

Travel Green Wisconsin

Checklist Reference Materials

A business working to achieve the Travel Green Wisconsin Certification is likely to have questions as they work through the certification checklist. UW-Extension has long been a resource to Wisconsin's residents, communities and business. This brief fact-sheet will serve as a companion to the checklist and provides some resources your business may find useful in answering questions that may arise. While this in by no means is an exhaustive listing, it should provide basic information that will help your business achieve the Travel Green Wisconsin Certification.



Section A - Communication and Education

As businesses enroll and gain experience with the Travel Green Wisconsin program it is anticipated that sample communication tools for both customers and employees will be made available. Peer exchange between businesses will be valuable for this particular section. Participating businesses are encouraged to share their experiences with other program enrollees.

Section B – Waste Reduction, Reuse, and Recycling

Waste Management Strategies for Small Businesses – UW Extension SHWEC

<http://cfprod01.imt.uwm.edu/Dept/shwec/publications/cabinet/recycling/WMSmlBusinesses.pdf>

Wisconsin Waste Reduction and Recycling Program –

<http://www.dnr.state.wi.us/org/aw/wm/publications/recycle/LawBrochure.pdf>

Safe Lamp and Bulb Management – Wisconsin DNR

<http://www.dnr.state.wi.us/org/aw/wm/publications/hazard/BulbrecyclingWA195-03.pdf>

Section C – Energy Efficiency, Conservation and Management

Wisconsin Focus on Energy

www.focusonenergy.com

The Wisconsin Focus on Energy Program provides information, technical assistance and funding to promote energy conservation and renewable energy for homes, businesses, farms, schools and local governments.

With staff in Green Bay, Madison, Milwaukee and Stevens Point, SHWEC has been providing quality environmental education and technical assistance throughout Wisconsin since 1990. To contact a SHWEC Specialist go to

www.shwec.uwm.edu

SHWEC -UW-Extension 610 Langdon Street, Room 528 Madison WI 53703 608.262.0385 tel 608.262.6250 fax



Energy Center of Wisconsin

www.ecw.org

A private, non-profit organization dedicated to improving energy sustainability including support of energy efficiency, renewable energy, and environmental protection.

Energy Star Program

<http://www.energystar.gov/>

Section D – Water Conservation and Wastewater Management

Building Green Guide – UW Extension SHWEC

<http://www3.uwm.edu/Dept/shwec/publications/cabinet/reductionreuse/615.SG.0502%20Update%202.pdf>

- Low flow shower heads, toilets, faucets
- Tankless water heaters



WaterSense – US EPA

<http://www.epa.gov/OWM/water-efficiency/index.htm>

Section E – Air Quality

Building Green Guide – UW Extension SHWEC

<http://www3.uwm.edu/Dept/shwec/publications/cabinet/reductionreuse/615.SG.0502%20Update%202.pdf>

- Energy Recovery Ventilators
- HEPA Filtration Systems
- Setback Thermostats

Section F – Wildlife and Landscape Conservation and Management

Organic Fertilizer

Midwest Organic & Sustainable Education Service – Organic Resource Directory

<http://www.mosesorganic.org/umord/directory.htm>

Lawn and Garden Fertilizers

<http://cecommerce.uwex.edu/pdfs/GWQ002.PDF>

Low Reflecting Glass for Wildlife

Audubon at Home – Minimizing Window Collisions

http://www.audubon.org/bird/at_home/SafeWindows.html

Wisconsin Native Plant sources – UW-Extension Publication

[http://clean-water.uwex.edu/pubs/pdf/home.lonative.pdf#search=wisconsin native plants%22](http://clean-water.uwex.edu/pubs/pdf/home.lonative.pdf#search=wisconsin%20native%20plants%22)

Section G – Transportation

What You Can Do – US EPA Transportation and Air Quality

<http://www.epa.gov/otaq/consumer.htm>

Wisconsin Partners for Clean Air – especially useful for urbanized areas

http://www.cleanairwisconsin.org/index_airquality.php



Section H – Purchasing

Office of the Federal Environmental Executive – Green Purchasing References

<http://www.ofee.gov/gp/gp.htm>

Reusable Goods – ex. refillable soap dispensers

US Environmental Protection Agency –Comprehensive Procurement Database

<http://www.epa.gov/epaoswer/non-hw/procure/database.htm>

Paper Products including printed promotional materials

US Environmental Protection Agency –Comprehensive Procurement Database

<http://www.epa.gov/epaoswer/non-hw/procure/database.htm>

Building Green Guide – UW Extension SHWEC

<http://www3.uwm.edu/Dept/shwec/publications/cabinet/reductionreuse/615.SG.0502%20Update%202.pdf>

- Green Building Products
- Light Bulbs
- Low VOC/no VOC Paints and Finishes
- Light Fixtures
- Windows
- HVAC

Green Seal

www.greenseal.org

- Hand Cleaners
- Fleet Vehicle Maintenance
- Paints and Coatings
- Cleaners
- Floor Care Products
- Papers and Newsprint
- Windows and doors

Environmentally Preferable Purchasing – Great Lakes Regional Pollution Prevention Roundtable

Excellent resource for numerous travel green sectors

Section I – Local Community Benefits Savor Wisconsin

Locally Grown Food – [SavorWisconsin.com](http://www.savorwisconsin.com) is an online directory and resource for consumers across the world to find food and agricultural products and services from the state of Wisconsin. <http://www.savorwisconsin.com/>



Farm Fresh Atlases of Wisconsin

The farms and sponsors listed in the Farm Fresh Atlas of Wisconsin have pledged their commitment to help create a sustainable, regional food system. Consumers who support these farms and sponsors will also be supporting a way of farming that protects natural resources, minimizes the use of synthetic pesticides and fertilizers, and treats animals with care and respect. All this, and plenty of good locally-grown food to enjoy.

Farm Fresh Atlas of Western Wisconsin

Contact Andrew Dane, andrew.dane@ces.uwex.edu, 715-726-7950. Directed to consumers in Western Wisconsin counties. <http://www.wifarmfresh.org/>

Farm Fresh Atlas of Eastern Wisconsin

Contact: Robin Calvey, parkridge@charter.net or 920-979-9658. Directed to consumers in Eastern Wisconsin counties.

Southeast Farm Fresh Atlas

Contact: Rose Skora, rose.skora@ces.uwex.edu or 262-857-1945. Directed to consumers in the metropolitan Milwaukee area. <http://www.farmfreshatlas.org/>

Central Wisconsin Farm Fresh Atlas

Contacts: Bill Ebert, ebertb@co.portage.wi.us, 715-343-6214; Jasia Steinmetz, jasia.steinmetz@uwsp.edu, 715-346-4087. Directed to consumers in Adams, Juneau, Marathon, Marquette, Monroe, Portage and Wood counties.

2006 Southern Wisconsin Farm Fresh Atlas

For more information, email info@reapfoodgroup.org or call Miriam Grunes at 608-294-1114. <http://www.reapfoodgroup.org/atlas/>

Business-specific resources

The Pollution Prevention Resource Exchange, an EPA sponsored technical assistance resource, has developed numerous topic hubs for specific businesses. Individual businesses should check <http://www.glrppr.org/hubs/> to see if pollution prevention resources are available for their industry. Currently, the following related industries are available:

Marinas <http://www.glrppr.org/hubs/toc.cfm?hub=21&subsec=7&nav=7>

Hospitality <http://www.glrppr.org/hubs/toc.cfm?hub=14&subsec=7&nav=7>

Green Procurement <http://www.glrppr.org/hubs/toc.cfm?hub=13&subsec=7&nav=7>

Food Service <http://www.glrppr.org/hubs/toc.cfm?hub=448&subsec=7&nav=7>

Ski Areas <http://www.glrppr.org/hubs/toc.cfm?hub=805&subsec=7&nav=7>

Resources compiled by Joe Van Rossum and Steve Brachman, UW-Extension Solid & Hazardous Waste Education Center

Inclusion on this list is not intended to imply endorsement by UW Extension, nor is exclusion intentional. Suggestions for additional resources will be considered in order to provide the most comprehensive listing possible.