



**EXECUTIVE ORDER # 69**

**Relating to the Expansion of the Ground-breaking  
Green Tier Program of the Department of Natural Resources**

**WHEREAS**, it is the duty of the Department of Natural Resources (“DNR”) to protect the State’s abundant natural beauty; and

**WHEREAS**, the economic crisis has shown that government must work in a coordinated and focused fashion to enhance the potential for economic vitality and growth; and

**WHEREAS**, the DNR, in fulfilling its responsibilities to protect the natural resources of this State, may lack the regulatory flexibility and streamlined permitting processes needed to support economic development opportunities; and

**WHEREAS**, in 2003 State Senator Neil Kedzie led a successful effort to pass legislation, which created the Compliance Audit and Green Tier programs to deliver the first in the nation statutory-based approach to regulatory flexibility; and

**WHEREAS**, while the Green Tier program has created enhanced business profitability, improved environmental performance, and streamlined working relationships for a number of individual companies, the full potential of the program remains unrealized; and

**WHEREAS**, Wisconsin’s business climate can be enhanced by simplifying the development of environmentally friendly business models, proactively working with businesses to lower the burdens of government regulation, demonstrating to new and prospective businesses that Wisconsin can act as a beneficial partner, and providing more Wisconsin businesses the opportunity to participate in the Green Tier program by lowering implementation costs; and

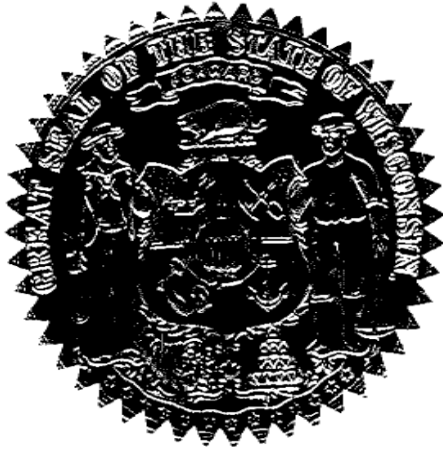
**WHEREAS**, the DNR has recently created the Office of Business Support and Sustainability to find unique ways to ensure environmental protection while at the same time meeting business needs; and

**WHEREAS**, given the DNR’s past experience with the Green Tier program, the DNR could provide incentives that would enhance profitability, competitiveness, and performance of specific business sectors while delivering improved environmental performance.


**NOW THEREFORE, I, SCOTT WALKER**, Governor of the State of Wisconsin, by the authority vested in me by the Constitution and laws of this State, do hereby:

1. Direct the DNR to build on its ground-breaking Green Tier program in order to better serve business and local government in Wisconsin.
2. Direct the DNR to achieve this goal by developing sector specific program suites in the Green Tier program, to include:
  - a. Targeted incentives for small, medium, and large businesses to participate in the Green Tier program.
  - b. Development and distribution of environmental management system prototypes.
  - c. Increased online access for program development.


3. Direct the DNR to complete the above stated directives as soon as practicable, begin to proactively seek out possible business sectors, and coordinate with other state agencies, such as the Wisconsin Economic Development Corporation, as needed in order to effectively communicate to the business community.



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this twenty-third day of May, in the year two thousand twelve.

  
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SCOTT WALKER  
Governor

By the Governor:

  
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DOUGLAS LA FOLLETTE  
Secretary of State