Application for Recognition

Festivals

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 have your festival recognized by the NC GreenTravel Initiative, 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 festivals will receive a decal and a certificate denoting them as being a North Carolina GreenTravel festival 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 make your festival 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 festival cut energy use, reduce waste, conserve water and save money. The WRP team can advise you on how to meet the NC GreenTravel Recognition criteria through cost-effective strategies. WRP staff can provide on-site environmental assessments and consultation with cost/benefit analysis. To learn more, please contact Tom Rhodes by e-mail at tom.rhodes@ncdenr.gov or you may call us at (919) 707-8140.

Application for Recognition

Festival Name: _____

Phone Number: _____

Street Address: _____

City _____ Zip _____

Mailing Address _____

_____

Contact Person: _____

Contact Person's Title _____

Contact Telephone: _____ E-Mail: _____

Website URL _____

Event Type _____

Date Submitted _____

Regulatory Information (required)

- **I certify that this festival 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 festival 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 festival should be recognized by the NC GreenTravel initiative:

core requirements

A: **Policy Statement (Required): Enter or attach a copy of your festival's environmental policy statement. If your event 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 festival 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 festival 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 primarily instead of printing
- 1 PT ☐ Clean, once-used paper is reused for memos and drafts
- 2 PT ☐ Attendees and staff are encouraged to recycle by way of printed reminders, labeled recycling containers, verbally and by other communications.
- 25 PT ☐ The event is a Zero Waste event or has at least 90% waste reduction
- 5 PTS ☐ Electronic registration is used instead of paper tickets and passes.
- 5 PT ☐ A special clean-up (like Clean Sweep) is held in conjunction with the event
- 5 PT ☐ Bottled water is discouraged in favor of bulk refills of reusable containers
- 5 PT ☐ Reusable cups/beverage containers are provided to attendees.
- 5 PT ☐ Styrofoam is not allowed to be used at the event
- 10 PT ☐ Recycling and compost collection containers are staffed
- 2 PTS ☐ Event and post-event information and schedules are posted online and at strategic locations instead of being printed.
- 2 PTS ☐ Electronic correspondence is used via email and website.
- 2 PTS ☐ Vendors deliver with returnable packaging
- 2 PTS ☐ Our staff is required to recycle and has received recycling training

List of materials recycled, donated or refurbished for reuse

- 2 PTS ☐ Paper (Includes posters, newspaper, office paper, cardboard, flyers, 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

- 10 PTS ☐ Surplus, edible food is donated to shelters and/or food banks
- 10 PTS ☐ Discarded food waste is collected and composted

List locations of recycling/composting containers available to staff and guests

2 PTS ☐ Staff work areas—please describe (in offices, in kitchens, administrative areas)

3 PTS ☐ In public areas—please describe

3 PTS ☐ Signs are posted directing attendees and staff toward recycling/composting areas.
2 PTS ☐ Recycling containers are clearly marked and located adjacent to waste containers

Festival Planning

2 PTS ☐ Our festival is planned based on local lodging/camping availability
2 PTS ☐ Our festival is planned around the availability of public transportation
2 PTS ☐ Environmental films and presentations will be a part of the festival
2 PTS ☐ Our festival is planned so as to reduce damage to local plants and minimizing land damage and wildlife disruption
10 PTS ☐ A Sustainable beer, wine and foods garden is planned for the event
2 PTS ☐ A green marketplace is planned for the event
2 PTS ☐ Construction and other materials are sourced locally
2 PTS ☐ Construction materials are salvaged/reused
2 PTS ☐ The event location is chosen based on a specific green strategy or policy.
5 PTS ☐ All employees, volunteers and vendors are trained and required to follow the festival's environmental policy.
5 PTS ☐ A sustainability coordinator has been hired for the festival

Energy Management

5 PTS ☐ Our event management uses energy-efficient lighting (describe)
2 PTS ☐ LED or electroluminescent exit signs have been installed in buildings.
10 PTS ☐ Solar panels, wind generators and/or other renewable energy sources have been installed to generate electricity for sound equipment, lighting and other uses.
☐ We purchase carbon offset blocks from NC GreenPower (specify how many blocks your festival purchases for 2 points per block) _____ blocks
5 PTS ☐ Vendors are required to use solar and/or wind energy
5 PTS ☐ Fuel powered generators use biodiesel or ethanol
5 PTS ☐ Employees and volunteers are assigned to turn off equipment when not in use
5 PTS ☐ Solar water heating is used
5 PTS ☐ Our festival requires vendors to use energy-efficient lighting
2 PTS ☐ Energy Star Labeled computers, monitors, printers, copiers and other business equipment are being used in conjunction with the planning and operation of our festival.

Water Efficiency

1 PT ☐ All plumbing is regularly checked for leaks and all leaks are repaired as soon as possible.

2 PTS ☐ Signs, posters, decals, etc. are posted to encourage water conservation.

Air Quality

2 PTS ☐ Low VOC paints are used

Green Transportation

2 PTS ☐ "Park-and-Rides" have been established

2 PTS ☐ Bicycle lock-up racks are made available to staff and attendees

2 PTS ☐ Attendees are offered incentives for using public transportation

2 PTS ☐ Pedal-powered shuttles are provided at the festival

2 PTS ☐ Biofuels-powered shuttle service is provided at the festival

2 PTS ☐ Special parking for hybrids and Plug-In-Electric Vehicles is available at the festival

10PTS ☐ The festival has Biofuels and/or electric vehicle plug-in available for attendees

10PTS ☐ There is a no idling policy in place for transportation and shuttles

Environmental Measurements

1 PT ☐ Solid waste disposal-to-landfill is tracked by weight or volume at the festival

1 PT ☐ Recycling totals for the festival are estimated by weight or volume and recorded

1 PT ☐ Energy usage is tracked for the festival

1 PT ☐ Water consumption is tracked for the festival

1 PT ☐ Environmental measurements are published to management and staff

2 PTS ☐ Environmental measurements are published in public media

Clean-up

2 PTS ☐ Our festival clean-up procedures include recycling practices

1 PT ☐ We purchase cleaning products in bulk containers or concentrated to reduce waste. Cleaning products used are natural cleaners and/or meet or exceed Green Seal (or similar) product standards. (Describe)

Education and Promotion

2 PTS ☐ Festival attendees are encouraged to conserve resources through the use of flyers, signs, decals, verbal reminders and other communications.

1 PT ☐ Our community is made aware of our festival's environmental program through our advertisements and/or public media releases

2 PTS ☐ Nature walks are planned for the festival

2 PTS ☐ An environmental roundtable discussion is planned as a part of the festival

3 PTS ☐ Biofuels, green energy, LED, photo-voltaics, composting, green transportation and other environmental demonstrations are presented at the festival

3 PTS ☐ Anti-litter signage is posted and anti-litter announcements are made.

2 PTS ☐ Results from green activities are announced and/or published.

For additional information about how to make your festival greener, visit these websites:

http://www.greenfestivals.org/ http://www.agreenerfestival.com/
http://www.ecu.edu/cs-acad/sustainabletourism/upload/Checklist-General.pdf

Green Purchasing

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

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 are considered equally with cost when purchasing

2 PTS ☐ Recycled content paper products are purchased and used (tissues, towels, etc.)

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

2 PTS ☐ Vendors serve locally produced foods

Certification by Organizations & Agencies

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

Additional Practices

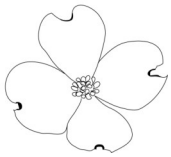
Please describe additional sustainable practices your festival has implemented (you may submit additional pages.)

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
	Solid Waste Reduction & Recycling	
	Festival Planning	
	Energy Management	
	Water Efficiency	
	Air Quality	
	Green Transportation	
	Environmental Measurements	
	Cleanup	
	Education and Promotion	
	Green Purchasing	
	Certification By Other Organizations & Agencies	
	Additional Practices	
	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 festivals 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 green environmental practices beyond 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	110	175

NC GreenTravel Partners