

Greening your Tourism Business

Action Planning & Policy Development Guide

Business Area	Action Area	Purchasing Decisions (Reduce / Prevent)	Operational Changes (Reducing toxicity / Energy and Water efficiency & conservation)	Responsible Waste Management (Re-Use / Recycle & Disposal)	Active Customer Communications
		Source / reduce / switch to ...	Utilize / install conserve/ re-use / eliminate / prevent /		Offer / new / encourage / communicate
POLICY REVIEW	Weekly Monthly Bi-Annual Annual	Monthly	Bi-Annually	Annually	Annually
	Timeline	1 st (Meeting)	(Jan & July)	(July)	(Jan)
2009	ACTION ITEMS	Month	Month	Month	Month
	Budget (if required)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GENERAL POLICY and GUIDING PRINCIPLES		<ul style="list-style-type: none"> <input type="checkbox"/> Switch to renewable energy sources – wind / solar etc. <input type="checkbox"/> Choose facilities / suppliers with environmental policies <input type="checkbox"/> Buy local (low air trans) <input type="checkbox"/> Buy organic / toxin-free / biodegradable <input type="checkbox"/> Seek recycled materials <input type="checkbox"/> Demand less packaging and/or return packaging for re-use <input type="checkbox"/> Replace old, inefficient appliances / electronic / machinery if possible <input type="checkbox"/> Choose active transport over rail / public transit over gas / vehicle when possible <input type="checkbox"/> Use 100% post-consumer paper when required <input type="checkbox"/> Purchase energy efficient / hybrid vehicle 	<ul style="list-style-type: none"> <input type="checkbox"/> Create a list of local eco-friendly partners / programs to recommend <input type="checkbox"/> Reduce packaging <input type="checkbox"/> Power down any / all when not in use <input type="checkbox"/> Run machinery / schedule off-peak <input type="checkbox"/> Minimize paper use where possible <input type="checkbox"/> Encourage active transport options whenever possible <input type="checkbox"/> Create ways to recognize / support greening efforts (ie. Exchange program) <input type="checkbox"/> Shift to IPM – Integrated Pest management techniques 	<ul style="list-style-type: none"> <input type="checkbox"/> Create easy a linear disposal plan - Re-use → Donate → Re-cycle → Disposal Policy <input type="checkbox"/> Create easily accessible recycle station – front & back of house <input type="checkbox"/> Create accessible toxic / hazardous waste disposal area (paints / batteries / CFL / ink cartr. / electronics, etc.) <input type="checkbox"/> Create <u>and enforce</u> a ‘no littering’ policy <input type="checkbox"/> Consider possible re-use before recycle / dispose in responsible ways (OWE.ca – Ont Waste Materials Exchange) <input type="checkbox"/> Consider staff in your re-use options <input type="checkbox"/> Create carbon off-set program and/or purchase carbon off-sets for travel & energy use for participants / staff / organization 	<ul style="list-style-type: none"> <input type="checkbox"/> Encourage participation in environmental efforts whenever / wherever possible.... <input type="checkbox"/> Encourage active transport

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Frontline / Operations	Retail Sales / Box office / tickets / front desk	<input type="checkbox"/> Re-usable bags <input type="checkbox"/> Reduce packaging <input type="checkbox"/> Digital tickets / admission cards	<input type="checkbox"/> Shift to online where possible <input type="checkbox"/> Reduce packaging <input type="checkbox"/> Create a list of local eco-friendly partners / programs to recommend	<input type="checkbox"/> Create easy to use recycling station	<input type="checkbox"/> Own re-usable bags <input type="checkbox"/> Fee for plastic bags
	Service / operations & meeting / event planning	<input type="checkbox"/> Use 100% post-consumer paper when required <input type="checkbox"/> Demand vegetable-based ink for printed materials <input type="checkbox"/> Use low-tox markers <input type="checkbox"/> Use local organic flowers when possible or demand 'fair-trade' flowers for décor <input type="checkbox"/> Choose facilities / suppliers with environmental policies <input type="checkbox"/> Choose venues / facilities closer together	<input type="checkbox"/> Electronic distribute materials/ handouts <input type="checkbox"/> No paper / pens at meetings <input type="checkbox"/> Use glassware not disposable <input type="checkbox"/> No auto refill water <input type="checkbox"/> White boards / not paper flipchart when possible <input type="checkbox"/>	<input type="checkbox"/> Collect re-useable items (ie. nametags) <input type="checkbox"/> Re-use décor (possible gifts)	<input type="checkbox"/> Encourage bring own paper / pens <input type="checkbox"/> Own containers / re-use <input type="checkbox"/>
	Food & Beverage	<input type="checkbox"/> Stop buying bottled water <input type="checkbox"/> Purchase in-season <input type="checkbox"/> Buy local (no air trans) <input type="checkbox"/> Buy organic / tox-free <input type="checkbox"/> Buy 'fair trade' products <input type="checkbox"/> Buy 'sustainable harvested' products (ie fish /seafood) <input type="checkbox"/> Grow your own <input type="checkbox"/> Eliminate bottled water <input type="checkbox"/> Buy bulk condiments <input type="checkbox"/> 100% biodegradable takeout containers <input type="checkbox"/> Switch to cloth napkins / table linen <input type="checkbox"/> Purchase a high-volume organic waste decomposition systems (use, give to staff, donate)	<input type="checkbox"/> Plan menus / local <input type="checkbox"/> More vegetarian / vegan options <input type="checkbox"/> Leave space in refrigerators for appropriate air circulation <input type="checkbox"/> Cool hot foods before storing in fridge/ freezers <input type="checkbox"/> Turn off cooking hoods when not in use	<input type="checkbox"/> Create easy to use recycling station including a clean / efficient compost plan (use in gardens or give away)	<input type="checkbox"/> Provide information on menu regarding local producers / organic / fair-trade / sustainable harvest products (ie. Growth location / products style / harvest style) <input type="checkbox"/> Encourage to try local <input type="checkbox"/> Encourage vegetarian choices (less meat)
Cleaning & Housekeep'g	Cleaning Agents / Detergents / Pesticides	<input type="checkbox"/> Switch to low tox / enviro-friendly products (Eco-logo) <input type="checkbox"/> Buy in bulk <input type="checkbox"/> Buy concentrated <input type="checkbox"/> Ensure dry-cleaning is enviro-friendly	<input type="checkbox"/> Use less detergents where possible <input type="checkbox"/> Install refillable amenity dispensers <input type="checkbox"/> Use correct product for job <input type="checkbox"/> Use products as directed	<input type="checkbox"/> Create toxic / hazardous waste disposal area (paints / batteries / electronics, etc.)	<input type="checkbox"/> Re-use towels / sheets <input type="checkbox"/> Encourage mindful water / materials management

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		<input type="checkbox"/>	<input type="checkbox"/> Shift to IPM – Integrated Pest management techniques <input type="checkbox"/> Remove all sources of mold spores / mildew <input type="checkbox"/>		
	Table & Bed Linens	<input type="checkbox"/> Use cloth instead of paper <input type="checkbox"/> Demand 'organically' grown natural cloths <input type="checkbox"/>	<input type="checkbox"/> Wash in cold water whenever possible	<input type="checkbox"/>	<input type="checkbox"/>
Maintenance / Repairs / Renovations	HVAC (Gas / Hydro)	<input type="checkbox"/> Switch to renewable – solar / wind, etc. <input type="checkbox"/> Purchase hi-efficiency (Energy Star or equal) products <input type="checkbox"/> Install digital thermostats <input type="checkbox"/> Install air purifiers / filters <input type="checkbox"/> Purchase live plants to assist with air purification	<input type="checkbox"/> Create schedule (or auto) adjust thermostat (low winter / plan fall/spring, up in summer) <input type="checkbox"/> Open / close drapes (schedule) to maintain heat in winter / cooling in summer (especially south) <input type="checkbox"/> Maximize fresh air / ventilation <input type="checkbox"/> Annual maintain HVAC units <input type="checkbox"/> Clean / replace as HVAC air filters as recommended	<input type="checkbox"/> Create toxic / hazardous waste disposal area (paints / batteries / electronics, etc.)	<input type="checkbox"/>
	Lighting	<input type="checkbox"/> Switch to compact florescent / LED / lower wattage lighting <input type="checkbox"/> Install timers <input type="checkbox"/> Install motion lights	<input type="checkbox"/> Create low use lighting schedules <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Install signs to 'turn off lights' when not in use / leaving room
	Water / Plumbing	<input type="checkbox"/> Purchase quality low flow / restrictors, aerators AND/OR auto-shut off on faucets / showerheads <input type="checkbox"/> Low flow / capacity toilets	<input type="checkbox"/> Lower boiler temperature (57°) <input type="checkbox"/> Repair drips / leaks in faucets / valves and pipes. <input type="checkbox"/> Reduce toilet tank capacity with toilet dams (ie water jug)	<input type="checkbox"/>	<input type="checkbox"/>
	General design / Furniture / Décor	<input type="checkbox"/> Purchase low toxin paints / materials <input type="checkbox"/> Seek recycled materials <input type="checkbox"/> Choose low-tox materials <input type="checkbox"/> Use local organic flowers when possible or demand 'fair-trade'	<input type="checkbox"/> Refer / research LEEDS standards / materials recommendations <input type="checkbox"/> Caulk windows / door drafts <input type="checkbox"/>	<input type="checkbox"/> Consider staff in your re-use options <input type="checkbox"/>	<input type="checkbox"/>

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		flowers			
	Structural Building - Windows / Roofing / Insulation / Siding	<input type="checkbox"/> Replace old windows and doors if when possible <input type="checkbox"/>	<input type="checkbox"/> Install additional insulation where needed <input type="checkbox"/> Install roof vents to increase ventilation / heat efficiency	<input type="checkbox"/>	<input type="checkbox"/>
Assets / Durable Goods	Major Appliances (Fridge / Stove / Freezers / dishwashers / washers / dryers / microwaves, etc.)	<input type="checkbox"/> Purchase Energy-Star (or equal) certified products (focus on energy and water use) <input type="checkbox"/> Use re-chargeable batteries	<input type="checkbox"/> Create schedule for regular maintenance of all fans, compressors / condensers <input type="checkbox"/> Create schedule for running machines in off-peak times <input type="checkbox"/> Maximize appliance use (only use if full) <input type="checkbox"/> Clean and maintain door closures / seals <input type="checkbox"/> Maintain freezers to avoid frost buildup	<input type="checkbox"/> Create easy a linear disposal plan - Re-use → Donate → Re-cycle → Disposal Policy <input type="checkbox"/> Consider staff in your re-use options <input type="checkbox"/>	<input type="checkbox"/>
Exterior / Grounds Keeping	Lawn care / gardens / planters	<input type="checkbox"/> Switch to solar lighting where possible <input type="checkbox"/> Choose native plant species appropriate for average rainfall <input type="checkbox"/> Reeds /sledges are excellent filters <input type="checkbox"/> Install rain-barrels / collectors <input type="checkbox"/> Purchase aerators for ponds if required to control algae (not aquatic herbicides) <input type="checkbox"/> Design landscaping to encourage active transport – shade / walkways / lighting / restspots <input type="checkbox"/> Purchase / install proper pet-waste stations / bags / disposal units	<input type="checkbox"/> Reduce size of manicured areas <input type="checkbox"/> Maintain 'natural' groundcover / vegetation <input type="checkbox"/> Shift to IPM – Integrated Pest management techniques <input type="checkbox"/> Water in off-peak <input type="checkbox"/> Raise height of lawn mower blade <input type="checkbox"/> Create schedule / run machinery off-peak periods <input type="checkbox"/> Design landscape plan to place trees in front of south facing windows (shade in summer / sun in winter) <input type="checkbox"/> Assess and plan for appropriate water run off / filtration (note exterior cleaning / oils / chemicals)	<input type="checkbox"/> Create easy to use recycling station including a clean / efficient compost plan (use in gardens or give away) <input type="checkbox"/> Provide proper pet-waste stations / bags / disposal units	<input type="checkbox"/> Encourage use of designated trails / pathways <input type="checkbox"/> Post – 'Do not feed / handle / touch wildlife' signs <input type="checkbox"/> Post pet waste maintenance / clean up policy <input type="checkbox"/> Post & enforce local 'pet / leash' by-laws
	Swimming Pools / Hot tubs	<input type="checkbox"/> Switch to low-tox chemicals	<input type="checkbox"/> Burn off chlorine/ bromine chemicals before draining <input type="checkbox"/> Drain water away from natural heritage / storm	<input type="checkbox"/>	<input type="checkbox"/>

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			sewers onto thick grassed area <input type="checkbox"/> Lower heating temperature		
Travel / Transport	Vehicles / Automobiles / General Fleet Mgmt.	<input type="checkbox"/> Purchase bikes / scooters / electric bikes ,etc. as alternatives for staff and guests (not insurance) <input type="checkbox"/> Purchase energy efficient / hybrid vehicle <input type="checkbox"/> Purchase smaller vehicle <input type="checkbox"/> Purchase windshield shade <input type="checkbox"/> Demand at least 5% (or more) linocellulosic ethanol (straw /corn, etc) content in gas <input type="checkbox"/> Choose motor oil with 'energy conserving' on the API label	<input type="checkbox"/> Keep up scheduled maintenance (oil / air filters / tire pressure) <input type="checkbox"/> Tighten gas cap <input type="checkbox"/> Remove extra (non-essential) weight / items from vehicle <input type="checkbox"/> Encourage smart commute options <input type="checkbox"/> Train staff regarding driver safety regarding pedestrians / bikes, etc. <input type="checkbox"/>	<input type="checkbox"/> Create easy a linear disposal plan - Re-use → Donate → Re-cycle → Disposal Policy	<input type="checkbox"/> Encourage the use of alternate / active transport options
	Alternate Travel Modes - le- Bikes / Walking	<input type="checkbox"/> Create appropriate facilities for <u>showering</u> for staff and guests choosing alternate / active transport options <input type="checkbox"/> Create appropriate facilities for <u>vehicle storage</u> for staff and guests choosing alternate / active transport options <input type="checkbox"/> Offer valet / bike parking <input type="checkbox"/> Provide public transit passes and/or discounts	<input type="checkbox"/> Review facilities for 'rest spots' , washrooms, benches, weather shelters etc to encourage alternate / active transport <input type="checkbox"/> Create alternate / active transport services list <input type="checkbox"/> Create discount for active / alternate transport options	<input type="checkbox"/>	<input type="checkbox"/> Encourage the use of alternate / active transport options <input type="checkbox"/> Post alternate / active transport service list <input type="checkbox"/> Encourage 'city / town' planning to improve land-use / by-law / speed limits to encourage active transport
	Business / General Travel	<input type="checkbox"/> Consider smaller car for regular travel / use <input type="checkbox"/> Use internet to comparison shop <input type="checkbox"/> Choose rail / public transit over gas / vehicle whenever possible <input type="checkbox"/> Demand rental / limo / taxi services use hybrid vehicle <input type="checkbox"/> Select hotels closer to venues	<input type="checkbox"/> Plan to reduce auto use (walk / bike) <input type="checkbox"/> Maximize car use / schedules (combined errands / trips) <input type="checkbox"/> Encourage carpooling <input type="checkbox"/> Mandate low / speed limits for vehicles <input type="checkbox"/> Plan parking locations (shade in summer / sun in winter) <input type="checkbox"/> Plan timing of and routes for trips to reduce idle / wait / travel times & distances <input type="checkbox"/> Enforce a 'no-idling' policy	<input type="checkbox"/> Create carbon off-set program and/or purchase carbon off-sets for travel & energy use for participants / staff / organization	<input type="checkbox"/> Encourage participation in carbon-offset programs

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Admin / Office	Paper Products	<input type="checkbox"/> Use 100% post-consumer paper when required <input type="checkbox"/> Demand vegetable-based ink for printed materials	<input type="checkbox"/> Reduce printing in general <input type="checkbox"/> Set printer to double-sided <input type="checkbox"/> Reduce use of colour outputs	<input type="checkbox"/> Create easily accessible recycle station – front & back of house <input type="checkbox"/> Create easily accessible toxic / hazardous waste disposal area (paints / batteries / florescent bulbs / ink cartridges / electronics, etc.)	<input type="checkbox"/>
	Electronics - Telephone / Internet / computers / televisions	<input type="checkbox"/> Replace old, inefficient appliances / electronic / machinery when possible <input type="checkbox"/> Research Greenpeace.org for list of leaders in high efficiency electronics	<input type="checkbox"/> Power down any / all when not in use <input type="checkbox"/>	<input type="checkbox"/> Consider possible re-use before recycle / dispose in responsible ways (OWE.ca – Ontario Waste Materials Exchange) <input type="checkbox"/> Consider staff in your re-use options	<input type="checkbox"/> Create sign for guest to turn off TV/ laptops / electronics when not in use
Marketing & Advertising		<input type="checkbox"/> Use 100% post-consumer paper when required <input type="checkbox"/> Demand vegetable-based ink for printed materials <input type="checkbox"/> Use digital displays where possible	<input type="checkbox"/> Shift to electronic where possible / reduce print <input type="checkbox"/> Re-use materials when possible (ie. menu's) <input type="checkbox"/> Create ways to recognize / support greening efforts	<input type="checkbox"/>	<input type="checkbox"/> Add consumer message on all marketing materials / web <input type="checkbox"/> Add carbon off-set into materials
KEY RESOURCE LINKS / WEBSITES	Tools & Calculators	<input type="checkbox"/> North American Green Purchasing Initiative- Eco-Eval program www.cec.org/programs_projects/trade_enviro_nagpi/ <input type="checkbox"/> The International Ecotourism Society (TIES) - Certification & green building supplies www.ecotourism.org <input type="checkbox"/> U.S. Environmental Protection Agency - Energy Star www.energystar.gov <input type="checkbox"/> Pollution Probe - environmental policy development www.pollutionprobe.org <input type="checkbox"/> The Resort Municipality of Whistler Program - Whistler 2020- Sustainable Purchasing	<input type="checkbox"/> National Geographic - How-to videos www.nationalgeographic.com <input type="checkbox"/> Tourism Industry Association of Canada (TIAC) - Green Your Business: A Toolkit for Tourism Operators www.tiac-aitc.ca <input type="checkbox"/> David Suzuki Foundation - Nature Challenge @ Work, carbon neutral info. www.davidsuzuki.org <input type="checkbox"/> Natural Resources Canada - ecoENERGY Efficiency Initiative to reduce energy use, grants & incentives, Dollars to \$ense Energy	<input type="checkbox"/> Recycling Council of Ontario - 3R in Home, at Work www.rco.on.ca	<input type="checkbox"/> Ontario Ministry of Tourism - ecotourism listing of retreats, lodges and tour operators www.ontariotravel.net <input type="checkbox"/> Friends of the Greenbelt Foundation My Local Greenbelt Shopping Guide www.ourgreenbelt.ca <input type="checkbox"/> We Conserve - Doors Closed Campaign www.weconserve.ca <input type="checkbox"/> Terra Choice - EcoLogo™, Audubon Green Leaf™ Eco-Rating Program, The "Six Sins of Greenwashing"™ www.terrachoice.com

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		<p>Guidelines www.whistler2020.ca</p> <ul style="list-style-type: none"> <input type="checkbox"/> The Gold Standard Foundation - criteria, a glossary of terms www.cdmgoldstandard.org <input type="checkbox"/> Zerofootprint - Carbon offsetting & calculators www.zerofootprint.net <input type="checkbox"/> CarbonZero - Carbon offsetting & calculators www.carbonzero.ca <input type="checkbox"/> Green Seal - product label www.greenseal.org <input type="checkbox"/> Energy Star Program - purchasing specifications www.energystar.gov <input type="checkbox"/> Forest Stewardship Council - Wood product certification www.fsc.org <input type="checkbox"/> Chlorine Free Products Association - accreditation & standard setting www.chlorinefreeproducts.org <input type="checkbox"/> Sierra Eco Label Programs - Veriflora & VeriFlora® Certified Sustainably Grown www.sierraeco.com <input type="checkbox"/> Ontario Solar Thermal Heating Incentive Program (OSTHI) www.energy.gov.on.ca <input type="checkbox"/> Environment Canada Programs Regarding Vehicle Purchases www.ec.gc.ca <input type="checkbox"/> Greenpeace (US) - Guide to Greener Electronics www.greenpeace.org 	<p>Management Workshops http://oee.nrcan.gc.ca</p> <ul style="list-style-type: none"> <input type="checkbox"/> Government of Canada Program – ecoAction: ecoAgriculture, ecoTransportation and ecoEnergy, home and org. based calculators www.ecoaction.gc.ca <input type="checkbox"/> Conservation Ontario - Pollution Prevention Reviews for Small and Medium-Sized Businesses http://conservation-ontario.on.ca <input type="checkbox"/> Green Ontario - I Conserve with variety of conservation topics with tips www.greenontario.org <input type="checkbox"/> Ontario Power Authority Program - Cost-Use Electricity Wisely Wheel, Cool Savings rebate, refrigerator round-up, peaksaver program EveryKilowattcounts.com <input type="checkbox"/> Ontario Ministry of Energy energy saving tips, calculators, heating & cooling guide, rebates www.energy.gov.on.ca <input type="checkbox"/> ecoEnergy Retrofit Incentives http://oee.nrcan.gc.ca <input type="checkbox"/> Canada Green Building Council Program - LEED Canada www.cagbc.org 		<ul style="list-style-type: none"> <input type="checkbox"/> Voluntary Initiative for Sustainability in Tourism - VISIT The 21 Key Criteria For Sustainable Tourism Certification www.visit21.net <input type="checkbox"/> Ecotourism Australia – Eco Certification Program www.ecotourism.org.au/eco_certification.asp <input type="checkbox"/> Sustainable International Travel - Sustainable Tourism Eco-Certification Program™ (STEP) www.sustainabletravelinternational.org <input type="checkbox"/> Sustainable Tourism Cooperative Research Centre - EC3 Global with Earth Check & Green Globe Programs www.ec3global.com <input type="checkbox"/> Global Ecolabelling Network (GEN) - outlines logo programs www.gen.gr.jp/whats.html

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New / Additional IDEAS		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>