

Green Tier and Environmental Incentive Programs – Better Environment, Better Business!



Gregg Breese
WDNR



The Need for Environmental Innovation

- Current practice has produced a “culture of compliance”
- Most businesses now understand the benefits of environmental performance
- No current governmental support for going beyond compliance
- Businesses are creative entities



What is Green Tier?

A systematic approach to drive Superior Environmental Performance

- **Businesses** Green Tier can save time, reduce costs, encourage innovation, contain liability and adapt to market demands quickly.
- **Environment** Each company in the program commits to specific and measurable environmental improvements and reports regularly on their progress. Actions may result in reduced pollution, energy conservation, and the implementation of sustainability strategies.
- **Community** A cleaner environment, more communication between public and private entities, and increased community involvement.
- **Taxpayers** Green Tier reduces bureaucracy and allows regulators to focus on the most pressing environmental concerns, like businesses with sub-standard environmental records.



Green Tier Values

Energy
Conservation Programs
Alternative Source Programs
Communication & Marketing
Education & Outreach Programs

Environment
Performance & Results
Minimizing Environmental
Impacts
Recognition & Reward

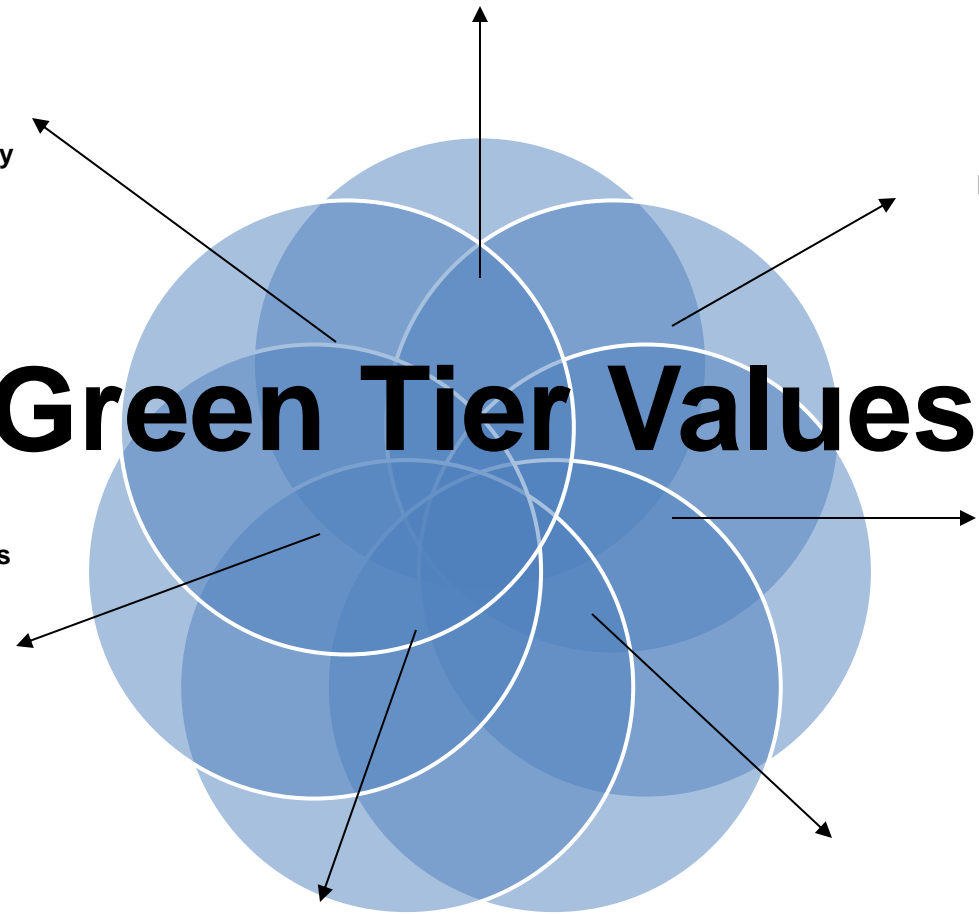
Equality
Social Equity
Community Outreach,
Involvement & Education

Education
Training
Communication & Marketing
Education & Outreach Programs
Collaboration Opportunities

Ethics
Conservation Roots
Natural Resource Commodity
Branding
Communication & Marketing

Effectiveness
Technology Utilization
Innovation Programs
Supply Chain Management Programs
Flexibility For Performance Results
Communication & Marketing
Collaboration Between
Industry & DNR
Business Outreach Programs
Department Outreach Programs

Economics
Competitive Business Strategy
Bottom Line Results
Triple Bottom Line Results





Green Tier Tools

- **Tier 1**
 - Only tool currently used Industrial sand mining
- **Tier 2**
 - Contracts written and designed for a specific facility/business
- **Charters**
 - Contracts written and designed for specific sectors/businesses
- **Compliance Audits**
 - One time unique approach to finding any requirements that have been missed with limited liability



Eligibility

- Enforcement Record
- Environmental Management System (EMS)
- Environmental Performance
- Audits and Reports

Statutory Incentives

- For all participants (Tier 1 or Tier 2):
 - Single Point of Contact
 - Publicity
 - Logo & Certificate
 - Deferred Civil Enforcement
 - Lowest Inspection Frequency



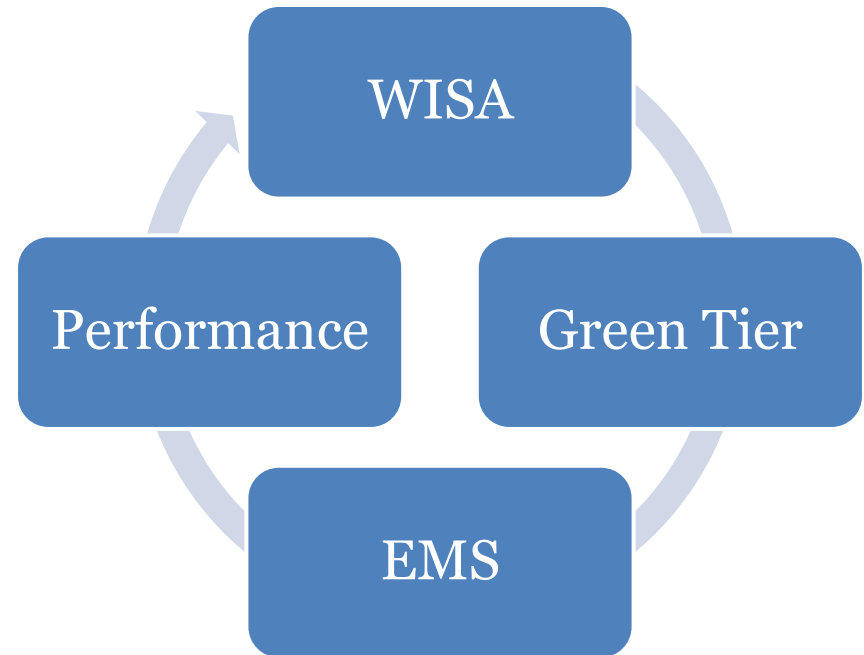


Statutory Incentives

- Both Green Tier levels allow for deferred DNR enforcement of any violations discovered in annual performance reviews. The DNR will not start civil action if violations are corrected within 90 days of the review, and possibly up to 12 months in some situations. Deferred enforcement does not apply if the violation involves an imminent threat to public health and the environment, or if the DNR discovers the violations before the company implements an environmental management system.

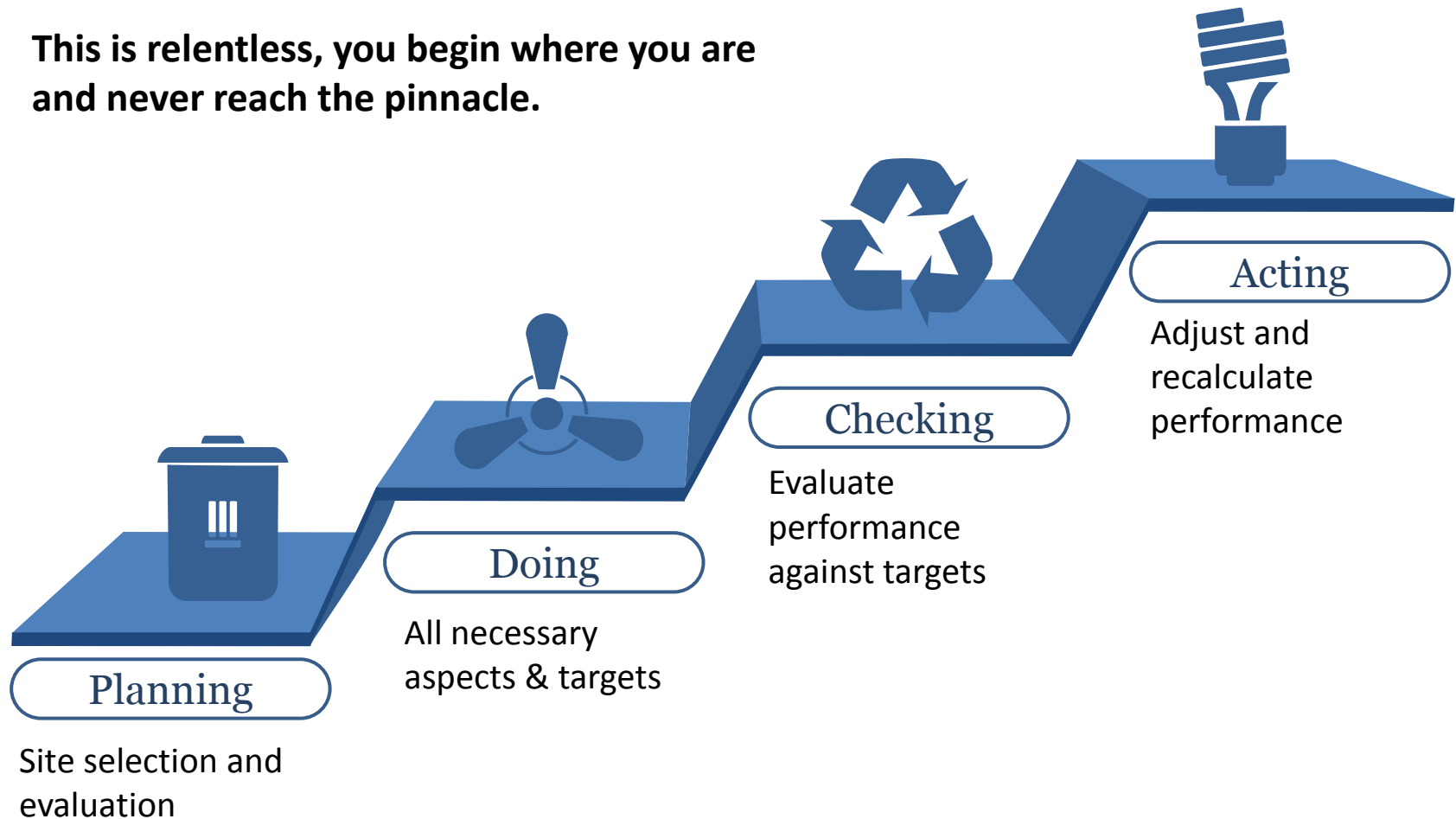
Environmental Management System

- Tier 1 Must have within one year of application
 - Authoritative responsibility
- ISO 14001
 - Certification
- Or Functionally Equivalent
 - Self-certification



Environmental Management Systems

This is relentless, you begin where you are and never reach the pinnacle.



Reporting Requirements

- Annual report
 - Address significant aspects
 - Demonstrative of performance
 - Lay out goals
 - Combined reporting?
- Every 3rd year audit
 - Independent verification of FE
 - Are there other possibilities?
- What makes you a cut above the rest?
- New ideas for improvements across the board in mining
- Specific guidance at:
- <http://dnr.wi.gov/topic/GreenTier/Reports.html>

Gregg Breese
Business Sector Specialist
608-267-0802
Gregory.breese@wisconsin.gov

