca Foundry's continuing efforts.

Waupaca Foundry recognizes Green Tier as an important tool of focus to both support determined action and embrace the possibilities of sustainability. This focus, with the pragmatic application of existing technology, supports WFI's continuing goal to be recognized as a sustainability leader.



*Amanda Goetsch
Sustainability Manager, Inpro*

Partnerships and collaborative relationships are vital business tools in our ever-evolving and complex world. When it comes to environmental stewardship Inpro aims to align itself with the highest standards available. The partnership with the Green Tier program insulates our business with an added layer of confirmation assuring our stakeholders we're operating in a pragmatic and environmentally responsible manner.

Integrating an EMS and partnering with the Green Tier program has enabled us to achieve substantial goals. In 2015 alone, Inpro:

- reduced copy paper usage by 20% (far exceeding our original target);
- reduced waste by 37% at our World Headquarters (again far exceeding our original target);
- established an ecological cleaning procurement policy;
- increased our supplier's role in our EMS;
- implemented corporate-wide environmental accounting, life cycle assessment and sustainability software

As a privately held, innovative company we always look to set ourselves apart from competitors in the market. Being part of Green Tier enables us

In addition to other environmental initiatives, Inpro has established a honey bee sanctuary to help combat the decline of bees.
Photo courtesy of inpro

to have the backing and approval of a historically highly regarded organization. We find the branding and marketing opportunities incredibly valuable. On par, we also value the opportunities to network, share next best practices and share challenges and opportunities with other organizations and businesses in the program. Being part of the program allows us to have a direct point of contact at the DNR allowing us to more easily find resolution when questions arise. Acceptance allows Inpro to have a more positive relationship with the DNR; one of trust and communication versus gridlock and demerits.

We would encourage others throughout the state to take advantage of such a unique and beneficial business opportunity and we thank everyone within the DNR for their continued efforts to protect and enhance our natural resources; to provide a healthy and sustainable environment; to ensure the right of all people to use and enjoy these resources; to work with people to understand each other's views and to carry out the public will; and consider the future and generations to follow.

GREEN TIER CHARTERS

Expanding Use



Representatives of the Clear Waters Initiative charter inspect a silt sock on the downstream perimeter of a Veridian home site. Photo: Veridian Homes

Along with Tier 1 and Tier 2, charters offer another way to participate in Green Tier. A charter is a contract entered into by the DNR and a group committed to helping its members reach shared environmental goals. Charters help business sectors, supply chains or other creative groupings of organizations establish and meet environmental objectives. These groups or associations may consist of private entities, public entities or a combination. The charter document describes the goals, responsibilities and methods to be used.

Unique in U.S. environmental law, they provide a legal framework for an association of public and private entities to produce and be recognized for superior environmental performance and foster collaborative problem solving.

Benefits of charter membership include:

- shared resources amongst members
- a single point of contact within the DNR
- networking opportunities

Green Tier has seen much growth in the number of Charters and believes this trend will continue. Charters have proved to be a strong conduit between associations, communities and State government.

Visit our website to learn about specific Green Tier charters

Clear Waters Initiative — encourages the construction sector and local government to reduce overall sediment delivery to lakes and streams [\[LINK\]](#).

Green Tier Charter for Superior Environmental Performance with the Printing Industry in Wisconsin — improves printers' environmental compliance while also encouraging beyond-compliance actions [\[LINK\]](#).

Legacy Communities Green Tier Charter — encourages municipalities to take actions and collaborate to achieve environmental outcomes for their community [\[LINK\]](#).

Wisconsin Consulting Foresters Environmental Results Charter — establishes voluntary methods to improve forest management practices for consistent protection of Wisconsin's natural resources [\[LINK\]](#).

Wisconsin Master Logger Environmental Results Charter — commits to sustainable practices that improve forest management [\[LINK\]](#).

Wisconsin Urban Wood* — encourages sustainable urban forest management, harvest and utilization practices [\[LINK\]](#).

***At time of publication this Charter is drafted and awaiting signatures**



Continue Reading:



LEGACY COMMUNITIES

Influencing nearly 500,000 Wisconsin citizens, the Legacy Communities charter has strengthened camaraderie among participants and inspired friendly competition to be even stronger environmental stewards.

The mission of the charter is to assist municipalities and counties to move faster and to go further towards their sustainability goals.



Legacy Community Members touring the city of Monona's solar array

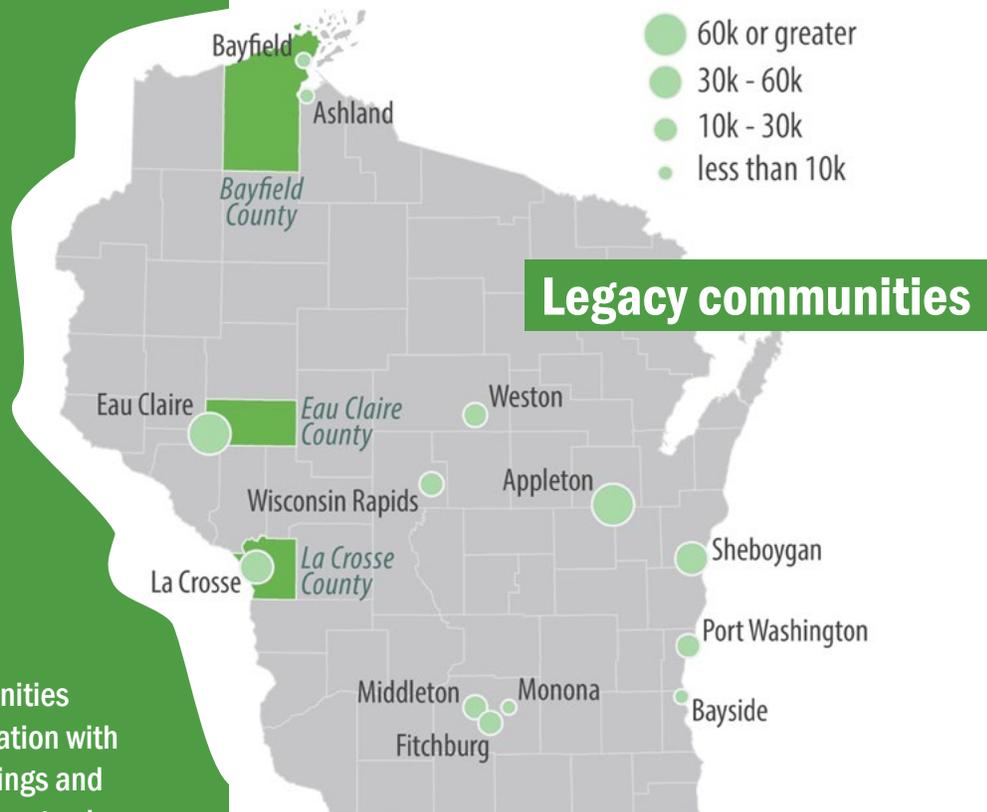
Legacy communities foster collaboration with quarterly meetings and monthly webinars to share best management practices and grant opportunities. In addition dedicated task forces provide focus on topics that member communities have identified as priorities, including: Property Assessed Clean Energy (PACE), energy bench marking, water resources and health in all policies.

Highlight:

Legacy Communities was awarded a \$1 million grant from the U.W. School of Medicine and Public Health, Wisconsin Partnership Program to develop a "health in all policies approach."

Population

- 60k or greater
- 30k - 60k
- 10k - 30k
- less than 10k



Members include 12 communities, 3 counties (shown on map above) and the following organizations:

- 1,000 Friends of Wisconsin
- Center on Wisconsin Strategy
- League of Wisconsin Municipalities
- Municipal Environmental Group – Wastewater
- Wisconsin Counties Association
- Wisconsin Energy Conservation Corporation
- Wisconsin Department of Natural Resources

SECTORS MAKE USE OF CHARTERS

Printing



Left to right: Joseph Lyman (Great Lakes Graphics Association), Mark Aquino (DNR), Doreen Monteleone (Flexographic Technical Association) and Marcia Kinter (Specialty Graphic Imaging Association).

The printing industry in Wisconsin utilizes a Green Tier charter that advances sustainable business practices while improving environmental compliance and regulatory efficiency. It plans to accomplish this through education about new technologies, improved processes, new or revised regulations, and resources that will provide cost savings through operational efficiencies.

Members of the charter include Great Lakes Graphics Association, Specialty Graphic Imaging Association, and Flexographic Technical Association. The Printing Industry charter works in tandem with the national Sustainable Green Printing Partnership (SGP) program.

Benefits of Participation

- receive assistance with environmental regulation compliance issues
- learn about improved technologies and methods to reduce environmental impact and save resources
- report environmental results more efficiently
- receive formal DNR recognition for efforts
- reciprocity options with the industry's SGP program

Forestry

The forestry industry is utilizing Green Tier's charter tool to engage several parts of the supply chain. Charter's have been developed with the Master Loggers (signed 2012), Consulting Foresters (signed 2016), and Wisconsin Urban Wood (to be signed 2017).



The Wisconsin Master Logger program represents loggers from across Wisconsin that are committed to going beyond compliance in harvesting practices.

Why the interest in Charters? Each charter has specific goals, but common to all three are to formalize and expand their relationship while focusing on their commitment to environmental performance.

The department looks forward to continuing efforts on these charters and building charters with other sectors and organizations in the future.

ENVIRONMENTAL COMPLIANCE AUDIT PROGRAM REPORT

The Environmental Compliance Audit program is a great way for companies to take a step in understanding and ensuring their compliance, as well as ensuring their commitment to environmental performance. Facilities are encouraged to conduct voluntary compliance audits to improve both awareness of and compliance with regulatory requirements. After the audit participants must disclose their findings and correct violations.

What are the benefits of taking on a proactive audit?

- Incurring less financial risk and limiting liability for violations disclosed as part of the audit
- Building working relationships between companies and the DNR
- Minimizing risk of environmental harm
- Providing a baseline for measuring future improvements

When would be a good time to enter the Environmental Compliance Program?

- Before a company is put on the market
- When you want to detect potential non-compliance problems
- When considering refinancing
- To minimizing your liability if you have a compliance issue

The department received Environmental Compliance Audit Reports from two program participants during the period January 1, 2015 through August 30, 2016. Participants were located in Wood and Milwaukee Counties. The audit reports were received from both governmental and non-governmental entities.

Number of potential violations reported by type:

- Air violations disclosed: 4
- Water violations disclosed: 1
- Solid waste violations disclosed: 0
- Hazardous waste violations disclosed: 0
- Other environmental violations disclosed: 0

Number of reported violations involving each of the following:

- Failure to have a required permit: 0
- Failure to have a required plan: 1
- Violation of a condition of a permit: 4
- Release of a substance to the environment: 0
- Failure to report: 0

No corrective actions took longer than 90 days to complete.