Application for Recognition
Attractions

About the NC GreenTravel Initiative

This program has been created to recognize those businesses in the travel industry in North Carolina that have established and adhere to a set of guidelines that protect the environment. The initiative has been developed through a partnership of the North Carolina Division of Environmental Assistance and Customer Service; The Center for Sustainable Tourism at East Carolina University; the North Carolina Division of Tourism, Film and Sports Development and the Waste Reduction Partners program.

The travel industry is one of the largest consumers in the state and has an enormous impact on the environment and the economy. By becoming a partner in this effort, you are helping to assure that North Carolina's travel and tourism industry will remain sustainable and profitable and that the state's environment and economy will remain healthy for many years to come.

How To Apply for NC GreenTravel Recognition

To become recognized as a green travel attraction, first save this document on your computer so you can fill it in at your leisure. You may type directly into the saved document and click on the checkboxes to complete it. Please save your completed application and email it to tom.rhodes@ncdenr.gov. If you have questions, you may call (919) 707-8140 for assistance.

Benefits of Becoming Recognized

Recognized NC GreenTravel attractions will receive a door decal and a certificate denoting them as being a North Carolina GreenTravel business plus free listings on the NC GreenTravel website and map.

Free Technical Assistance

The Division of Environmental Assistance and Customer Service environmental team can help you learn how your attraction can become more environmentally sustainable. We recommend seeking assistance from Waste Reduction Partners (WRP), a unique program that engages senior engineers and scientists who can help your facility cut energy use, reduce waste, conserve water and save money. The WRP team can advise you about how your business can meet the NC GreenTravel Recognition criteria through cost-effective strategies. WRP staff can provide on-site Greening Assessments with cost/benefit analysis. To learn more, please contact Tom Rhodes by e-mail at tom.rhodes@ncdenr.gov or call (919) 707-8140.

Application for Recognition

Facility Name: _____

Phone Number: _____

Street Address: _____

City _____ Zip _____

Mailing Address _____

_____

Contact Person: _____

Contact Person's Title _____

Contact Telephone: _____ E-Mail: _____

Website URL _____

Facility Type _____

Date Submitted _____

Regulatory Information (required)

- **I certify that this facility is in compliance with ALL applicable regulatory laws and requirements that relate to our business type. ☐ Yes, ☐ No. If not, please explain on a separate sheet**
- **Has your facility had any violations of applicable laws and regulations in the past 2 years? ☐ Yes, ☐ No. If so, please explain on a separate sheet.**
- **Do you operate under any permits issued by the Department of Environment and Natural Resources? ☐ Yes, ☐ No If yes, please include titles and permit numbers on a separate sheet.**

Overview of Accomplishments

Tell us why you feel your facility should be recognized by the NC GreenTravel initiative:

core requirements

A: **Policy Statement (Required): Enter or attach a copy of your facility's environmental policy statement. If your facility does not have an environmental policy, send an e-mail to tom.rhodes@ncdenr.gov requesting information about how to create one.**

B: **How do you advise staff of your environmental policy?(Required): List where your environmental policy is displayed.**

C: **Environmental Team (Required): Describe your environmental team. List members, job titles and meeting schedule.**

Raising Your Recognition Score

☐ If your facility has previously been recognized by the NC GreenTravel Initiative and you would like to increase your recognition level based on additional sustainable practices you have included in your program, please indicate by checking this box.

Solid waste reduction and recycling

Our facility engages in the following activities to reduce solid waste.

Source Reduction Methods Implemented

- 1 PT ☐ Fax and copy machines don't create cover sheets
- 1 PT ☐ Two-sided copying and printing is standard operating procedure
- 2 PTS ☐ Electronic documents are used instead of printing
- 1 PT ☐ Clean, once-used paper is reused for memos and drafts
- 5 PTS ☐ A solid waste assessment has been performed
- 5 PTS ☐ 50% of solid waste assessor recommendations have been implemented

List of materials recycled, donated or refurbished for reuse

- 2 PTS ☐ Paper (Includes newspaper, office paper, cardboard, magazines, etc.)
- 5 PTS ☐ All food and beverage containers (steel, aluminum, plastic, glass, etc.)
- 1 PT ☐ Toner, ink and other printer cartridges
- 2 PTS ☐ Pallets
- 2 PTS ☐ Plastic packaging (film, stretch wrap, shrink wrap, plastic bags, etc.)
- 5 PTS ☐ Goods, equipment and materials no longer needed are donated to organizations that can reuse them (Habitat for Humanity, Good Will, Salvation Army, etc.)

Please list other materials recycled donated or refurbished

List locations of recycling containers available to staff and guests

- 2 PTS ☐ Staff work areas—please describe (in offices, in kitchens, in dock areas, etc.)
- 3 PTS ☐ In public or customer areas—please describe (in common areas or meeting spaces, in guest rooms, in dining areas, etc.)

- 3 PTS ☐ Signs are posted directing users toward recycling areas.
- 2 PTS ☐ More than half of the recycling containers onsite are clearly marked and located adjacent to waste containers
- 4 PTS ☐ *All* recycling containers are located adjacent to waste containers
- 1 PT ☐ Our facility has reduced the number of trash containers onsite
- 1 PT ☐ Our facility has repurposed some of our trash containers as recycling containers

Energy Management

5 PTS ☐ An Energy Assessment has been performed
5 PTS ☐ 50% of assessor recommendations have been implemented
5 PTS ☐ Our facility has switched to energy-efficient lighting (describe replacement program in place)

2 PTS ☐ Our facility implemented de-lamping/de-commissioning of lights based on light level measurements and aesthetic needs.
http://www.publicpolicycenter.hawaii.edu/documents/brief004.pdf
2 PTS ☐ Occupancy sensors have been installed
2 PTS ☐ LED or electroluminescent exit signs have been installed
3 PTS ☐ Daylight sensors have been installed or facility is using day-lighting
2 PTS ☐ Automatic, low-energy hand dryers have been installed in public restrooms
10 PTS ☐ Solar panels, wind generators and/or other renewable energy sources have been installed to generate electricity
5 PTS ☐ Our facility is selling excess green power to power company
☐ We purchase carbon offset blocks from NC GreenPower (specify how many blocks your facility purchases monthly for 2 points per block) _____ blocks

HVAC

5 PTS ☐ Energy Star labeled HVAC has been installed
7 PTS ☐ Innovative, high efficiency HVAC has been installed (ground source heat pump, solar, etc.)
2 PTS ☐ Programmable HVAC controls have been installed

Water Heating

7 PTS ☐ Solar panels have been installed for water heating
1 PT ☐ Insulation jacket has been installed on water heaters
4 PTS ☐ Heat pump water heater has been installed
3 PTS ☐ Our facility is using on-demand water heating
1 PT ☐ Water temperature is set back to 120 degrees for non-food related use

Building Envelope and Insulation

2 PTS ☐ Window film and treatments have been installed to reduce solar gain
5 PTS ☐ Energy Star labeled windows, doors and skylights have been installed (please specify) _____
2 PTS ☐ Green insulation has been properly installed (green foam, hemp, cellulose, etc.) (please specify) _____
2 PTS ☐ Tightly sealed weather stripping has been installed on all doors and windows

Appliances

3 PTS ☐ 50% or more of our appliances are Energy Star labeled
2 PTS ☐ Energy Star Labeled computers, monitors, printers, copiers and other business equipment are being used.
3 PTS ☐ We have a motor management/replacement plan to use high-efficiency motors and/or we are maintaining motor inventory. http://www.motorsmatter.org/index.asp
1 PT ☐ Vending machines have been de-lamped or lighting minimized
2 PTS ☐ Vending machines have been equipped with energy-saving technology (timers, vending misers, etc.)

Water Efficiency

5 PTS ☐ A water efficiency assessment has been performed
5 PTS ☐ 50% of assessor's recommendations have been implemented
1 PT ☐ All plumbing is regularly checked for leaks and all leaks are repaired as soon as possible.
3 PTS ☐ Common area restrooms have automatic water shut-off faucets.
4 PTS ☐ 1.28 gallon-per-flush High Efficiency Toilets (HET) or dual flush toilets are installed
1 PT ☐ 1.5 gallon-per-minute faucet aerators are installed
4 PTS ☐ Restrooms have ultra low-flow flush (0.125 gpf) or waterless urinals
2 PTS ☐ 2.0 gallon-per-minute or less showerheads are installed

Air Quality

2 PTS ☐ Low VOC paints are used

Transportation

1 PT ☐ Employees are offered incentives to carpool, walk, bike to work or use public transit
2 PTS ☐ Bike racks are provided for guests and employees
3 PTS ☐ Special parking is provided for guests with hybrid, electric and alternative fuel vehicles
5 PTS ☐ Electric vehicle charging station(s) are provided for guests
5 PTS ☐ Alternative fuel fleet vehicles are used, including bio-fuel, hybrid, electric vehicles, pedal-powered, natural gas or propane
2 PTS ☐ A no idling policy/signage is in place for fleet vehicles, guest vehicles, delivery trucks and tour busses

Environmental Measurements

1 PT ☐ Solid waste disposal-to-landfill is tracked by weight or volume monthly
1 PT ☐ Recycling totals are estimated by weight or volume and recorded periodically
1 PT ☐ Energy usage is tracked monthly
1 PT ☐ Water consumption is tracked monthly
1 PT ☐ Environmental measurements are published to management and staff.
2 PTS ☐ Environmental measurements are published in public media

Grounds Keeping

2 PTS ☐ Our facility practices planting native plants that require little maintenance (Describe)

2 PTS ☐ Our facility practices planting drought tolerant plants to reduce the need to water (Describe)

2 PTS ☐ An irrigation conservation plan is in place (soaker hoses, timed irrigation, etc.) (Describe)

1 PT ☐ Rainwater is harvested for landscaping
2 PTS ☐ Mulch and/or compost are used for retaining water
2 PTS ☐ Our facility minimizes the use of synthetic pesticides and herbicides in landscaping
2 PTS ☐ Our facility uses mulch or compost *generated onsite* as a soil amendment to improve soils and plant growth or ground cover for retaining water.
5 PTS ☐ Our facility has a vegetation planting program for strategic environmental enhancement
5 PTS ☐ Walkways and outside parking areas at our facility are pervious

Education and Promotion

2 PTS ☐ Our staff is required to recycle and has received recycling training
2 PTS ☐ Our visitors are encouraged to conserve resources through the use of flyers, signs, decals, magnetic signs, verbal reminders and other communications.
1 PT ☐ Our community is made aware of our environmental program through our advertisements and/or public media releases

Housekeeping and Clean-up

2 PTS ☐ Our facility housekeeping and clean-up procedures include recycling practices

1 PT ☐ We purchase cleaning products in bulk containers or concentrated to reduce waste

2 PTS ☐ Cleaning products and methods are assessed and selected for their environmentally friendly impact

1 PT ☐ Cleaning products used throughout the facility are natural cleaners and/or meet or exceed Green Seal (or similar) product standards. (Describe)

2 PTS ☐ Employees are given training in the use of green cleaners

1 PT ☐ A cleaning products waste reduction plan has been implemented

1 PT ☐ Vendors give feedback on environmental impact from using their environmentally sustainable products. Results are available to staff and public.

Green Purchasing

3 PTS ☐ Environmentally Preferable Procurement (EPP) program has been established and is communicated to staff

2 PTS ☐ Our employees are required to comply with EPP policy

1 PT ☐ Vendors of environmentally sustainable products are given preference

2 PTS ☐ Durability and lifespan of the products is given priority over cost when purchasing

2 PTS ☐ Recycled content paper products are purchased

2 PTS ☐ The number of items such as printers, staplers, paper cutters and other multi-user equipment is minimized

3 PTS ☐ Vendors are asked to deliver supplies with returnable packaging or to take back packaging for recycling or reuse

3 PTS ☐ Environmentally preferable furnishings, and equipment are used (Reused, remanufactured or made from sustainable materials) (Describe)

LEED Certification

LEED is the acronym for Leadership in Energy and Environmental Design. LEED Certification can save energy and reduces operating costs. Visit www.usgbc.org/LEED to learn more about LEED Certification.

10 PTS ☐ **Our facility has attained LEED Certification**
5 PTS ☐ **Our facility has applied for LEED Certification**
10 PTS ☐ **All new building projects are planned and executed using LEED standards.**
5 PTS ☐ **Our facility has a fully functional Environmental Management System (explain)**

Certification by Organizations & Agencies

15 PT ☐ **Has your facility received recognition or certification as a green or sustainable business by another recognized certifying organization or agency? (Please identify organization or agency)**

Additional Practices

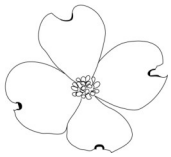
Please describe additional sustainable practices your facility has implemented (you may submit additional pages.)

Tallying your score

List the total number of points for each section and total your score in the box at the end of the section. Our review team may add additional points for other sustainability practices.

	SECTION	SCORE
	Waste Reduction & Recycling	
	Energy Management	
	Water Efficiency	
	Air Quality	
	Transportation	
	Environmental Measurements	
	Grounds Keeping	
	Education and Promotion	
	Housekeeping and Cleanup	
	Green Purchasing	
	LEED Certification	
	Certification By Other Agencies	
	TOTAL	

Determining your recognition level



Your recognition level—One Dogwood Blossom, Two Dogwood Blossoms or Three Dogwood Blossoms—will be determined by the point system found in the chart on the following page. Additional points may be acquired by facilities that implement other sustainable practices that are not part of those prescribed in this application.

Add your score from the previous page and compare it with the scores below to determine your recognition level. Our reviewers may also award additional points for other environmental practices that go beyond to those prescribed in this application.

Please save your completed application on your computer for your future reference and email your completed application form to tom.rhodes@ncdenr.gov. Call (919) 707-8140 for more information and assistance with filling in your application.

Your NC GreenTravel recognition is valid for a period of three years from the date that it is issued.

Recognition level scores

One Dogwood Blossom	Two Dogwood Blossoms	Three Dogwood Blossoms
50	100	150

Additional Comments

NC GreenTravel Partners