

T R A V E L G R E E N W I S C O N S I N

C H E C K L I S T



WISCONSIN
ENVIRONMENTAL
INITIATIVE

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www.travelgreenwisconsin.com

Introduction

Travel Green Wisconsin has been developed based upon goals set forth by the Sustainable Tourism Ad Hoc Committee (a work group composed of representatives from the tourism industry, government, and nonprofits); existing certification programs; and the Mohonk Agreement. For more information, please visit www.travelgreenwisconsin.com.

What is Travel Green Wisconsin?

Travel Green Wisconsin is a voluntary, affordable program that reviews, certifies, and recognizes tourism businesses that have made a commitment to continuously improve their operations in order to reduce their environmental impact. This program allows tourism businesses to evaluate their operations, set goals, and take specific actions towards environmental, social, and economic sustainability.

How does a business become certified?

To be certified as a Travel Green Wisconsin business, the following forms must be completed:

1. Registration Form

The Registration Form asks for contact information, baseline environmental performance data, and a certification fee.

2. Checklist

The checklist contains Basic Requirements and nine different sections entitled:

- A. Communication and Education (Customers, Employees, Public) **5 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, each applicant must earn a **minimum of 30 points** from the Checklist. First, the applicant must fulfill the Basic Requirements and must meet the minimum point requirements in Section A, Communication (5 points). The remaining 25 points can be earned from any combination of additional Checklist Sections.

To receive points, the business may check the examples listed in each category and/or describe an innovative best practice that is not listed. By checking the box, the business is either stating that they have already implemented the practice or are making a commitment to implement it. If they are committing to implement the practice, the business must write an Expected Date of Completion. This date must be within 6 months of submitting the Checklist. Applicants are encouraged to go above and beyond the minimum point total to achieve further recognition.

After the Registration and Checklist are completed, the applicant should make a copy for their own use and mail the originals along with the certification fee to the Wisconsin Environmental Initiative.

The forms will be reviewed and the applicant will be notified about their certification status. Certified businesses will receive a Travel Green Wisconsin logo to use in promotional materials and Web site listings. Certification is valid for a one-year period from the date of issuance.

How does a business renew certification?

To renew certification, update the Registration Form and Checklist with any changes from the previous year. In addition, an Annual Report must be completed which shows what the business has achieved over the year. The Annual Report must also state goals for the following year in order for the business to demonstrate continuous improvement.

Can a business be removed from the program?

Travel Green Wisconsin is a voluntary program. It is the responsibility of the business to assure all program requirements are met. In order to monitor compliance, the Wisconsin Environmental Initiative will solicit feedback from random spot checks and customer comments. In addition, certification documents will be posted on the Travel Green Wisconsin Web site. If deficiencies are reported, the Wisconsin Environmental Initiative will offer follow-up assistance to correct them. Consistent failure to correct deficiencies will result in removal from the program. If a business is unable or unwilling to meet the responsibilities and program requirements, all Travel Green Wisconsin promotional materials must be returned to the Wisconsin Environmental Initiative and the business will refrain from further identification with Travel Green Wisconsin through name or use of the Travel Green Wisconsin logo.

Travel Green Wisconsin Registration

Date _____

Contact Information

Business Name _____

Number of Full Time Equivalent Employees (FTE) _____

Contact Person: _____

Position: _____

Email: _____

Phone: _____ Fax: _____

Web site: _____

Address: _____

City: _____ State: _____ Zip: _____

Description of business to appear on **www.travelgreenwisconsin.com**:

Type of Travel and Tourism Business

All types of tourism businesses and organizations are encouraged to participate. Please check (✓) the sector appropriate to your operation or write a description in the space provided. Throughout the certification forms, all sectors will be referred to as a "tourism business" or "business."

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

Baseline Environmental Performance Assessment

In order to improve a business' environmental impact, a business must first measure their current impact. This information will help a business set goals and measure improvements that can be shared with customers. This data will also help the Travel Green Wisconsin program promote the success of all its participants. Individual data from each business will not be made public, unless permission is granted.

Please provide the following information from invoices over the previous 12 months (please list the dates which comprise the year here: From: / / To: / /). If this 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 business' local garbage/recycler collector if they weigh or measure each pick-up. 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 business. Multiple 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

Obtain this information from electricity and/or gas bills from the business' 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

Certification Fee

Certification is valid for a one-year period from the date of issuance. The certification fee pays for the administration and marketing costs of certification. This fee will be paid annually to renew certification. Please check (✓) the category and fee that applies to your business. Tourism businesses with multiple sites may qualify for adjusted fees. Please contact the Wisconsin Environmental Initiative for more information. FTE = Full Time Equivalent Employees.

- 1 to 2 FTE\$75
- 3 to 5 FTE\$150
- 6 to 10 FTE\$225
- 11 to 20 FTE\$350
- 21 to 50 FTE\$525
- More than 50 FTE\$950

Please make a check payable to Wisconsin Environmental Initiative. Send payment, completed Registration form, and Checklist to:

Wisconsin Environmental Initiative

Attn: Travel Green Wisconsin

16 N. Carroll St. Suite 840

Madison, WI 53703

608-280-0360

Fax: 608-280-0361

travelgreen@travelwisconsin.com

www.travelgreenwisconsin.com

www.wi-ei.org

BASIC REQUIREMENTS

(Required, no points)

Please agree to the following statements by checking (✓) each box.

- The business 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 business will allow certification documents to be posted on the Travel Green Wisconsin Web site (www.travelgreenwisconsin.com). In addition, the business will make these documents available to the public, customers, and others upon request.
- The business is required to obtain at least 5 points in Section A, Communication and Education.

SECTIONS A - I

(Minimum of 30 points required)

Each example listed under the following sections is valued at one (1) point unless indicated as (2) or (3) points. Please check (✓) all the boxes that the business has already implemented OR is making a commitment to implement. Please note that if the business commits to achieving a particular item, the **Expected Date of Completion** must be written in the line provided. The Expected Date of Completion must be within **six months** of submitting the certification forms. In addition, the business may be asked to explain further or provide additional information by each item. Attach additional sheets if needed. Space is also provided at the end of each section for the business to write notes that further explain the checked items if desired.

If the business currently utilizes or plans to utilize an approach not listed that meets the goals of the section, please list this approach in the "Innovative Best Practice" space at the end of each section. Attach additional sheets if needed. One (1) point will be awarded to each "Innovative Best Practice" listed; however, further points may be awarded upon review.

To qualify as a Travel Green Wisconsin business, each applicant must earn a minimum of **30 points**. As listed in the Basic Requirements, at least **five points** are required in Section A. The remaining 25 points may be earned by any additional checked examples in any of the sections. Please write the point totals on the line provided at the end of each section.

Please note that all tourism sectors will be referred to as "business." In addition, guests, visitors, attendees, travelers, tourists or other forms of customers will simply be referred to as "customers."

Section A: Communication and Education (Customers, Employees, Public)

(At least 5 points required)

Why is this important? It is important to educate and increase the awareness of your customers, employees, and public about actions they can take to help your business improve its environmental impact. At the same time, letting your customers know about the ways you are greening your operations will create market distinction. Customers can support businesses that have reduced their impact on the environment and will spread the word about their experiences. In addition, it is especially important to provide training and educational opportunities for your employees about the environmental improvement actions the business is taking.

- 1. The business provides training and educational opportunities to engage employees in the actions and plans of the Travel Green Wisconsin program.
Expected date of completion: _____
- 2. Signs are posted listing steps the business is taking to improve their environmental impact.
Expected date of completion: _____
- 3. Literature is distributed about how the business is improving its environmental impact throughout the facility and/or community.
Expected date of completion: _____
- 4. Information about the business' environmental policy is included on their Web site.
Expected date of completion: _____
- 5. Information about business' environmental policy is included in advertising materials.
Expected date of completion: _____
- 6. Verbal communication is used about the business' environmental improvement projects (for example, speak about the business' environmental policies at a community function).
Expected date of completion: _____
- 7. A tour of the business/facility, which highlights environmental improvement projects/actions, is provided to the public.
Expected date of completion: _____
- 8. Regular staff meetings are held to keep employees involved in the business' environmental improvement progress.
Please list how often these meetings are held:

Expected date of completion: _____
- 9. Interpretation and/or educational opportunities are provided for visitors/customers.
Expected date of completion: _____

10. (2) Staff is encouraged to uphold sustainable practices by including an evaluation of these practices in performance appraisals.
Expected date of completion: _____

11. (2) A mechanism is provided, such as a customer survey, for feedback from customers about the business' sustainability and environmental improvement efforts.
Expected date of completion: _____

12. The Travel Green Wisconsin Logo is displayed (please specify where): _____

Expected date of completion: _____

Innovative Best Practice
(1 point awarded for each practice until further review)
If the business has other ways it is achieving the goals of Section A: Communication and Education, please describe this here:

Expected date of completion: _____

SECTION A Subtotal (At least 5 points required) _____

Section A: Notes (optional)

Section B: Waste Reduction, Reuse, and Recycling

Why is this important? "By minimizing the amount of waste that goes to landfills and incinerators, you can help reduce negative environmental impacts. Most importantly, minimizing waste will limit the amount of greenhouse gases that are released throughout a product's life cycle (i.e. extraction, manufacturing, distribution, use, and disposal)."*

1. A recycling program is in place at the business which involves the participation of both employees and customers. The program must include placing recycling bins and signs in places that make it easy for employees and customers to recycle. The business must also educate staff and customers about the recycling program and involve them in the program. Please note that the following materials are banned from landfills:

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

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

Expected date of completion: _____

2. Fluorescent bulbs are properly recycled at the end of their useful life.
Expected date of completion: _____

3. Hazardous waste materials are properly identified and disposed.
Expected date of completion: _____

4. A composting program is in place for food waste.
Expected date of completion: _____

- 5. A composting program is in place for landscape (yard) waste.
Expected date of completion: _____
- 6. Reusable goods are used instead of disposable ones. For example: refillable soap and shampoo dispensers, glass instead of plastic water glasses, purchasing products in reusable/returnable containers, reusable food services items (cutlery, plates, cups), cloth napkins and tablecloths.
Please describe ways your facility is using reusable items: _____

Expected date of completion: _____
- 7. Products are purchased in bulk/concentrate (especially cleaning products).
Please list products: _____

Expected date of completion: _____
- 8. Printers and copiers are set to print on 2 sides by default.
Expected date of completion: _____
- 9. Office paper, toilet tissues, paper towels, and paper napkins that are purchased are minimum 30 percent post-consumer recycled content. (For more information on buying other recycled paper products see www.epa.gov/epaoswer/non-hw/procure/pdf/paper.pdf).
Expected date of completion: _____
- 10. Advertising, educational, and promotional pieces such as brochures are printed on recycled stock. Please list recycled content: _____
Expected date of completion: _____
- 11. Excess food, toiletry items, linens, furniture, and/or other items are donated to local charities and shelters, where available.
Expected date of completion: _____
- 12. Freecycling is used at the business. Freecycling is where individuals offer and receive items for free (usually via an online forum) for reuse. Examples can be found at www.freecycling.org, <http://groups.yahoo.com/group/madisonfreecycle>, www.madisonstuffexchange.com/exchange/.
Expected date of completion: _____
- 13. Use of plastic bags in retail operations is minimized or eliminated.
Expected date of completion: _____
- 14. Newspapers are provided to customers on request only (when typically provided such as the case of hotels.)
Expected date of completion: _____

- 15. (3) Remodeling projects are certified as green remodeling projects. Examples of certification programs are Green Built Remodeled Home: www.greenbuilthome.org and U.S. Green Building Council's LEED program: www.usgbc.org/.
Expected date of completion: _____

Innovative Best Practice
(1 point awarded for each practice until further review)
If the business has other ways it is achieving the goals of Section B: Waste Reduction, Reuse, and Recycling, please describe this here:

Expected date of completion: _____

SECTION B Subtotal _____

Section B: Notes (optional)

Section C: Energy Efficiency, Conservation, and Management

Why is this important? "Integrating energy efficiency and conservation practices into your operations will help conserve natural resources and reduce operational costs by 10 to 20%, providing a quick return for taking simple actions. By integrating energy efficiency practices into your operations and investing in renewable energy technologies, such as solar, wind, hydro, and thermal power, you can also reduce your greenhouse gas emissions."*

- 1. Focus on Energy audits/site assessments are conducted. For information: (www.focusonenergy.com). Please describe: _____

Expected date of completion: _____

- 2. Existing light bulbs and/or incandescent lighting are replaced with compact fluorescents. Please indicate percentage that have been replaced: _____

Expected date of completion: _____

- 3. ENERGY STAR qualified light fixtures are in place or on a replacement schedule.
Please indicate percentage that have been replaced:

Expected date of completion: _____
- 4. Exit signs are replaced with long-lasting, low-energy LED (light-emitting diode) exit signs.
Expected date of completion: _____
- 5. Lights are set to timed/movement sensors in low traffic areas.
Expected date of completion: _____
- 6. Day lighting sensors are used to control light fixtures. (These controls allow natural day light to be utilized instead of turning on lights).
Expected date of completion: _____
- 7. HVAC is set to timed/movement sensors in low traffic areas.
Expected date of completion: _____
- 8. ENERGY STAR qualified windows are in place or are on a replacement schedule.
Please indicate percentage that have been replaced:

Expected date of completion: _____
- 9. HVAC system is on at least an annual regular preventative maintenance schedule to prevent and fix problems which may reduce efficiency.
Expected date of completion: _____
- 10. Insulation is used on pipes to improve energy efficiency.
Expected date of completion: _____
- 11. Insulation is used on equipment such as hot water heaters to improve energy efficiency.
Expected date of completion: _____
- 12. When appliances and equipment are replaced, the business makes the commitment to purchase or lease them with ENERGY STAR rated appliances and equipment (for example computers, appliances, and heating and cooling equipment). (For more information: www.energystar.gov).
Please indicate which appliances and equipment have been replaced: _____

Expected date of completion: _____
- 13. A programmable setback thermostat is used. [Note: In the winter, slightly lower the temperature (i.e. 68 degrees F) and in the summer raise the temperature slightly (78 degrees)].
Expected date of completion: _____

- 14. Weather stripping is installed and maintained. Please note location of weather stripping: _____

Expected date of completion: _____
- 15. Computers, monitors, printers, photocopiers, and other small appliances such as coffee machines are turned off when not in use.
Expected date of completion: _____
- 16. Line-drying is used instead of dryers.
Expected date of completion: _____
- 17. Entry areas are designed with air locks and gust preventers, and/or revolving doors.
Expected date of completion: _____
- 18. **(3)** Buildings designed to incorporate passive solar heating (including orientation, south glazing/floor area ratio, orientation specific low-e tuning, summer shading, and thermal mass design). For more information on green building please visit www.greenbuilthome.org.
Expected date of completion: _____
- 19. **(3)** Buildings designed to incorporate cooling (including orientation, summer shading, thermal mass, attic ventilation, additional ceiling fans, heat recovery ventilation and natural ventilation design). For more information on green building please visit www.greenbuilthome.org.
Expected date of completion: _____
- 20. Guest rooms have operable windows.
Expected date of completion: _____
- 21. Windows are opened (when possible) instead of running air conditioners.
Expected date of completion: _____
- 22. 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.
Expected date of completion: _____
- 23. Customers are informed of energy conservation practices and provided with energy saving tips.
Expected date of completion: _____
- 24. **(3)** Use of renewable energy sources (such as solar, wind, biomass, thermal).
(For more information: www.focusonenergy.com)
Please list the renewable energy source(s) and indicate the percentage of total energy consumed that this accounts for: _____

Expected date of completion: _____

- 25. (2) Purchase of renewable energy/power through utility companies (for example wind power from electricity companies).

Please list the type of renewable energy purchased and indicate the percentage of total energy consumed that this accounts for: _____

Expected date of completion: _____

- Innovative Best Practice**

(1 point awarded for each practice until further review)

If the business has other ways it is achieving the goals of Section C: Energy Efficiency, Conservation, and Management, please describe this here:

SECTION C Subtotal _____

Section C: Notes (optional)

Section D: Water Conservation and Wastewater Management

Why is this important? "Reducing your level of water consumption will help to reduce your operating costs while helping to conserve this precious resource." "Conserving water not only means reducing consumption, but also maintaining and monitoring the quality of water we put back into the environment."*

- 1. Low-flow fixtures are in place or on a replacement schedule (with gpm or gpf less than code). Indicate the number of low-flow fixtures in place: _____
Expected date of completion: _____

- 2. Wastewater is reduced at your facility. (For example, establish a linen reuse program that allows customers to choose whether to have their sheets and towels washed daily). Please describe how your facility reduces wastewater: _____

Expected date of completion: _____

- 3. (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: _____

Expected date of completion: _____

- 4. Large areas such as sidewalks and driveways are not washed down (sweep or vacuum instead).
Expected date of completion: _____

- 5. Water-using appliances and equipment, such as cooling towers, ice machines, hot water heaters, dishwashers, and washing machines, are on a preventative maintenance schedule to ensure maximum efficiency.
Expected date of completion: _____

- 6. Dishwashers and washing machines are filled to recommended capacity for each cycle and the most energy-efficient recommended water temperature is used.
Expected date of completion: _____

- 7. The business minimizes and treats wastewater in order to reduce environmental harm that results from discharges.
Expected date of completion: _____

- 8. A regular maintenance schedule is in place to find and repair leaky faucets, toilets, showerheads, and pipes.
Expected date of completion: _____

- 9. Non-toxic, phosphate-free, biodegradable laundry detergents and cleaning products are used. Please list names of products used: _____

Expected date of completion: _____

- 10. Dishwashing detergents that are biodegradable and do not contain nitrilotriacetic acid or chlorine bleach are used. Please list names of products used: _____

Expected date of completion: _____

- 11. The business properly disposes of hazardous chemicals and avoids disposing hazardous chemicals into the sink and toilet.
Expected date of completion: _____

Innovative Best Practice
(1 point awarded for each practice until further review)
If the business has other ways it is achieving the goals of Section D: Water Conservation and Wastewater Management, please describe this here:

SECTION D Subtotal _____

Section D: Notes (optional)

Section E: Air Quality

Why is this important? Good air quality (including indoor) is important to human health and the environment. Air pollutants can indirectly and directly affect our health.

- 1. Exhaust fans are vented outside and not to the attic.
Expected date of completion: _____
- 2. Dehumidifiers are used.
Expected date of completion: _____
- 3. Environmentally preferable High Efficiency Particulate Air (HEPA) filters are used.
Expected date of completion: _____
- 4. HVAC system is checked at least annually for mold and bacteria as well as obstructions to air flow.
Expected date of completion: _____
- 5. Business refrains from using deodorizers to mask smells.
Expected date of completion: _____
- 6. Business prohibits smoking inside all buildings.
Expected date of completion: _____
- 7. High moisture areas such as the kitchen and laundry rooms are well ventilated.
Expected date of completion: _____

- 8. All air handler units and coils are cleaned following a regular preventive maintenance schedule (at least annually) and the business keeps a record of these activities.
Expected date of completion: _____

- 9. Low-VOC paints and finishes are used.
Expected date of completion: _____

- 10. **(2)** No-VOC paints and finishes are used.
(For more information on No-VOC paints: www.nontoxica.com or www.HealthyHome.com).
Expected date of completion: _____

- 11. Business tests for gases such as carbon monoxide and radon and materials such as lead paint and asbestos. Please list the hazardous materials and gases that your facility tests for to ensure healthy air quality.

Expected date of completion: _____

- 12. Ozone depleting chlorofluorocarbons (CFCs) such as refrigerants and aerosols are avoided and/or existing CFCs are recovered, recycled, and properly disposed.
Expected date of completion: _____

Innovative Best Practice
(1 point awarded for each practice until further review)
If the business has other ways it is achieving the goals of Section E: Air Quality, please describe this here:

SECTION E Subtotal _____

Section E: Notes (optional)

Section F: Wildlife and Landscape Conservation and Management

Why is this important? Tourism businesses can help protect biodiversity, endangered species, habitat, waters, and landscape by raising awareness of these issues among customers and employees. "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. Business landscapes with native plants. Landscaping with native plants minimizes the need for excess watering and fertilization.
Expected date of completion: _____
- 2. Watering, when necessary, takes place in the early morning or at night to minimize evaporation.
Expected date of completion: _____
- 3. Soaker hoses or drip irrigation systems are used to waters plants. In addition, mulch is used to help retain water.
Expected date of completion: _____
- 4. (2) The business **prevents** the introduction and transportation of invasive species by taking all the following actions that apply to their business, and **educates** their customers about invasive species:
Action #1: If you bring it, burn it! If customers bring firewood when camping, make sure they burn it and do not bring it from out of state.
Action #2: Protect our waters, avoid transporting aquatic invasive species: Inspect and remove aquatic plants and animals from boat and equipment; Drain water from livewells, bilge, motor, etc.; Dispose of unwanted bait in the trash; Rinse with hot water and/or high-pressure water or Dry the boat and equipment for 5 days.
Action #3: Stop the spread by sole and thread! Avoid transferring invasive species when outdoors by inspecting and cleaning your boots, clothes, and equipment.
Action #4: Avoid planting invasive species and/or remove, kill, or prevent invasive species from spreading. Please visit www.invasivespecies.wi.gov/awareness/ for more information.
Expected date of completion: _____
- 5. (2) Participant of Clean Boats, Clean Waters program. (For information: www.uwsp.edu/cnr/uwexlakes/CBCW/default.asp).
Expected date of completion: _____

- 6. The business securely stores food and trash in order to avoid accidentally feeding animals.
Expected date of completion: _____
- 7. Wildlife observation is done from a remote distance and avoided during sensitive times of the year such as during mating season.
Expected date of completion: _____
- 8. Organic fertilizers and products are used in landscaping. Please list products used:

Expected date of completion: _____
- 9. An integrated pest management system is used to reduce or eliminate the need for toxic insecticides and pesticides. (For more information: <http://epa.gov/pesticides/food/ipm.htm>)
Expected date of completion: _____
- 10. (3) Projects to rehabilitate degraded lands are in place (such as restoring native prairies or waterways on your property). For example a business may preserve or restore the natural character of shorelands by completing the "Owning Waterfront Property: A Checklist" at www.wi-ei.org. Please explain your rehabilitation project (you may attach additional sheets):

Expected date of completion: _____
- 11. Rainwater/Stormwater is collected onsite (for example through use of rain gardens, rain barrels, etc.). Please indicate size or capacity of collection method:

(For information: <http://dnr.wi.gov/org/water/wm/nps/rg/links.htm>).
Expected date of completion: _____
- 12. Leave No Trace principles are promoted to customers and employees. Please see www.lnt.org for the seven steps in detail, which are
 1. Plan ahead and prepare
 2. Travel and camp on durable surfaces
 3. Dispose of waste properly
 4. Leave what you find
 5. Minimize campfire impacts
 6. Respect wildlife
 7. Be considerate of other visitors.*Expected date of completion:* _____

- 13. Publications are provided offering information on native plants and wildlife.
Expected date of completion: _____
- 14. Facilities were built to avoid prime agriculture land, environmental corridors, and existing delineated wetlands.
Expected date of completion: _____
- 15. Low reflecting glass is used.
Expected date of completion: _____
- 16. Motion detector lights are used instead of constant outdoor lighting.
Expected date of completion: _____
- 17. Field guides and self-tour information are available to customers.
Expected date of completion: _____
- 18. Interpretative signs are used to educate customers.
Expected date of completion: _____
- 19. The business 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 organization/nonprofit).
Please explain: _____

Expected date of completion: _____
- Innovative Best Practice**
(1 point awarded for each practice until further review)
If the business has other ways it is achieving the goals of Section F: Wildlife and Landscape Conservation and Management, please describe this here:

SECTION F Subtotal _____

Section F: Notes (optional)

Section G: Transportation

Why is this important? "Air and ground transportation alone are one of the largest contributors of greenhouse gas emissions that affect global climate change. However, by decreasing your greenhouse gas emissions, you can reduce global warming and promote energy independence from foreign non-renewable sources."*

- 1. Walking, busing, and bicycling use is encouraged through posting of bus schedules, reduced rate transit passes, routes, and/or maps.
Expected date of completion: _____
- 2. Bicycles available for use or for rental.
Expected date of completion: _____
- 3. **(2)** Company vehicles are hybrid-electric, biodiesel, E85 (Ethanol), electric or other non-petroleum gasoline or diesel based vehicles.
Please indicate the number of vehicles: _____
Expected date of completion: _____
- 4. Staff carpool is organized.
Expected date of completion: _____
- 5. Video conferencing or teleconferencing is available to reduce traveling to meetings.
Expected date of completion: _____
- 6. When providing a tour, routes are planned to minimize travel distances.
Expected date of completion: _____
- 7. Business offers customers the opportunity to off-set their CO₂ emissions voluntarily by providing information about how they can purchase carbon off-sets or green tags from a variety of nonprofit organizations. (For information about these programs visit Green-e at www.green-e.org/your_e_choices/wisconsin.html).
Expected date of completion: _____
- 8. **(2)** Business off-sets CO₂ emissions and is working towards being climate neutral by purchasing carbon credits or green tags from nonprofits that purchase these credits for your business. The offsets you purchase from these organizations support reforestation projects or renewable energy (i.e. wind farm) projects for example.
(For information about these programs visit Green-e at www.green-e.org/your_e_choices/wisconsin.html. To calculate carbon emissions, use a carbon calculator such as www.ClimateNeutral.com/pages/metrics.html or other similar tools).
Expected date of completion: _____

- Innovative Best Practice**
(1 point awarded for each practice until further review)
If the business has other ways it is achieving the goals of Section G: Transportation, please describe this here:

SECTION G Subtotal _____

Section G: Notes (optional)

Section H: Purchasing

Why is this important? "One of the most powerful ways you and your business can help to make the world a better place is to vote with your dollars through responsible purchasing. Responsible purchasing (also known as green purchasing and environmentally preferable purchasing) includes buying locally produced products and services from locally owned businesses as well as purchasing products that support fair trade and wages and that have a reduced environmental impact."*

- 1. Organic food products are purchased. Please list product names:

Expected date of completion: _____
- 2. Local food products are purchased. Please list product names:

Expected date of completion: _____
- 3. Fair trade products are purchased. Please list product names:

Expected date of completion: _____
- 4. Reusable and durable products are purchased. Please list product names:

Expected date of completion: _____

- 5. Recycled products are purchased. Please list product names: _____

Expected date of completion: _____
- 6. The business 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 possible.
Expected date of completion: _____
- 7. The business chooses suppliers that are environmentally and socially responsible (for example a green builder, alternative fuel taxis, organic food supplier, bicycle rentals etc.).
Expected date of completion: _____
- 8. The business practices socially responsible practices by making sure that contractual agreements and hiring practices are not exploitive. Business and vendors do not discriminate based on race, sex, religion, or political affiliation.
Expected date of completion: _____
- 9. Marketing materials such as brochures are printed using soy ink and high recycled paper content. Please list recycled content: _____
Expected date of completion: _____
- Innovative Best Practice**
(1 point awarded for each practice until further review)
If the business has other ways it is achieving the goals of Section H: Purchasing, please describe this here:

SECTION H Subtotal _____

Section H: Notes (optional)

Section I: Local Community Benefits

Why is this important? "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 businesses 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 business' staff consists of local people.
Please indicate percentage of staff: _____
Expected date of completion: _____
- 2. Local fish, meat, and produce are purchased when available.
Please list products: _____

Expected date of completion: _____
- 3. Local crafts, products, and/or services are purchased for use within the business and/or available for sale to guests.
Please list products: _____

Expected date of completion: _____
- 4. Literature promoting local businesses is provided.
Expected date of completion: _____
- 5. Business is a member of the local Chamber of Commerce, Better Business Bureau, lake association, conservation organization, and/or historical society.
Please list memberships here: _____

Expected date of completion: _____

- 6. Business 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: _____

Expected date of completion: _____
- 7. The business allows the use of their property or facility for community events.
Expected date of completion: _____
- 8. Customers are provided with information about the products and services offered by the local community.
Expected date of completion: _____
- Innovative Best Practice**
(1 point awarded for each practice until further review)
If the business has other ways it is achieving the goals of Section I: Local Community Benefits, please describe this here: _____

SECTION I Subtotal

Section I: Notes (optional)

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

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 certify that the preceding information is complete and accurate and that all requirements for Travel Green Wisconsin certification have been met or exceeded.

Applicant's Signature

Date

Travel Green Wisconsin is a voluntary program formed by the Wisconsin Environmental Initiative in partnership with the State of Wisconsin Department of Tourism.



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