

Wisconsin Printing Industry Superior Environmental Performance Charter 2015 Annual Report

This is the annual report of a charter agreement, signed Sept. 30, 2015, between the Wisconsin Department of Natural Resources (DNR) and the printing associations -- Specialty Graphic Imaging Association (SGIA), Great Lakes Graphic Arts Association (GLGA) and Flexographic Technical Association (FTA).

Goals of Charter

The overall goals of the Wisconsin Printing Industry Superior Environmental Performance Charter include:

1. Inspiring beyond-compliance environmental performance by the printing industry in an economically feasible manner;
2. Exploring alternative approaches to address environmental performance that extend beyond regulatory requirements;
3. Identifying opportunities for improving regulatory efficiency;
4. Encouraging participation under the Green Tier program and the Sustainable Green Printing Partnership (SGP); and
5. Improving relationships among all parties.

Accomplishments by Associations

During 2015 and in accordance with the commitments of the charter, the printing associations conducted the following activities based on the objectives of the charter:

- A. Encourage Wisconsin printers to submit applications for Green Tier
 - a. Specialty Graphic Imaging Association
 - i. Visual Impressions, Milwaukee, WI, was recognized as a Green Tier, Tier 1 program participant; and working to become the first SGP certified printer to be recognized as a Tier 2 participant;
 - ii. Announcements: October 6, 2015, Press Release; Follow up letters to members with fact sheet and personal letter; and
 - iii. Website: First to Know section <https://www.sgia.org/first-know/feature/sgia-signs-printing-industry-charter-wisconsins-green-tier-program>.
 - b. Great Lakes Graphics Association
 - i. Announcements: September announcement of charter to members in GLGA's NEWSCAN newsletter to 1,672 members;
 - ii. Announcements: October feature article of charter to members in GLGA printed and mailed newsletter 271 members; To view, please click the following link: <http://glga.info/wp-content/uploads/1/2016/02/October-GLGA-Newsletter.pdf>
 - iii. Website: <http://glga.info/printing-industry-associations-signs-green-tier-charter/>

- c. Flexographic Technical Association
 - i. Announcements: September announcement of charter to members in newsletter EHS Direct to 5,125 members; October follow-up of charter signing event in newsletter EHS Direct to 5,141 members;
 - ii. Website: Printing Industry News <http://flexography.org/printing-industry-associations-signs-green-tier-charter/>; EHS News & Alerts <http://flexography.org/training-resources/sustainable-flexography/ehs-news-alerts/>.

- B. Notify SGP certified printers affiliated with the associations about that SGP criteria, along with the supplementary criteria satisfy the functional environmental management system (EMS) equivalency of Green Tier
 - a. To encourage other SGP certified facilities to become Green Tier, the associations conducted the following outreach alone and in concert with SGP:
 - i. SGP Press Release – Sept. 30, 2015 sent to all SGP media contacts (Appendix A); and
 - ii. SGP Monthly newsletter – November 2015 to SGP certified facilities and interested parties (1,500).

- C. Conduct outreach for each participant that has been accepted into the Green Tier Program
 - a. Visual Impressions, Milwaukee, WI became the first SGP certified facility to enter into Green Tier under this charter; and
 - b. SGP November 2015 newsletter mentions program.

- D. Promote General Permits, Registration Permits and the Environmental Results Program (ERP) and other tools and approaches DNR develops.

- E. Perform training for printing facilities in Wisconsin regarding EMS, Sustainability and the Green Tier program.

- F. Develop a baseline and annual reporting form to capture sustainability metrics.
 - a. This initial annual report will be used as a template for future reports.

- G. Setting goals for the next calendar year.
 - a. Outreach & Training
 - i. Webinar program on the Green Tier Program and SGP Partnership;
 - ii. Development of workshop training programs; and
 - iii. Continued inclusion in Association newsletters
 - b. Regulatory
 - i. Continue to meet with DNR on issues of mutual concern

Joint Accomplishments with WI DNR

In accordance with the charter the associations, along with the WI DNR, conducted the following activities in 2015 as committed in the charter:

- A. Develop and promote opportunities for printing operations, potential Green Tier and SGP participants, and active Green Tier and SGP participants to learn about new technologies, improved processes for more sustainable printing, new or revised regulations, and resources as well as fostering peer-to-peer assistance among Wisconsin printing companies as a way to demonstrate successful, sustainable actions and encourage continued and growing participation in Green Tier.
 - a. Continued to work with the DNR on key regulatory issues: emissions inventory program, potential revisions to existing ROP and GOP permits for printing; solvent wiper rule; and streamlined activities related to the Lithographic RACT rule.
- B. Develop and update support and guidance documents that help Wisconsin printing operations determine and comply with permit and other compliance requirements and improve their performance.
 - a. Cross walk documents were developed to enable printing companies certified by the SGP to become Green Tier facilities.
 - i. Identification of Environmental Aspects
 - ii. Process Mapping Tool
 - iii. Environmental Aspects and Impacts Ranking
 - iv. Environmental Emergency and Prevention Plan
 - v. Document Control Procedure
- C. Develop additional recognition programs as appropriate, including ones that simultaneously promote Green Tier and SGP.
- D. Update respective websites to reflect the existence of this charter and the relationship between Green Tier and SGP.
 - a. SGP website has an archive of Appendix A press release announcing the charter.
 - b. FTA has links Printing Industry News <http://flexography.org/printing-industry-associations-signs-green-tier-charter/>; EHS News & Alerts <http://flexography.org/training-resources/sustainable-flexography/ehs-news-alerts/>
 - c. SGIA has links in Government Watch, First to Know <https://www.sgia.org/first-know/feature/sgia-signs-printing-industry-charter-wisconsins-green-tier-program>

In accordance with the charter, this report is submitted February 26, 2016.

Marcia Y Kinter

Marcia Y. Kinter, Specialty Graphic Imaging Association

J Lyman

Joseph Lyman, Great Lakes Graphics Association

Doreen M Monteleone

Doreen M. Monteleone, D2 Advisory Group/Flexographic Technical Association

Appendix A

Sustainable Green Printing Partnership certification now recognized by Green Tier

BY OFFICIAL SGP MEDIA RELEASE ON SEPTEMBER 30, 2015

Sayville, NY - The Sustainable Green Printing Partnership (SGP) today announced recognition of its facility certification by the Green Tier program from the Wisconsin Department of Natural Resources.

The Green Tier program recognizes Wisconsin companies and businesses for superior environmental performance and encourages businesses to move beyond compliance with regulations. With the recognition of SGP certification, printers are able to use SGP certification to gain entry to Green Tier.

"With the cooperation of the leading trade associations for the print and publishing industry, Green Tier will now recognize SGP certification as criteria to join other companies committed to superior environmental performance," said Jessica Lawent, Department of Natural Resources printing sector specialist. "With this cooperation we hope to see Wisconsin printing companies lead nationally in environmental performance within the print and publishing industry."

"Recognizing SGP certification as a functional Environmental Management System in the Green Tier program is significant for our certified facilities," said Marci Kinter, Immediate Past Chair, SGP Board of Directors. "The positive response of public and private organizations to SGP certification is being seen in sustainable procurement and preferences for SGP certified facilities across the United States."

Visual Impressions www.visualimp.com of Milwaukee, Wisconsin, was the first SGP-certified facility to enter the Green Tier program.

SGP building momentum

Since earlier this year under the recently released EO 4 sustainability directive, New York State entities have been encouraged to issue contracts for printing where contractors meet SGP criteria.

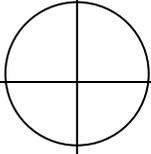
(<http://ogs.ny.gov/EO/4/Docs/Finals/Printing.pdf>).

About Green Tier

Green Tier is a program from the Wisconsin Department of Natural Resources. In exchange for a commitment to superior environmental performance, the DNR grants benefits to Green Tier participants, including opportunity to be a pioneer in regulatory reform, potential for permit streamlining, modified monitoring requirements, alternative compliance methods, and branding with Green Tier logo. For more information about the [Green Tier program](http://dnr.wi.gov/topic/GreenTier/) visit <http://dnr.wi.gov/topic/GreenTier/>.

About SGP

The Sustainable Green Printing Partnership (SGP) is a non-profit organization that certifies printing facilities' sustainability best practices, including and beyond regulatory compliance. SGP strives to assure a sustainability-driven supply chain to the print buying community through strategic partnerships with SGP Certified Printers and SGP Patrons. To learn more about SGP visit www.sgppartnership.org or email info@sgppartnership.org.



Graphic Arts Coalition

Representing the Graphic Communications Industries

December 23, 2015

Ms. Jessica Lawent
Air Management Transportation Specialist & Printing Sector Specialist
Wisconsin Department of Natural Resources
101 S Webster St
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Dear Ms. Lawent,

The signatories of the Green Tier Charter for Superior Environmental Performance with the Printing Industry in Wisconsin, comprised of the Flexographic Technical Association, Great Lakes Graphics Association and Specialty Imaging Graphic Association, submit the following goals for the 2016 calendar year:

- For the printing facilities certified by the Sustainable Green Printing Partnership (SGP):
 - Develop guidance materials, templates, and other necessary materials for facilities already participating in SGP and/or Tier 1 of Green Tier to help achieve Tier 2 status.
 - Contact and work with current SGP certified facilities in Wisconsin to encourage them to join the Green Tier program. The facilities will be contacted by February 2016.
- Prepare and present a Green Tier introductory webinar, in collaboration with WI DNR, for the Wisconsin Printing Industry. The goal of the introductory webinar is to educate the Wisconsin printing industry about Green Tier, SGP Certification Program, and the relationship between the two programs. The webinar will be archived and made available and promoted to printing operations via other communications.

- Conduct outreach to the printing industry in Wisconsin to educate companies about the WI Green Tier and SGP Program and the relationship between the two programs. Goal: Reach the approximate 1,000 facilities operating across all print platforms in the state. The goal is to gain new applicants to Tier 1 of Green Tier with the goal of encouraging them to enter Tier 2 with continued superior environmental performance.
- The SGP program's certification criterion is under review and public comments are being sought for the 2016 Certification Criteria. The signatories will review the criteria to determine steps that could be taken to further align the SGP criteria elements with the Green Tier program, as appropriate. It is anticipated that this project will be completed by May 2016.

We look forward to continuing to work with the WI Green Tier program as we implement the Printing Charter. If you have any questions regarding the program goals as provided, please do not hesitate to contact any of the signatories listed below.

Sincerely,



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