



The first category on the application is “**Communication**”, which allows your business to accrue points by simply engaging employees and clientele in your organization’s green initiatives. Some easy ways to do this are by providing training to employees about your sustainability plan, having literature available or distributed on how your organization is improving its environmental impact, or even just simply verbally communicating to publicize your environmental improvement projects. Your business has many options on how it chooses to communicate, including your website, brochures, tours, or any other creative avenue.

The next application section is “**Waste Reduction, Reuse, and Recycling.**” Some options in this section include having a recycling program in place to keep recyclables out of landfills, or having a waste reduction plan, which might include purchasing products in bulk, or having your printers set to double-sided printing.

The next category is “**Energy Efficiency and Conservation**”. Some actions your company may take to earn points for this section could be replacing lights with fluorescent or LED bulbs, having timed and/or occupancy sensors for lights, installing insulation on pipes to improve efficiency, or having ENERGY STAR qualified windows or lights. The next section is specific to “**Water Conservation**”, so if your organization has low-flow fixtures, or uses storm water management techniques such as rain barrel installation, or even has a regular maintenance plan in place to repair leaky faucets, you can easily accumulate points. Along the same lines, there is a section for “**Wildlife Conservation**”, so if your organization securely stores food and trash to prevent accidental feeding of wildlife, or uses organic fertilizers or native plants in your landscaping plan, your business could earn points for Travel Green.

Travel Green Wisconsin is also concerned with your business’ plan to improve air quality. In the “**Air Quality**” section, there are section items asking if your company only uses Low-Volatile Organic Compound paints and finishes, or if ozone-depleting chlorofluorocarbons (CFCs) such as refrigerants and aerosols are avoided.

If your organization promotes carpooling by staff or discourages guests from idling their vehicles, you could also easily earn points for the “**Transportation**” category. Travel Green Wisconsin is also interested in seeing how your organization supports your surrounding community. If your business buys locally sourced supplies or your staff is comprised of local people, you can earn points in the “**Local Community Benefits**” category. The last application category is “**Purchasing**”. This category focuses on what your business buys, such as organic, recyclable or compostable products, or the choice of suppliers that are responsible environmental stewards by implementing initiatives such as a take-back program.

As you can see, the application does not call for drastic changes in your business plan. Instead, it highlights practices you may already be doing to save time, energy, and money, while also giving you new ideas on how to improve your sustainability plan.