



Nature Based  
Businesses and  
Campgrounds

### *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; East Carolina University; Visit North Carolina and the Waste Reduction Partners program.

### *Applying for NC GreenTravel Recognition*

To become recognized as a green travel business, 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](mailto:tom.rhodes@ncdenr.gov). If you have questions, you may call (919) 707-8140 for assistance.

Business Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Mailing Address \_\_\_\_\_

Contact Person \_\_\_\_\_

Email \_\_\_\_\_

Website URL \_\_\_\_\_

Date Submitted \_\_\_\_\_

### *Overview of Accomplishments*

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

## ***Core Requirements for NC GreenTravel Recognition***

- 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
- Has your facility had any violations of applicable laws and regulations in the past 2 years?  
                 Yes      No      If so, please explain
- Do you operate under any permits issued by the Department of Environmental Quality?  
                 Yes      No      If yes, please include titles and permit numbers

**Policy Statement Required:** Enter or attach a copy of your business's environmental policy statement. If your facility does not have an environmental policy, please read our Environmental Policy Tutorial on the last page of this form.

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

**Environmental Team Required:** Describe your environmental team. List names, job titles and meeting schedule.

## ***Raising Your Recognition Score***

If your business 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.

## ***Businesses with Facilities***

Some nature-based tourism businesses consist of an office and/or facilities from which they conduct business. If your business has any facilities, please complete this entire form.

## ***Businesses without Facilities***

Nature-based tourism business such as outdoor guides, adventures, natural attractions and wildlife guides may not necessarily be conducted from a building. If your business does not have an office or facility, please complete the “Guides and Adventures” section below and any applicable sections in the rest of the form.

## ***Guides and Adventures***

Our business engages in the following practices:

- 5 pt      Our program is designed to protect and enhance a healthy environment while promoting environmental stewardship to our clients.
- 5 pt      We actively improve the areas in which we do business by helping to maintain the natural balance of nature. Examples may include planting and maintaining native species to prevent erosion, actively protecting turtle nesting areas, constructing and installing nesting boxes, etc.
- 5 pt      Our structures, signage and equipment have minimal impact on the natural surroundings.
- 5 pt      We actively work with other environmental agencies and/or organizations to preserve, protect and enhance the natural environment.
- 5 pt      We contribute funds and/or volunteer time to environmental conservation projects and programs.
- 5 pt      We always make sure that our business is helping to protect and enhance the natural environment and never harming it in any way.
- 5 pt      When interacting with wildlife, we always seek to do so in such a way as to protect their wellbeing.
- 5 pt      We always conduct business in such a way as to protect our clients’ safety.
- 5 pt      We have established a policy or training to assure that our clients are aware of and protect the flora and fauna in the areas in which we operate.
- 5 pt      We avoid areas such as breeding and nesting sites during sensitive times so as to help preserve the lifecycles of the indigenous species.
- 5 pt      We ensure that our business does not contribute to erosion or soil contamination.
- 5 pt      We cooperate with other nature-based businesses to ensure the sustainability of the areas in which we operate.
- 5 pt      We maintain a commitment to actively preserving cultural and natural resources in our areas of operation.
- 5 pt      We have a policy that encourages clients to “take” pictures but discourages them from taking rocks, artifacts, flowers and other items from sites visited.

- 5 pt      When breaking camp, we make sure to pack and take all litter and discards.
- 5 pt      We camp only in designated camping areas.
- 5 pt      We spread our camping and hiking activities over a wide area so as to minimize negative environmental impacts.
- 5 pt      We avoid introducing or transporting non-native species.
- 5 pt      In areas in which campfires are permitted, we use protective fire rings or other fire barriers.
- 5 pt      Campfires are kept small and wood is completely consumed. The cooled ashes are scattered before leaving the campsite. All fire safety measures are always followed.
- 5 pt      Composting outhouses are available to clients.

## ***Additional Practices***

In this section, include a narrative of other sustainability practices your business uses to help preserve and enhance the natural environment.

# ***Waste Reduction and Recycling***

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

- 1 pt Fax and copy machines don't create cover sheets
- 1 pt Two-sided copying and printing is standard operating procedure
- 2 pt Electronic documents are used instead of printing
- 1 pt Clean, once-used paper is reused for memos and drafts
- 5 pt A solid waste assessment has been performed
- 5 pt 50% of solid waste assessor recommendations have been implemented
- 5 pt We have a Zero Waste To Landfill Policy (Attach copy of policy)

## ***Materials recycled***

- 2 pt Paper (Includes newspaper, office paper, cardboard, magazines, etc.)
- 5 pt All food and beverage containers (steel, aluminum, plastic, glass, etc.)
- 1 pt Toner, ink and other printer cartridges
- 2 pt Pallets
- 2 pt Plastic packaging (film, stretch wrap, shrink wrap, plastic bags, etc.)
- 5 pt 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 pt Staff work areas—please describe (in offices, in kitchens, in dock areas, etc.)
- 3 pt In public or customer areas—please describe (in common areas or meeting spaces, in guest rooms, in dining areas, etc.)
- 3 pt Signs are posted directing users toward recycling areas.
- 2 pt More than half of the recycling containers onsite are clearly marked and located adjacent to waste containers
- 4 pt ***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 pt An Energy Assessment has been performed
- 5 pt 50% of assessor recommendations have been implemented
- 5 pt Our facility has switched to energy-efficient lighting (describe replacement program in place)
  
- 2 pt Our facility implemented de-lamping/de-commissioning of lights based on light level measurements and aesthetic needs.
- 2 pt Occupancy sensors have been installed
- 2 pt LED or electroluminescent exit signs have been installed
- 3 pt Daylight sensors have been installed or facility is using day-lighting
- 2 pt Automatic, low-energy hand dryers have been installed in public restrooms
- 10 pt Solar panels, wind generators and/or other renewable energy sources have been installed to generate electricity
- 5 pt Our facility is selling excess green power to power company
- 3 pt We purchase Carbon Offset Blocks or Renewable Energy Certificates
- 5 pt Energy Star labeled HVAC has been installed
- 7 pt Innovative, high efficiency HVAC has been installed (ground source heat pump, solar, etc.)
- 2 pt Programmable HVAC controls have been installed
- 7 pt Solar panels have been installed for water heating
- 1 pt Insulation jacket has been installed on water heaters
- 4 pt Heat pump water heater has been installed
- 3 pt Our facility is using on-demand water heating
- 1 pt Water temperature is set back to 120 degrees for non-food related use
- 2 pt Window film and treatments have been installed to reduce solar gain
- 5 pt Energy Star labeled windows, doors and skylights have been installed (please specify)
  
- 2 pt Green insulation has been properly installed (green foam, hemp, cellulose, etc.) (please specify)
  
- 2 pt Tightly sealed weather stripping has been installed on all doors and windows

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

## *Water Efficiency*

- 5 pt A water efficiency assessment has been performed
- 5 pt 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 pt Common area restrooms have automatic water shut-off faucets.
- 4 pt 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 pt Restrooms have ultra low-flow flush (0.125 gpf) or waterless urinals
- 2 pt 2.0 gallon-per-minute or less showerheads are installed

## *Air Quality*

- 2 pt Low VOC paints are used
- 2 pt Smoking is not permitted

## *Transportation*

- 1 pt Employees are offered incentives to carpool, walk, bike to work or use public transit
- 2 pt Bike racks are provided for guests and employees
- 3 pt Special parking is provided for guests with hybrid, electric and alternative fuel vehicles
- 5 pt Electric vehicle charging station(s) are provided for guests
- 5 pt Alternative fuel fleet vehicles are used, including bio-fuel, hybrid, electric vehicles, pedal-powered, natural gas or propane
- 2 pt 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 pt Environmental measurements are published in public media

## ***Grounds Keeping***

- 2 pt Our facility practices planting native plants that require little maintenance (Describe)
- 2 pt Our facility practices planting drought tolerant plants to reduce the need to water (Describe)
- 2 pt An irrigation conservation plan is in place (soaker hoses, timed irrigation, etc.) (Describe)
- 1 pt Rainwater is harvested for landscaping
- 2 pt Mulch and/or compost are used for retaining water
- 2 pt Our facility minimizes the use of synthetic pesticides and herbicides in landscaping
- 2 pt 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 pt Our facility has a vegetation planting program for strategic environmental enhancement
- 5 pt Walkways and outside parking areas at our facility are pervious

## ***Education and Promotion***

- 2 pt Our staff is required to recycle and has received recycling training
- 2 pt 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 pt 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 pt 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 sustainable product standards. (Describe)
  
- 2 pt 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.

## ***Sustainable Purchasing***

- 3 pt Environmentally Preferable Procurement (EPP) program has been established and is communicated to staff
- 2 pt Our employees are required to comply with EPP policy
- 1 pt Vendors of environmentally sustainable products are given preference
- 2 pt Durability and lifespan of the products is given priority over cost when purchasing
- 2 pt Recycled content paper products are purchased
- 2 pt The number of items such as printers, staplers, paper cutters and other multi- user equipment is minimized
- 3 pt Vendors are asked to deliver supplies with returnable packaging or to take back packaging for recycling or reuse
- 3 pt Environmentally preferable furnishings, and equipment are used (Reused, remanufactured or made from sustainable materials.

## ***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](http://www.usgbc.org/LEED) to learn more about LEED Certification.

- 10 pt Our facility has attained LEED Certification
- 5 pt Our facility has applied for LEED Certification
- 10 pt All new building projects are planned and executed using LEED standards.
- 5 pt Our facility has a fully functional Environmental Management System such as ISO 14001

## ***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)

## *Instructions for determining your score*

Enter your scores from the checklist for each section. Add the scores and compare the total to the chart below to determine your recognition level. Additional points may be acquired by facilities that implement other sustainable practices that are not part of those prescribed in this application. Save your completed application to your computer and email it to [tom.rhodes@ncdenr.gov](mailto:tom.rhodes@ncdenr.gov). For assistance, call (919) 707-8140.

Section	Score
Guides & Adventures	
Waste Reduction & Recycling	
Energy Management	
Water Efficiency	
Air Quality	
Transportation	
Environmental Measurements	
Grounds Keeping	
Education & Promotion	
Housekeeping & Cleanup	
Sustainable Purchasing	
LEED Certification	
Other Certifications	
Total	

## *Score Levels for businesses with facilities*

One Dogwood Blossom	Two Dogwood Blossoms	Three Dogwood Blossoms
50	70	100

## *Score Levels for businesses without facilities*

One Dogwood Blossom	Two Dogwood Blossoms	Three Dogwood Blossoms
25	50	75

# Four Simple Rules for Creating an Environmental Policy

There are four basic rules for writing and displaying an environmental policy for your business. The policy should include:

- A commitment to protecting the environment. This may be a simple statement that your business promises to do all it can to keep the environment healthy or it may specifically mention environmental stewardship methods. For instance, it could simply state, “(Name of Business) is committed to protecting our environment by conducting business in such a way as to conserve energy, water and natural resources.” OR, it may state, “(Name of Business) practices environmental stewardship by reducing waste, recycling, installing energy efficient lighting, and by installing low-flow water fixtures.”
- A commitment to observing all laws and regulations governing the protection of the environment.
- A commitment to continually improve your environmental stewardship program.
- The completed policy should be signed and dated by the owner or manager of the business and should be displayed where employees and customers can easily see it.

Here is an example that may give you some ideas for your own policy:

## Green Mountain Nature Guides Environmental Policy

*Green Mountain Nature Guides seeks to be a better steward of the earth by creating a healthy environment for its guests, employees and community. We promise to do this by observing sustainable business principles and by implementing an energy reduction program, water conservation program, by helping to protect air quality and by reducing the amount of solid waste generated. Our business is also committed to setting a good corporate example of environmental stewardship.*

*Green Mountain Nature Guides is committed to observing all Federal, state and local laws and ordinances aimed at protecting the environment.*

*Green Mountain Nature Guides will continually seek to reduce its environmental footprint by looking for new and better ways to reduce its reliance on natural resources.*

If you need further assistance in writing your environmental policy, call Tom Rhodes at (919) 707-8140 or email, [tom.rhodes@ncdenr.gov](mailto:tom.rhodes@ncdenr.gov).



*The NC GreenTravel Initiative is a partnership of the NC Division of Environmental Assistance and Customer Service, East Carolina University, Visit NC and Waste Reduction Partners.*

