



GREEN TIER

Advantage: Business Advantage: Environment

GREEN TIER invites you to become part of the ideal state for growing a green bottom line. The DNR is looking for companies who have made the business case for becoming a powerful, sustainable force for environmental good while improving their bottom line. Dynamic, forward thinking businesses and institutions are benefiting from all the ideas, ideals and advantages of being Green Tier participants.

WHY PARTICIPATE?

- Improve your bottom line
- Increase your visibility in the community
- Improve your reputation
- Expand environmental initiatives
- Attract customers
- Minimize material and production costs
- Retain existing employees and appeal to new ones
- Appeal to “green” investors
- Stay a step ahead of your competitors

PEOPLE SAY...

“Green Tier is about finding new ways to generate economic growth while maintaining a common principle to protect and preserve our environment.”

- **WI State Senator**
Neal Kedzie

“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.”

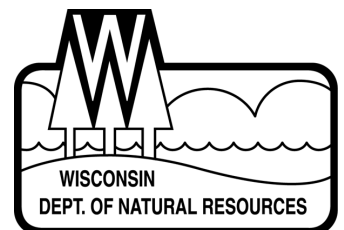
- **Paul McShane,**
Branch General Manager,
Veolia ES Technical Solutions

“We continually seek to integrate protection of the environment into our daily business activities because we realize that good environmental practices make good business sense.”

- **Dr. Reinhold Brand,**
President, Evonik Goldschmidt
Corporation

Green Tier represents a **new approach** to environmental protection. It relies heavily on the existing regulatory system, but recognizes that a select group of companies operate beyond compliance minimums. It is these “**leadership**” **companies** that are the focus of Green Tier.

Green Tier emphasizes: **superior environmental performance**, customized business assistance and the development of a cooperative working relationship.



Pub CO-502 rev 03/2010

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:

- Clean environmental enforcement history
- Commitment to superior environmental performance
- Environmental Management System in place or under development
- Ideas for improving performance that will benefit both your business and the community

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.

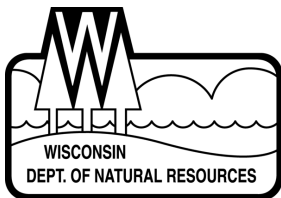


“Rockwell Automation strives to be an environmental management leader and go beyond rules and regulations. We are constantly looking for ways to reduce energy consumption, generate less waste, and divert our waste stream from landfills. By concentrating on the basics and utilizing many of the same Rockwell 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! <http://greentier.wi.gov>



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 an individual consultation, call Mark McDermid at (608) 267-3125 or one of our Green Tier Project managers:

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