

TRAVEL GREEN WISCONSIN APPLICATION

What is Travel Green Wisconsin?

Travel Green Wisconsin™ is a voluntary initiative that invites Wisconsin's tourism-related organizations to build upon the state's legacy of environmental stewardship through continuous improvements in environmental performance. The Travel Green Wisconsin (TGW) certification program recognizes tourism-related organizations (businesses and events that make up Wisconsin's thriving tourism industry) that have made a commitment to evaluate their operations, set goals, and take specific actions towards environmental, social, and economic sustainability. The Wisconsin Department of Tourism is proud to promote certified TGW organizations to visitors that are looking for opportunities to enjoy Wisconsin's attractions more sustainably. For more information on the history of Travel Green Wisconsin, we invite you to visit <http://industry.travelwisconsin.com>.

WISCONSIN
—DEPARTMENT OF TOURISM—

Introduction

How to become certified?

To achieve certification as a Travel Green Wisconsin organization, you must complete an application. The application contains Basic Requirements and nine different categories:



A. Communication and Education
(Visitors, Employees, Public)
7 Points Required



B. Waste Reduction, Reuse, and Recycling



C. Energy Efficiency, Conservation, and Management



D. Water Conservation and Wastewater Management



E. Air Quality



F. Wildlife and Landscape Conservation and Management



G. Transportation



H. Purchasing



I. Local Community Benefits

To qualify for certification, your organization must fulfill the Basic Requirements and earn a **minimum of 35 points**. A minimum of 7 points must be earned in Category A, and the remaining 28 points can be earned from any combination of additional categories.

To receive points, you may check the items listed in each category and/or describe innovative best practices that are not listed. An innovative best practice is a strategy that enhances the sustainability of your organization and can be replicated by other sites or organizations. We recognize that the items in this application do not represent all of the ways that organizations can become more sustainable, and we encourage you to share your creative practices so that others may learn from your example and continuously improve their environmental performance.

By checking a box, you are certifying that your organization has already implemented the practice OR is making a commitment to implement it within 6 months. Some items in this application require supplementary information. Space is also provided at the end of each category for you to write notes that further explain the checked items, if desired.

After the application is completed, please make a copy for your records, and mail or email the original, to the Wisconsin Department of Tourism (mailing address is provided on the Registration Page). If certified, we will then send you an invoice based on your day of certification.

In 2013, Travel Green Wisconsin received \$3.9 million in “earned media” coverage in newspapers, trade journals, and other media outlets. The Wisconsin Department of Tourism loves to promote Travel Green Wisconsin members.

Travel Green Wisconsin members in Bayfield and Door County have saved more than \$60,000 by using energy efficient lighting practices.

The Travel Green Wisconsin logo is available for use by all members. We encourage all members to display it with pride at your business, in your print materials, and on your web site.



WISCONSIN
—DEPARTMENT OF TOURISM—

Your organization will be provided with a summary of the application review, along with notification of certification status, in four to six weeks. Certified members will receive marketing benefits including the Travel Green Wisconsin press release, signage and logo to use in promotional materials and web site listings. Certification is valid for a two-year period from the date of issuance.

We encourage you and your organization to go above and beyond the minimum point total, be creative with innovative best practices, continuously improve your environmental performance, and share your achievements with colleagues and visitors.

How can we earn more points?

By continuing to find new and creative ways to reduce your organization’s environmental footprint! We encourage you to get in touch with other Travel Green Wisconsin members.

We want to encourage organizations to continually increase their Travel Green Wisconsin score. If you feel that your organization has earned more points, please contact the Travel Green Wisconsin coordinator by visiting industry.travelwisconsin.com.

How to renew certification?

Members must renew their Travel Green Wisconsin certification every two years. The Department of Tourism will send an invoice when your membership is up for renewal on July 1. We will also send a form for you to update any information that would be important to report. This would include a summary of your organization’s achievements over the previous two years and goals for the future that demonstrate a commitment to continuous improvements in environmental performance. If memberships aren’t renewed, all information related to Travel Green Wisconsin™ and your business, will be removed from TGW marketing initiatives.

Can an organization be removed from the program?

Travel Green Wisconsin is a voluntary program. It is the responsibility of all members to assure that all program requirements are met. To monitor compliance, the Wisconsin Department of Tourism welcomes feedback and comments from visitors regarding their experiences with Travel Green Wisconsin members. If concerns are reported, the Wisconsin Department of Tourism will offer technical assistance to the member in an effort to address them. Consistent failure to address concerns will result in removal from the program. If a member is unable or unwilling to meet the responsibilities and program requirements, all Travel Green Wisconsin promotional materials must be returned to the Wisconsin Department of Tourism and the organization will refrain from further identification with Travel Green Wisconsin through name or use of the Travel Green Wisconsin logo.

Travel Green Wisconsin is a registered trademark.

Travel Green Wisconsin Registration

Date _____

Contact Information:

Organization name _____

Number of full-time equivalent employees (FTE) _____

Contact person _____

Position _____

Email _____

Phone _____ Fax _____

Website _____

Address _____

City _____ County _____ State _____ Zip Code _____

Applicant description to appear on **travelwisconsin.com** _____

Type of Travel and Tourism Organization

All types of tourism organizations and organizations are encouraged to participate. Please check the sector appropriate to your operation or write a description in the space provided.

| | | |
|-------------------|----------------|-------------------------------|
| Accommodation | Festival/Event | Restaurant |
| Attraction | Golf Course | Shop |
| Convention Center | Marina | Tour Operator/Leader |
| Campground | Museum | Other (Please specify): _____ |
| Cruise Vessel | Resort | _____ |

Certification Fee

Certification is valid for a two year period from the month of issuance. Membership starts at the beginning of each new fiscal year on July 1st. A full year membership is \$95, regardless of business size or number of employees. Businesses can apply at any point throughout the year and pay a pro-rated fee based on the date they become certified. Invoices will be sent to all new members upon certification, so no need to send payment with the application.

Please send your completed application to:

Wisconsin Department of Tourism
Attn: Travel Green Wisconsin
PO Box 8690
Madison, WI 53708-8690

Completed applications may also be sent via email to TravelGreen@travelwisconsin.com.

Basic Requirements

(Required. No points awarded.)

Please agree to the following statements by checking each box.

- The applicant is in compliance with all applicable laws and regulations. Each Travel Green Wisconsin applicant should be a model of regulatory compliance as well as environmental excellence.
- The applicant will make certification documents, including this application, available to the public, visitors, and others upon request.

Best Practices: Categories A – I

To qualify for certification, your organization must fulfill the Basic Requirements and earn a **minimum of 35 points**. A minimum of 7 points must be earned in Category A, and the remaining 28 points can be earned from any combination of additional categories.

Each item listed under the following categories is valued at one (1) point unless indicated as (2) or (3) points. Please check all boxes next to the items that your organization has already implemented OR is making a commitment to implement in the next 6 months.

Some items require supplementary information before the point can be awarded. **You must provide additional information where requested to receive credit for the item.** Space is also provided at the end of each category for you to write notes that further explain the checked items, if desired.

If your organization currently or plans to reduce its environmental footprint through an innovative approach that is not listed in this application, we invite you to share it in the “Innovative Best Practice” space at the end of an appropriate category. An innovative best practice is a strategy that enhances the sustainability of your organization and can be replicated by other sites or organizations. You are welcome to submit multiple innovative practices, and during review of the application, an additional 1 to 3 points may be awarded for each innovative practice.



Category A: Communication and Education (Visitors, Employees, Public)

(Minimum 7 points required)

Why is this important? Letting your visitors know about the ways you are greening your operations will create market distinction, advance market transformation in favor of sustainability, and enable visitors to make informed decisions that reduce their impacts on the environment. Providing training and educational opportunities for your employees is also important to ensure that your daily operations are in line with your organization’s commitment to the practices that have been selected within this application. Further, involving employees and visitors in your organization’s efforts leads to collaboration, inspires new ideas, and favorable recognition of your organization’s commitment to the environment.

- 1. The organization provides training and educational opportunities to engage employees in the actions and plans of the Travel Green Wisconsin program.
- 2. Signs are posted listing steps the organization is taking to improve their environmental impact.
- 3. Literature is distributed about how the organization is improving its environmental impact throughout the facility and/or community.
- 4. Information about the organization’s environmental policy is included on its website.
- 5. Information about the organization’s environmental initiatives is included in advertising materials.
- 6. Verbal communication is used to publicize the organization’s environmental improvement projects (for example, speaking about the organization’s environmental policies at a community function).
- 7. A tour of the organization’s facilities, highlighting environmental improvement practices, is provided to the public.

- 8. Regular staff meetings are held to discuss progress toward the organization's environmental goals and approaches for improving environmental performance.

» Please list how often these meetings are held: _____

- 9. Interpretative and/or educational opportunities featuring environmental information are provided for visitors.

- 10. **(2)** The organization encourages staff to uphold sustainable practices by including an evaluation of these practices in performance appraisals.

- 11. **(2)** A visitor survey or other mechanism is provided feedback from visitors about the organization's sustainability and environmental improvement efforts.

- 12. The Travel Green Wisconsin Logo is or will be displayed upon receipt.

» Please specify where: _____

- 13. The Travel Green Wisconsin Logo is or will be displayed on the organization's website

» Please specify where: _____

- 14. The Travel Green Wisconsin Logo is or will be used in printed promotional materials.

» Please provide one or more specific examples: _____



Innovative Best Practice

If the organization is achieving the goals of this category through the implementation of other measures, please describe here:

Category A Subtotal (Minimum 7 points required) = _____

Category A: Notes (optional)



Category B: Waste Reduction, Reuse, and Recycling

Why is this important? Proper disposal of unwanted items and waste is important to keep toxic materials out of our landfills and groundwater and to reduce carbon emissions from landfills. In addition to recycling your paper, plastic, metal, and glass, it is increasingly important to recycle electronic waste (called e-cycling), to keep harmful chemicals, metals, and other contaminants out of the environment. Some gently used items like bicycles or old linens can be repurposed or reclaimed, and disposable items like paper coffee cups can be replaced with more durable ones like mugs or plastic tumblers. These actions benefit the environment and can improve your bottom line through reductions in disposal costs and avoided costs for new items. Recycling and reuse programs also a visible way of promoting your organization's environmentally-responsible actions to your community and visitors.

1. A recycling program is in place at the organization that involves the participation of both employees and visitors. The program must include locating recycling bins and signs in prominent locations and educating staff and visitors about the recycling program to involve them in the program. Please note that the following materials are **banned** from landfills in Wisconsin and must be recycled:

- Aluminum cans
- Steel (tin) cans
- Plastic containers
- Glass bottles and jars
- Office Paper
- Newspaper
- Magazines
- Corrugated cardboard
- Major appliances
- Waste tires
- Batteries
- Yard wastes
- Used motor oil
- Many electronics (*Please see dnr.wi.gov/files/PDF/pubs/wa/wa1427.pdf*)

Additional materials that should be recycled are steel, ink and toner cartridges, carpet, electronic devices, pallets, mixed paper, junk mail, boxboard, phone books, plastic containers, and plastic bags.

- 2. Fluorescent bulbs are properly recycled at the end of their useful life.
- 3. Hazardous waste materials are properly identified and disposed.
- 4. A composting program is in place for food waste.
- 5. A composting program is in place for landscape (yard) waste.
- 6. Reusable goods are used instead of disposables.

For example: refillable soap and shampoo dispensers, glass instead of plastic water cups, purchasing products in reusable/returnable containers, reusable food services items (eg., cutlery, plates, cups), cloth napkins and tablecloths.

» Please describe ways your facility is using reusable items: _____

- 7. **(2)** Compostable materials are used instead of plastic (eg., to-go containers, plates, silverware, etc.)
- 8. Products are purchased in bulk/concentrate (especially cleaning products).

» Please list products: _____

- 9. Printers and copiers are set to print double-sided by default.
- 10. Office paper, toilet tissues, paper towels, and paper napkins that are purchased are a minimum 30 percent post-consumer recycled content.
- 11. Advertising, educational, and promotional pieces such as brochures are printed on recycled stock.
» Please list recycled content (%): _____
- 12. Excess food, toiletry items, linens, furniture, and/or other items are donated to local charities and shelters, where available.
- 13. Free-cycling is used at the organization. Free-cycling is where individuals offer and receive items for free (usually via an online forum) for reuse.

Find out more about free-cycling at freecycle.org.

- 14. Use of plastic bags in retail operations is minimized or eliminated.
- 15. For lodging facilities, newspapers are provided to visitors on request only (instead of a policy specifying that all visitors receive them).

- 16. **(3)** Remodeling projects are certified as green remodeling projects.

Examples of certification programs are Green Built Remodeled Home: greenbuilthome.org/ and the U.S. Green Building Council's LEED program: usgbc.org/leed.

- 17. **(2)** Organization prioritizes environmental sustainability in the selection of construction materials (e.g., reused marble, recycled glass tiles, sustainably harvested wood, etc.).



Innovative Best Practice

If the organization is achieving the goals of this category through the implementation of other measures, please describe here:

Category B Subtotal = _____

Category B: Notes (optional)



Category C: Energy Efficiency, Conservation, and Management

Why is this important? The integration of energy efficiency and conservation practices into your operations is an important step towards making your organization green. The buildings in which we live and work account for approximately 50 percent of our nation's carbon dioxide emissions, but your organization's carbon footprint can shrink through the implementation of energy conservation practices. Simple, low- or even no-cost measures can reduce your energy consumption by an estimated 30 percent according to EPA, thereby minimizing environmental impact, enhancing local and national energy security, and harnessing significant savings for your organization.

- Focus on Energy audits or site assessments are conducted. For information: focusonenergy.com.

» Please describe: _____

- Existing light bulbs and/or incandescent lighting are replaced with compact fluorescents or LED lighting.

» Please indicate percentage of bulbs that have been replaced (%): _____

- ENERGY STAR qualified light fixtures are in place or on a replacement schedule. For information: energystar.gov.

» Please indicate percentage of fixtures that have been replaced (%): _____

- Exit signs are replaced with long-lasting, low-energy LED (light-emitting diode) exit signs.
- Lights are timed and/or occupancy sensors are used in low-traffic areas.
- Day lighting sensors are used to control light fixtures. (These controls allow natural light to be utilized instead of turning on lights).
- HVAC use is managed by movement-based sensors in low-traffic areas.

- 8. ENERGY STAR qualified windows are in place or are on a replacement schedule.
 - » Please indicate percentage of windows that have been replaced (%): _____
- 9. HVAC system is on at least an annual preventative maintenance schedule to prevent and fix problems which may reduce efficiency.
- 10. Insulation is used on pipes to improve energy efficiency.
- 11. Insulation is used on equipment such as hot water heaters to improve energy efficiency.
- 12. When appliances and equipment are replaced, the organization makes the commitment to purchase or lease them with ENERGY STAR qualified appliances and equipment (eg., computers, appliances, and heating and cooling equipment).
 - » Please indicate which appliances and equipment have been replaced: _____
 - _____
 - _____
- 13. Programmable setback thermostats are used. [Note: In the winter, slightly lower the temperature (i.e. 68 degrees F) and in the summer raise the temperature slightly (76 degrees F)].
- 14. Weather stripping is installed and maintained.
 - » Please note location of weather stripping: _____
 - _____
- 15. Computers, monitors, printers, photocopiers, and other small appliances such as coffee machines are turned off or unplugged when not in use and/or for long holiday weekends.
- 16. Line-drying is used instead of dryers.
- 17. Entry areas are designed with air locks and gust preventers, and/or revolving doors.
- 18. **(3)** Building designed to incorporate passive solar heating (including orientation, south glazing/floor area ratio, orientation specific lowe tuning, summer shading, and thermal mass design).
- 19. **(3)** Building designed to incorporate cooling (including orientation, summer shading, thermal mass, attic ventilation, additional ceiling fans, heat recovery ventilation and natural ventilation design).
- 20. Building has operable windows.
- 21. Windows are opened (when possible) instead of running air conditioners.
- 22. **(2)** Rooms have energy key cards. Energy key cards are room keys that control the lights, air conditioning, heating, etc., in the room. When the room is unoccupied and the card is not in place, lights and other energy automatically turn off.
- 23. Visitors are informed of energy conservation practices and provided with energy saving tips.
- 24. **(2)** Organization tracks its buildings' energy consumption in Portfolio Manager, the U.S. Environmental Protection Agency's (EPA's) no-cost energy performance tracking tool.

Create an account and get started today at energystar.gov
- 25. **(3)** Use of renewable energy sources on site (eg., solar, wind, biomass, or geothermal).
 - » Please list the renewable energy source(s) and indicate the percentage of total energy consumed that this accounts for: _____
 - _____
 - _____

- 26. **(2)** Purchase of renewable energy credits (e.g., wind power purchased from a utility company).

To find out how you can purchase green power, visit epa.gov/greenpower/

» Please list the type of renewable energy purchased and the vendor. Also, please indicate the percentage of your organization’s energy that is provided through renewable sources:

- 27. Organization has one or more specific energy reduction goals (e.g., “achieve a 10 percent reduction in energy use by 2020”).
- 28. **(2)** Organization focuses primarily on outdoor activities (e.g., campgrounds, outdoor adventures, state parks, outdoor festivals, etc.), minimizing the need for building operations such as air conditioning, lighting, and the operation of electronics and appliances.



Innovative Best Practice

If the organization is achieving the goals of this category through the implementation of other measures, please describe here:

Category C Subtotal = _____

Category C: Notes (optional)



Category D: Water Conservation and Wastewater Management

Why is this important? Water is a precious natural resource that faces numerous challenges, including polluted runoff and increases in demand. Water conservation and management of stormwater and wastewater can help to improve your bottom line by reducing your level of water consumption and lowering costs. Simple equipment and behavioral practices can amount to significant reductions in water use and prevent pollution of our lakes and streams.

- Low-flow fixtures are in place or on a replacement schedule (Standards: showerheads 2.5 gpm or less; sink faucets and aerators 2.2 gpm or less; toilets 1.6 gpf or less).
 - » Please indicate the percentage of fixtures that are low-flow (%): _____
- Low-flush and/or dual-flush toilets are installed and in use.
- Wastewater is reduced at your facility (eg., establish a linen reuse program; repair all leaks immediately; ensure housekeeping staff are familiar with organization’s water conservation efforts).
 - » Please describe how your facility reduces wastewater: _____

- 4. **(3)** Reclaimed water is used for such things as irrigation, laundry, toilets, and/or cooling towers for example.

» Please list what reclaimed water is used for: _____

- 5. Rainbarrels are used to collect rainwater; water then used for items such as landscape watering.
- 6. Large areas such as sidewalks and driveways are not washed down (sweep or vacuum instead).
- 7. Water-using appliances and equipment, such as boiling and cooling towers, ice machines, hot water heaters, dishwashers, and washing machines are on a preventative maintenance schedule to ensure maximum efficiency.
- 8. Dishwashers and washing machines are filled to recommended capacity for each cycle and the most energy efficient recommended water temperature is used.
- 9. A regular maintenance schedule is in place to find and repair leaky faucets, toilets, showerheads, and pipes.
- 10. Nontoxic, phosphate-free, biodegradable laundry detergents and cleaning products are used.

» Please list names of products used: _____

- 11. Biodegradable dishwashing detergents that do not contain nitrilotriacetic acid or chlorine bleach are used.

» Please list names of products used: _____

- 12. Organization properly disposes of hazardous chemicals and does not dispose of hazardous chemicals into the sink, toilet and/or sewer.

- 13. **(2)** Organization continuously meters its water use and uses a tracking tool like EPA's Portfolio Manager to monitor and minimize its water consumption over time.



Innovative Best Practice

If the organization is achieving the goals of this category through the implementation of other measures, please describe here:

Category D Subtotal = _____

Category D: Notes (optional)



Category E: Air Quality

Why is this important? Good air quality—both indoors and outdoors—is important to human health and the environment. Air pollutants can indirectly and directly negatively affect our health and add to ozone depletion. Knowing how to prevent indoor air contamination through proper ventilation and steps to minimize the release of harmful chemicals can help protect the health of your employees, your visitors, and the environment.

- 1. Exhaust fans are vented outside and not to the attic.
- 2. ENERGY STAR qualified dehumidifiers are used.
- 3. Environmentally preferable High Efficiency Particulate Air (HEPA) filters are used.
- 4. HVAC system is checked at least annually for mold and bacteria as well as obstructions to air flow.
- 5. Organization refrains from using deodorizers to mask smells.
- 6. High moisture areas, such as the kitchen and laundry rooms are well ventilated.
- 7. All air handler units and coils are cleaned following a regular preventive maintenance schedule (at least annually) and the organization keeps a record of these activities.
- 8. Only Low-VOC paints and finishes are used.
- 9. **(2)** Only No-VOC (Volatile Organic Compound) paints and finishes are used.
- 10. **(2)** Organization tests for carbon monoxide, radon, lead paint, asbestos, and other potentially hazardous materials and gases.
 - » Please list the hazardous materials and gases that your facility tests for to ensure healthy air quality.

- 11. Ozone depleting chlorofluorocarbons (CFCs) such as refrigerants and aerosols are avoided and/or existing CFCs are recovered, recycled, and properly disposed.



Innovative Best Practice

If the organization is achieving the goals of this category through the implementation of other measures, please describe here:

Category E Subtotal = _____

Category E: Notes (optional)



Category F: Wildlife and Landscape Conservation and Management

Why is this important? Tourism-related organizations can help protect biodiversity and the natural landscape by preserving the natural habitats of endangered species and other delicate natural areas, such as shorelands and wetlands. In fact, tourism-related organizations play a critical role in protecting their immediate surroundings and raising visitors' and employees' awareness of wildlife and landscape-related concerns. "Biodiversity provides us with life-sustaining systems such as clean air, productive ecosystems, fresh water, and fertile soil. We also depend on healthy, diverse gene pools for our understanding of medicine, science and for our own survival. Ecosystem and biodiversity conservation helps to maintain the delicate ecological balance of the planet."*

- 1. The organization uses native plants in landscaping. Landscaping with native plants minimizes the need for excess watering and fertilization.
- 2. The organizations only waters plants when necessary, and all irrigation takes place in the early morning or at night to minimize evaporation.
- 3. Soaker hoses, drip irrigation, or rain barrel systems are used to water plants. In addition, mulch is used to help retain water.
- 4. The organization educates visitors and staff about invasive species prevention methods and invasive species regulations.
Please visit invasivespecies.wi.gov for more information.
- 5. Organization staff prevents the transfer of invasive species when outdoors by inspecting and cleaning boots, clothes, and equipment before and after outdoor activities. Organization also encourages visitors to follow similar procedures.
- 6. Avoid planting exotic species and remove, kill, or prevent exotic species from spreading.

- 7. **(2)** Participant of the Clean Boats, Clean Waters program.

For information about Clean Boats, Clean Waters, please visit dnr.wi.gov/lakes/cbcw

- 8. **(2)** Participant of the Clean Marinas program.

For information about Clean Marinas, please visit: wisconsinmarine.org/clean-marina-program

- 9. Organization securely stores food and trash in order to avoid accidentally feeding wildlife
- 10. Wildlife observation is done from a remote distance and avoided during sensitive times of the year, such as during mating season.
- 11. Organic fertilizers and products free of chemicals are used in landscaping.

» Please list products used: _____

- 12. An integrated pest management system is used to reduce or eliminate the need for toxic insecticides and pesticides.
For more information: epa.gov/pesticides
- 13. **(3)** Projects to rehabilitate degraded lands are in place. For example, an organization may preserve or restore the natural character of shorelands.

» Please explain your rehabilitation project (you may attach additional sheets): _____

- 14. Rainwater/stormwater is collected onsite (eg, through the use of rain gardens, rain barrels, etc.).
» Please indicate size or capacity of collection method: _____

For information: dnr.wi.gov/topic/stormwater/raingarden

- 15. Leave No Trace principles are promoted to visitors and employees. Please see LNT.org for details of the 7 steps below:

| | |
|--|--------------------------------------|
| 1. Plan ahead and prepare | 5. Minimize campfire impacts |
| 2. Travel and camp on durable surfaces | 6. Respect wildlife |
| 3. Dispose of waste properly | 7. Be considerate of other visitors. |
| 4. Leave what you find | |
- 16. Publications are provided offering information on native plants and wildlife.
- 17. Facilities were built to avoid prime agriculture land, environmental corridors, and wetlands. Fragmentation of habitat and forests was also avoided.
- 18. Low reflecting glass is used for windows. Highly reflective glass risks disorienting birds, who can incur injuries by attempting to fly through the window
- 19. Motion detector lights are used instead of constant outdoor lighting.
- 20. Field guides and self-guided tour information are available to visitors.
- 21. Interpretative signs are used to inform visitors of natural features of the site, conservation and restoration activities, and native plants and wildlife.
- 22. The organization helps to conserve and preserve natural resources and habitat, such as wetlands, forests, farmlands, and other environmentally sensitive areas (for example, through charitable giving to conservation organizations, land trusts, and other nonprofits).

» Please state organizations/nonprofits: _____



Innovative Best Practice

If the organization is achieving the goals of this category through the implementation of other measures, please describe here:

Category F Subtotal = _____

Category F: Notes (optional)



Category G: Transportation

Why is this important? Visitors and tourists take cues from their hosts on how to travel throughout the communities they visit and inhabit. As such, tourism-related organizations are in a unique position to promote environmentally friendly means of transportation such as walking, bicycling, and utilizing public transportation. Air and ground transportation are major contributors of greenhouse gases to the atmosphere. By decreasing greenhouse gas emissions, your organization can help prevent changes in climate and promote energy independence.

- 1. Walking, biking, and bicycling is encouraged for employees and visitors. Organization posts bus schedules and routes, offers reduced rate transit passes, and/or has bike racks available.
- 2. **(2)** Bicycles available for use or for rental.
- 3. **(2)** Company vehicles are hybrids, biodiesel, electric or other nonpetroleum gasoline-based or diesel-based vehicles.
 - » Please indicate the number of vehicles and the type of power: _____
- 4. The organization promotes and helps to organize carpooling by staff.
- 5. Employees and visitors are discouraged from allowing their vehicles to idle in organization’s parking lot (e.g., signage in parking lot, communicating policy to employees, verbal requests, etc.).
- 6. Video conferencing or teleconferencing is available to minimize travel to meetings.
- 7. When providing a tour, routes are planned to minimize travel.
- 8. Organization offers visitors the opportunity to offset their transportation-related CO2 emissions voluntarily by providing information about how they can purchase carbon offsets from nonprofit organizations.

For information about these programs visit Green-e at green-e.org/.

- 9. **(2)** Organization offsets transportation-related CO2 emissions and is working towards being climate neutral by purchasing carbon credits or green tags from nonprofits. The carbon offsets purchased by your organization support reforestation projects or renewable energy projects.



Innovative Best Practice

If the organization is achieving the goals of this category through the implementation of other measures, please describe here:

Category G Subtotal = _____

Category G: Notes (optional)



Category H: Purchasing

Why is this important? Responsible purchasing is a powerful, tangible way to demonstrate to visitors and the community that your organization promotes the local economy, local agriculture, and environmentally sustainable production. Responsible purchasing (also known as green purchasing and environmentally preferable purchasing) includes buying locally-produced products and services from locally-owned organizations; purchasing products that support fair trade and wages and that have a reduced environmental impact; and purchasing products with significant recycled content and/or the ability to be recycled or composted.

1. Organic food products are purchased or produced on-site.

» Please list product names: _____

2. Locally (within 100 miles of your organization's location) produced or manufactured products from Wisconsin-based organizations are purchased.

» Please list product names: _____

3. Certified fair trade products are purchased.

» Please list product names: _____

4. Reusable and durable products are purchased.

» Please list product names: _____

5. Recycled or compostable products are purchased.

» Please list product names: _____

6. The organization chooses suppliers that provide and take back reusable packaging materials and shipping pallets. If the packaging is not reusable, it should be recyclable and minimized as much as possible.

- 7. The organization chooses suppliers that are environmentally and socially responsible (for example organic & local food suppliers, a green builder, alternative fuel taxis, bicycle rentals, etc.).

» Please explain: _____

- 8. Organization purchases food products such as produce, meat, and dairy from local farmers (within 100 miles), local farmer's markets, and CSA programs.
- 9. Organization coordinates with local agri-tourism organizations, such as wineries and orchards, to offer tours and site visits.
- 10. The organization maintains socially responsible practices by making sure that contractual agreements and hiring practices are not exploitive. Organization and vendors do not discriminate based on race, gender, religion, sexual orientation, or political affiliation.
- 11. Marketing materials, such as brochures and annual publications, are printed using soy ink and high recycled paper content.

» Please list recycled content (%): _____



Innovative Best Practice

If the organization is achieving the goals of this category through the implementation of other measures, please describe here:

Category H Subtotal = _____

Category H: Notes (optional)



Category I: Local Community Benefits

Why is this important? Earn the support and devotion of your community and clientele by incorporating practices that benefit surrounding neighborhoods, community groups, the health and happiness of local citizens, and the local economy. "Tourism has the potential to support community development, including providing jobs, educational and professional training opportunities, health care, and environmental stewardship. Economic sustainability is achieved, in part, when organizations actively contribute to the economic well being of the local communities where they operate without adversely affecting other aspects of local people's lives." *

- 1. The organization's staff consists of local people.
- » Please indicate percentage of staff (%): _____
- 2. Local fish, meat, and produce are purchased when available.
- » Please list products: _____

3. Local art, crafts, products, and/or services are purchased for use within the organization and/or available for sale to guests.

» Please list products: _____

4. Literature promoting local businesses (eg., shopping, restaurants, recreation, etc.) is provided.

5. Organization shares information about the sources of food or other products with its visitors (eg., featuring the names of local farms where cheese and produce are purchased on dinner menus, etc.).

» Please list product names: _____

6. Organization is a member of local organizations, such as the local Chamber of Commerce, CVB, industry association, lake association, conservation organization, historical society.

» Please list memberships here: _____

7. Organization contributes to the community's well being by supporting and participating in community activities (for example, cash or in-kind investments are made to local organizations, events, and projects).

» Please list these activities here: _____

8. The organization allows the use of their property or facility for community meetings and events.

9. Visitors are provided with information about the products and services offered by the local community.

10. Organization incorporates agri-tourism into its operations (eg., maintaining a corn maze, allowing visitors to pick their own seasonal fruits or vegetables, etc.).

11. The organization provides a service that encourages an active lifestyle (eg., leading nature hikes, teaching outdoor survival skills, teaching a sport, dance, or martial arts, etc.).



Innovative Best Practice

If the organization is achieving the goals of this category through the implementation of other measures, please describe here:

Category I Subtotal = _____

Category I: Notes (optional)

Baseline Environmental Performance Assessment

To help you and your organization gauge improvements in environmental performance over time, we encourage each applicant to first measure your current performance. This information will help you set goals and identify achievements that can be shared with visitors. This data will also help Travel Green Wisconsin promote the success of all its participants.

Please provide the baseline information from the previous 12 months and list the months in the space below (mm/yyyy):

From _____ / _____ To _____ / _____

Note: If the requested information is not available, please provide an estimate and indicate that this is an estimate by marking “est.” next to the number given. If an item is not applicable, please write “N/A” on the line provided.

Solid Waste

Obtain this information from the local garbage/recycler collectors if they weigh or measure each pickup. If this information is not available, please provide an estimate. An estimate may be provided by weighing or measuring garbage and recycled materials for one week. It is suggested that this is done periodically throughout the year. Average the weekly figure, making sure to correct for seasonal variations in your organization. Multiply this figure by 52 weeks to get an estimate of total volume of waste or recycled content for the year. Please complete the information that is applicable.

Volume of solid waste going to landfill (specify unit, i.e. Tons, Cubic ft., etc.) = _____ yearly

Volume of solid waste being reused, recycled or composted (specify unit, i.e. Tons, Cubic ft., etc.) = _____ yearly

Total Annual Cost (\$) of disposal = _____ yearly

Energy (from previous year)

Obtain this information from electricity and/or gas bills from the utility company. Keep track of vehicle fuel consumption by saving receipts or calculating average miles per gallon. Please complete the information that is applicable.

Current electricity use (kWh) = _____ yearly

Natural gas (Therms) = _____ yearly

Oil (gal.) = _____ yearly

LPG (gal.) = _____ yearly

Diesel fuel (gal.) = _____ yearly

Vehicle Fuel (gal.) = _____ yearly

Renewable energy (specify type and unit) = _____ yearly

Other Energy (specify type and unit) = _____ yearly

Total Annual Cost (\$) = _____ yearly

Water Consumption

Obtain this information from water bills. If this information is not available, provide an estimate. Please complete the information that is applicable.

Volume of water used (specify unit, i.e. gallons) _____ yearly

Total Annual Cost (\$) = _____ yearly

Points

| | |
|--------------------|--|
| Section A Subtotal | |
| Section B Subtotal | |
| Section C Subtotal | |
| Section D Subtotal | |
| Section E Subtotal | |
| Section F Subtotal | |
| Section G Subtotal | |
| Section H Subtotal | |
| Section I Subtotal | |
| TOTAL | |



I would like Travel Green Wisconsin to consider highlighting this organization for exceptional environmental performance and outstanding efforts to educate the community about sustainability and participation in Travel Green Wisconsin. Explain how you qualify:

- Check if you would like to receive our Travel Wisconsin industry newsletter, which features Travel Green Wisconsin updates every month.
- Check if you would like to receive periodic travelwisconsin.com articles that showcase Travel Green Wisconsin members.
- I certify that the preceding information is complete and accurate, and that all practices checked have been or will be completed within six months of the date below.

Applicant's Signature

Date

Your application can be sent or emailed to the address listed below.

For more information contact:

Travel Green Wisconsin Program Manager, Wisconsin Department of Tourism

P.O. Box 8690
Madison, Wisconsin 53708-8690
Email: TravelGreen@travelwisconsin.com
industry.travelwisconsin.com

Travel Green Wisconsin is a voluntary program created by the Wisconsin Department of Tourism.

**Reference: Krahenbuhl, Peter D. & Mullis, Brian T. n.d. Guide to Sustainable Tourism. Sustainable Travel International. © 2002 2006.*