



Green Festivals and Events

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 NC, and the Waste Reduction Partners program.

Applying for NC GreenTravel Recognition

To become recognized as a green travel festival or event, 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.**

Name of Festival or Event _____

Organizer's Phone Number _____

Street Address _____

City _____ Zip _____

Mailing Address _____

Contact Person _____

Email _____

Website URL _____

Overview of Accomplishments

Tell us why you feel your festival/event should be recognized by the NC GreenTravel Initiative

Core Requirements for NC GreenTravel Recognition

- I certify that this festival or event 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 Environmental Quality?
 Yes No If yes, please include titles and permit numbers on a separate sheet.

Policy Statement Required: Enter or attach a copy of your festival's environmental policy statement. If your festival or event does not have an environmental policy, please read our Environmental Policy Tutorial on the last page of this form and create one of your own, following our guidelines.

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 festival or event 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 environmental program, please indicate by checking this box.

Waste Reduction and Recycling.

- 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 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 signage, 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 pt 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 Vendors do not offer Styrofoam containers at the event.
- 10 pt Recycling and compost collection containers are staffed.
- 2 pt Event and post-event information and schedules are posted online and at strategic locations instead of being printed.
- 2 pt Electronic correspondence is used via email and website.
- 2 pt Vendors deliver with returnable packaging.
- 2 pt Our staff is required to recycle and has received recycling training.

List of materials recycled, donated or refurbished for reuse.

- 2 pt Paper. (Includes posters, newspaper, office paper, cardboard, flyers, 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.

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

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

- 2 pt Staff work areas—please describe. (in offices, in kitchens, administrative areas)
- 3 pt In public areas—please describe.
- 3 pt Signs are posted directing attendees and staff toward recycling/composting areas.
- 2 pt Recycling containers are clearly marked and located adjacent to waste containers.

Festival Planning.

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

Energy Management

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

Water Efficiency.

- 1 pt All plumbing is regularly checked for leaks and all leaks are repaired as soon as possible.
- 2 pt Signs, posters, decals, etc. are posted to encourage water conservation.

Air Quality.

- 2 pt Low VOC paints are used.
- 2 pt Smoking is prohibited in buildings.

Green Transportation.

- 2 pt “Park-and-Rides” have been established.
- 2 pt Bicycle lock-up racks are made available to staff and attendees.
- 2 pt Attendees are offered incentives for using public transportation.
- 2 pt Pedal-powered shuttles are provided at the festival.
- 2 pt Biofuels-powered shuttle service is provided at the festival.
- 2 pt Special parking for hybrids and Plug-In-Electric Vehicles is available at the festival.
- 10 pt The festival has Biofuels and/or electric vehicle plug-in available for attendees.
- 10 pt 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 pt Environmental measurements are published in public media.

Clean-up.

- 2 pt 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 sustainable product standards. (Describe)

Education and Promotion.

- 2 pt 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 pt Nature walks are planned for the festival.
- 2 pt An environmental roundtable discussion is planned as a part of the festival.
- 3 pt Biofuels, green energy, LED, photo-voltaics, composting, green transportation and other environmental demonstrations are presented at the festival.
- 3 pt Anti-litter signage is posted and anti-litter announcements are made.
- 2 pt Results from green activities are announced and/or published.

Sustainable Purchasing

- 3 pt An Environmentally Preferable Procurement (EPP) program has been established and is communicated to staff and volunteers.
- 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 are considered equally with cost when purchasing.
- 2 pt Recycled content paper products are purchased and used. (tissues, towels, etc.)
- 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.
- 2 pt Vendors serve locally produced foods.

Certification by Organizations & Agencies

- 15 pt Our festival or event has received recognition or certification as a green or sustainable festival 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. For assistance, call (919) 707-8140.

One Dogwood Blossom	Two Dogwood Blossoms	Three Dogwood Blossoms
50	100	120

Section	Score
Recycling & Waste Reduction	
Festival Planning	
Energy Management	
Water Efficiency	
Air Quality	
Green Transportation	
Environmental Measurements	
Clean-up	
Education & Promotion	
Sustainable Purchasing	
Certifications	
Additional Points Issued by Reviewer	
Total	

Additional Comments

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 festival or event 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 Festival/event) 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 Festival/event) 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 Festival Environmental Policy

Green Mountain Festival 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 festival is also committed to setting a good corporate example of environmental stewardship.

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

Green Mountain Festival 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.



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