



TRAVEL GREEN PLEDGE

Please review the following form and check all applicable boxes. Applications will be reviewed to determine whether the applicant is accepted into the program. Specifically, the applicant must be taking sustainability actions on a minimum of four key focus areas and committing to taking action on the remaining key focus areas within one year of signing the pledge. In order to check “yes,” the applicant need only take one action within the key focus area among those listed or provide an alternative action in the “other actions” section.

Six Key Focus Areas

As a Travel Green member your organization or business is pledging your commitment to sustainability in the six key focus areas of:

Education

Community

Energy efficiency

Transportation

Waste reduction

Water conservation

Education

Is education of your employees and customers part of your sustainability goals?

- Yes
- No, but my organization has plans to improve in the coming year. Explain your plans:

If yes, check all that apply:

- Employees receive education about how to support our sustainability goals at regular staff meetings, through written communication, organized trainings, posted signage or other means.
- Guests can learn how to support our sustainability goals through staff interactions, our website, posted signage or other means.
- Other actions - Explain the other action(s) you have taken:

Why is education important?

- Providing educational opportunities for your employees ensures that your daily operations are in line with your organization’s commitment to sustainable practices.

- Sharing how you are greening your operations with visitors will create market distinction, advance market transformation in favor of sustainability and enable visitors to make informed decisions that reduce their impacts on the environment.
- Educating employees and visitors of your organization's efforts inspires collaboration, sparks new ideas and leads to favorable recognition of your organization's commitment to sustainability.

Community

Is community engagement and support part of your sustainability goals?

- Yes. My organization or business:
- No, but my organization has plans to improve in the coming year. Explain your plans:

If yes, check all that apply:

- Supports local conservation organizations or initiatives through donations of time, money, items or services
- Participates in community-wide sustainability efforts
- Shares our sustainability goals with our local community
- Offers/uses locally sourced products
- Other actions - Explain the other action(s) you have taken:

Why is community engagement important?

- Think Global, Act Local: Supporting community-level efforts can make a big impact while providing avenues for employees and visitors to find new ways to put their sustainability values into action.
- Incorporating practices that benefit surrounding neighborhoods and community groups improves both the health of local citizens and the local economy.
- Sourcing local products reduces an organization's carbon footprint and supports nearby businesses.

Energy Efficiency

Is energy efficiency or renewable energy part of your sustainability goals?

- Yes. My organization or business:
- No, but my organization has plans to improve in the coming year. Explain your plans:

If yes, check all that apply:

- Uses LED lighting, motion-activated lights and/or programmable thermostats
- Uses renewable energy (solar, wind, hydro) on-site
- Purchases power from renewable energy sources via our energy company
- Uses [ENERGY STAR Portfolio Manager](#) to benchmark our energy usage
- Schedules preventative maintenance for our heating and cooling systems
- Chooses energy-efficient equipment at replacement (including ENERGY STAR appliances)
- Other actions - Explain the other action(s) you have taken:

Why is energy efficiency important?

- Energy efficiency practices will improve your bottom line, provide a competitive advantage and improve your work environment.
- According to energystar.gov, an average commercial building can save up to 30% on energy bills with no-cost actions, strategic investments and proper maintenance.
- For larger projects focused on HVAC and renewable energy sources, grants, tax incentives and other programs are available to help you get started. Learn more at www.focusonenergy.com/organization.

Transportation

Is transportation a part of your sustainability goals?

- Yes. My organization or business:
- No, but my organization has plans to improve in the coming year. Explain your plans:

If yes, check all that apply:

- Makes bicycles or other alternative modes of transportation available for use or rental
- Has an electric vehicle charging station
- Is accessible without a car
- Encourages walking, biking, ridesharing, and bicycling for employees and visitors
- Other actions - Explain the other action(s) you have taken:

Why is this important?

- Visitors take cues from their hosts on how to travel throughout a community. As such, tourism organizations are in a unique position to promote alternative modes of transportation such as walking, bicycling and public transportation.
- Transportation accounts for the largest portion (29%) of total U.S. greenhouse gas emissions.¹ Giving visitors alternative means to see the sights will help decrease emissions and promote energy independence.

Waste Reduction, Reuse and Recycling

Is waste reduction, reuse and recycling part of your sustainability goals?

- Yes. My organization or business:
- No, but my organization has plans to improve in the coming year. Explain your plans:

If yes, check all that apply:

- Clearly labels recycling containers next to each trash can
- Has clear waste reduction measures in place
- Uses eco-friendly disposables
- Takes steps to avoid single-use plastics
- Uses ecological and biodegradable detergents and cleansers
- Offers a reusable takeout container program

- Composts food waste
- Takes steps to reduce food waste
- Donates unopened, uneaten foods
- Other actions - Explain the other action(s) you have taken:

Why is this important?

- More and more, consumers are evaluating waste reduction practices when making their purchasing decisions.
- The easiest way to reduce your environmental footprint is to avoid creating waste in the first place.
- Proper disposal of unwanted items and waste is important to keep toxic materials out of our landfills and groundwater and to reduce carbon emissions from landfills while also improving operational efficiency.

Water Conservation

Is water conservation or wastewater management part of your sustainability goals?

- Yes
- No, but I have plans to do better. Explain your plans:

If yes, check all that apply:

- Uses [WaterSense](#) products
- Uses an ENERGY STAR certified water heater
- Uses water flow reducers Recovers and reuses rainwater
- Utilizes green building practices like sustainable design, materials and construction
- Uses native plants or rain gardens in landscaping
- Other actions - Explain the other action(s) you have taken:

Why is this important?

- Water conservation and management of stormwater and wastewater can help to improve your bottom line by reducing your level of water consumption and lowering costs.
- Simple equipment and behavioral practices can amount to significant reductions in water use and prevent pollution of lakes and streams.

Courses and Programs (Optional)

If you have gone the extra mile in your sustainability efforts, we want to know about your commitment so we can promote it in the future. Please check the box of any relevant programs.

The following programs are not required to become a Travel Green member, but we encourage you to use this list to take your sustainability commitment to the next level.

- My organization is a member of the [DNR Green Tier](#) program.
- My organization is a member of the Wisconsin Sustainable Organization Council's [Green Masters program](#).
- My organization attended or played a role in the [Midwest Renewable Energy Fair](#).

- My organization received an [Energy Innovation Grant](#) from the Public Service Commission.
- My organization is certified with [1% for the Planet](#).
- My organization is listed in the [Farm Atlas](#).
- My organization is a [Bicycle Friendly Organization](#) member
- My organization completed a [Focus on Energy](#) project or [training](#).
- My organization is recognized as a [Dane County Climate Champion](#).
- My organization received the [Sustainable Eau Claire Award](#).
- My organization partnered with UW-La Crosse Sustainable Tourism Course.
- My organization took the [Plastic Free MKE Pledge](#)
- Leaders from my organization have completed a [Sustain Dane course](#).
- Leaders from my organization have completed a [Milwaukee Metropolitan Sewage District \(MMSD\) Fresh Coast project](#).

If you completed a program or course not listed here, please share the program name, briefly describe the program and provide a link to more information.

Certifications (Optional)

If you have gone the extra mile by earning an eco-certification, we want to know about your commitment so we can promote it in the future. Please check the box of any relevant certifications.

The following certifications are not required to become a Travel Green member, but we encourage you to learn more about these certifications to take your sustainability commitment to the next level.

- [BREEAM](#)
- [Clean Marina](#)
- [EarthCheck](#)
- [Green Globe](#)
- [Green Key Eco Rating](#)
- [Green Seal](#)
- [Green Tourism Active Standard](#)
- [Hilton LightStay](#)
- [Hostelling International's Quality and Sustainability Standard](#)
- [LEED](#)
- [TRUE Certification Program \(Zero Waste\)](#)
- [Wild Ones Certified Garden](#)

If you have earned a certification not listed here, please share the certification name, briefly describe it, and provide a link to more information.

Compliance and Transparency (Required)

Please agree to the following statements by checking each box.

- My organization or business is in compliance with all applicable laws and regulations.
- My organization or business will make certification documents, including this application, available to the public, visitors and others upon request.
- I certify that the preceding information is complete and accurate, and that all practices checked have been or will be completed one year from today's date.

For more information contact:

Travel Wisconsin

P.O. Box 8690

Madison, WI 53708-8690

Email: TravelGreen@travelwisconsin.com

Travel Green is a voluntary program created by Travel Wisconsin.