



# GreenLine

## Natural Capitalism in America's National Parks

By Chris Page and Cameron M. Burns, staff members at Rocky Mountain Institute

America's national parks contain some of the country's most spectacular natural treasures. Everyone needs to take responsibility to help preserve these historical places and grand cathedrals of nature – but concessioners can take the lead in protecting national parks.

Concessioners can grow their business without increasing environmental degradation by using a business model developed by Rocky Mountain Institute's Hunter and Amory Lovins and business author Paul Hawken. Based on the book of the same name, *Natural Capitalism* promotes prosperity while preserving, and ultimately restoring, natural capital that all life and wealth-generation depends upon. Natural capitalism can be an effective guide for businesses to increase profitability, while reducing environmental impacts on the planet.

Already, many large and small concessioners have implemented natural capitalism concepts in their operations. All concessioners have the potential to make more money while generating less damaging impacts by adopting these four concepts:

### 1. Dramatically Increase the Productivity of Natural Resources

This concept represents a major business opportunity that involves changing how one thinks about buildings, production processes, and products in order to reduce waste and improve the *efficient use of natural resources*. It is best demonstrated in energy and water efficient buildings,

where advanced technologies help increase productivity and reduce consumption.

In many parks, concessioners have improved profit margins through energy and water efficiency retrofits, especially in temperature-extreme or water-poor regions. One concessioner significantly reduced its utility bill by replacing incandescent light bulbs with compact fluorescent bulbs, installing an evaporation-based pre-cooling system on chillers, and initiating a “strategic shut down” system where things that were not being used were turned off. The \$60,000 investment for these three projects was returned in savings within one year.

### 2. Shift to Biologically Inspired Production Models

In nature, there is no such thing as waste. Waste from one organism becomes food for another. Natural capitalism seeks to operate according to this same concept and *eliminate waste*.

In the late 1990s, one concessioner decided to apply this principle to a vehicle maintenance facility, with a “whatever-goes-in-stays-in” philosophy. That led to burning 4,000 gallons of used oil for heat recovery and recycling over 800 gallons of antifreeze, eight tons of scrap metals, 55 gallons of solvents, and 100 vehicle batteries in 2000. Although a small amount of non-hazardous residue resulted from the in-house recycling process, and some hazardous wastes still had to be recycled outside the park, the cost of hazardous waste dis-

(Continued on page 2)

### NATURAL CAPITAL is:

- \$ **natural resources**, such as trees used for constructing buildings. It also includes water, minerals, oil, trees, fish, soil, air, etc.
- \$ **ecological support systems that provide vital life-support services**, such as forests that convert carbon dioxide to oxygen. It also includes grasslands, savannas, wetlands, estuaries, oceans, coral reefs, riparian corridors, tundras, and rainforests.



Dunes at White Sands National Monument, NM



Teton Range and Jenny Lake at Grand Teton National Park, WY



Delicate Arch at Arches National Park, UT



Bald eagle in flight in the Pacific Northwest



NPS Concession Program,  
Publisher and Editor

*GreenLine* is an official publication of the National Park Service (NPS) Concession Program for NPS staff and concessioners. The newsletter provides a forum in which the NPS can share information with concessioners about the Concession Environmental Management Program, current environmental requirements, and Best Management Practices; it also identifies resources available to improve concessioner environmental performance and highlights success stories.

Guest articles have been reviewed by the NPS Concession Environmental Management Program and, if required, edited in collaboration with the original author.

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Notice: This newsletter is intended as an educational tool for concession operators in national parks. Every effort has been made to ensure the information presented is accurate, however the content does not constitute a complete reference to State, Federal, or local laws nor does it constitute National Park Service rulemaking, policy, or guidance. Relying solely on the information in the newsletter will not guarantee compliance with applicable regulations. Strategies, procedures, and proposed solutions for compliance issues should be discussed with the appropriate State, Federal, and/or local regulatory agencies; it remains the sole responsibility of operators to determine compliance with regulations. Inclusion in the newsletter is not an endorsement of a particular operator, product, or strategy.

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(Continued from page 1)

posal went from roughly \$60,000 in 1996 to \$5,000 in 2001.

Concessioners can not only encourage nature-inspired facilities and operations, they can also promote natural capitalism among suppliers and vendors. For instance, request suppliers to take back and reuse packaging materials such as wooden pallets or demand that products come in refillable containers.

### 3. Move to a Solutions-Based Business Model

A solutions-based business model delivers value as a *continuous flow of services* rather than the *sale of goods* — rewarding both provider and customer for doing more with less resources for a longer period of time.

For example, a chairman of an Atlanta carpet company is leasing a “floor covering service.” His company owns the carpeting in a business’ building and replaces worn sections of the carpet as needed. In exchange, the business pays the carpet company on a monthly basis for this floor covering service. The carpet company has become profitable through the substitution of a good (carpet) for a service (organized floor covering replacement).

### 4. Reinvest in Natural Capital

We all must restore, sustain, and rejuvenate the planet’s ecosystems so they can continue to produce their vital services and biological resources. Restoration means not only repairing and reinvesting in nature, but also stemming depletion.

Some food service concessioners have taken a stance and decided to serve only hormone-free, organic meat and



An electric car

chicken as well as only fish species that are not overfished or endangered.

### Adopting the principles

How can concessioners adopt these principles in ways that make business sense? When making natural capitalism decisions, ask if the product or service being supplied involves:

- minimal energy and materials to get the job done;
- natural (e.g., non-toxic) materials and processes;
- materials that can be used again, easily recycled or biodegraded; and
- enhancement rather than depletion of the planet’s natural capital.

Concessioners have at least one option in how they supply light, heat and water, what they stock in stores and restaurants, and how they distribute services and products. Often, the difficulty is understanding which choices lead to the greatest environmental responsibility *and* bottom line returns. Natural capitalism provides easy-to-follow guidelines that will make your business and your park a better place.

**RESOURCES:** [www.rmi.org](http://www.rmi.org) and [www.natcap.org](http://www.natcap.org)

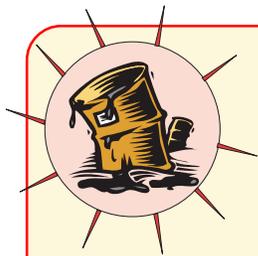
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## Corrections

In the Volume II, Number I issue of *GreenLine*:

- the author of “Common Sense Risk Management” was Bonnie McCampbell, not Bonnie Campbell.
- “Breathe Easy With A Respiratory Protection Program” should have had employers distribute Appendix D, not Appendix B, to voluntary respirator wearers.

The Concession Environmental Management Program apologizes for any inconvenience these errors may have caused.



# Mop Up That Glop—Hazardous Substance Spills and the **Emergency Response Plan**

The Fall/Winter 2001-2002 issue of *GreenLine* had an article on **Emergency Action Plans**. This article describes the regulatory requirements of the **Emergency Response Plan** for concessioners whose employees are expected to clean up hazardous substance spills.

Remember this situation? Five gallons of fuel are spilled, and it is flowing toward the storm drain. What do concessioner employees do?

As described previously in *GreenLine*, some concessioners and parks have decided that concessioner staff does not have the training or resources to clean up anything more than incidental releases of a hazardous substance. In those instances, concessioners are required to document this “no response” policy and associated procedures in an **Emergency Action Plan**. However, other concessioners and parks may decide that concessioner staff **SHOULD** clean up any release of a hazardous substance. This may be expected where concessioners store or handle large amounts of hazardous substances, and are the only ones that could provide timely response to protect the environment. If this is the expected response, concessioners are required to develop and implement an **Emergency Response Plan (ERP)** as required in 29 CFR 1910.120(q).

## What's Included?

Concessioners expecting their employees to clean up nonincidental releases of hazardous substances must include the following in their Emergency Response Program:

**1. A Documented Program.** A documented **ERP** should clearly define the company policy for responding to releases of a hazardous substance. The **ERP** should be compatible and integrated with local, state, and Federal emergency response plans (including the park's). The plan should specify the employees' anticipated level of response as well as the specific hazardous substances they may be called upon to contain or clean up. Employers must allow concessioner staff (and government agencies with relevant responsibilities) to review the documented **ERP**.

At a minimum, the **ERP** must address the following areas:

- Pre-emergency planning and coordination with outside parties;
- Personnel roles, lines of authority, training, and communication procedures;
- Emergency recognition and prevention;
- Designation of safe distances and places of refuge;
- Site security and control;
- Evacuation routes and procedures;
- Decontamination procedures;
- Emergency medical and first aid treatment;
- Methods or procedures for alerting onsite employees;
- Critique of response and follow-up; and
- Personal protective equipment (PPE) and emergency equipment.

## Hazardous Substance

Includes any hazardous waste (as defined by the US EPA), hazardous chemical (as defined by US OSHA), or hazardous material (as defined by the US DOT). Many hazardous chemicals and materials are labeled CAUTION, WARNING, DANGER, POISON, or the skull and crossbones symbol. In addition, oil, diesel fuel, and gasoline are hazardous substances. (29 CFR 1910.38)

## Nonincidental Spill

A spill that poses a significant safety or health hazard to those cleaning up the spill and depends upon an individual's familiarity with the substance, the amount spilled, and where the spill occurred. In general, nonincidental spills are those that UNEXPECTEDLY occur during normal operations and are usually MORE than a few ounces. (OSHA guidance.)

Nonincidental spills of less dangerous hazardous substances may be larger than nonincidental spills of more dangerous hazardous substances.

**2. Training.** Employee training, appropriate to the anticipated potential emergency response, must be completed before an employee can be called upon to respond to an emergency. (There are five levels of training.) Such training shall include the elements of the **Emergency Response Plan**, standard operating procedures the concessioner has established for each individual's job, personal protective equipment to be worn and procedures for handling emergency incidents. Some employees may require a baseline physical examination and medical surveillance, depending on their level of training. Concessioners may train their own employees if all specified training topics in 29 CFR 1910.120(q) are reviewed. However, a qualified trainer should be hired if a concessioner is not familiar with **ERP** training requirements

**3. Other Requirements.** An **ERP** also includes other requirements, such as procedures for handling emergency response, chemical protective clothing, and post-emergency response operations. For more information, refer to the regulation, 29 CFR 1910.120(p)(8) and (q).

**SPCC Plans.** Many **ERP** elements are similar to those required under the Spill Prevention Control and Countermeasures (SPCC) plan requirements. An SPCC plan is required when a facility has the capacity to store oil (e.g., gasoline, heating oil, or diesel fuel) above certain levels. A concessioner that needs an SPCC plan **AND** an **ERP** may choose instead to develop an Integrated Contingency Plan (ICP). Keep in mind, if an ICP is developed, all elements required in an **ERP** and SPCC plan must be included (e.g., all hazardous substances that could trigger an emergency response are addressed, not just oil spill scenarios).

**Park Plans.** Concessioners should coordinate with the park to determine responsibilities for spill response activities related to their facilities and services. In some cases, it may be better for the park to develop and maintain an **ERP** that includes concessioner operations and their associated spill response procedures rather than having an independent concessioner plan. If this occurs, the concessioner should actively participate in developing the park's **ERP** and must make sure that they provide the resources, trained staff, and commitment to handle their roles and responsibilities as described in the plan.

**RESOURCES: OSHA HelpLine, (301/515-6796)**  
[www.osha.gov/SLTC/emergencyresponse/index.html](http://www.osha.gov/SLTC/emergencyresponse/index.html)

# DNPS' GreenPath EMP Achieves ISO Registration

By John Huey, Director of Environmental Affairs, Delaware North Parks Services

Delaware North Parks Services (DNPS) currently operates in three national parks and at a steadily increasing number of Federal, state, and private facilities. In 2001 the company achieved a first for a national park concessioner when it registered its GreenPath environmental management program (EMP) under ISO 14001, the environmental management standard of the International Organization for Standardization (ISO). To achieve ISO registration, organizations must meet specific environmental management requirements and adhere to ISO's administrative standards. In addition, they must identify and document the potential effect their operations may have on the environment, and then develop management programs to mitigate them. A key element of ISO 14001 is a commitment to continual environmental improvement.

**"We are convinced that ISO registration is a strong demonstration of our commitment to environmental excellence. All of the efforts to achieve ISO registration have a fundamental purpose... to protect the national treasures where DNPS operates and to set a standard to safeguard our parks. You should expect nothing less."**

**Bruce Fears**  
**President, DNPS**

According to DNPS President Bruce Fears, "Our commitment to the environment traces its roots to the early '90s and our first contract at Yosemite National Park. Awestruck by the beauty of the park and steadfast in our promise to serve as a steward of the property, we found ourselves with a height-



DNPS Yosemite Green Team

ened sense of environmental awareness that eventually was articulated in GreenPath, a formal, documented environmental management program."

In October 2000, GreenPath was officially "rolled out" at DNPS facilities at Grand Canyon, Sequoia, and Yosemite National Parks and other private and state facilities. GreenPath began with the development and publication of a policy statement, employee training, and delegation of responsibilities to Environmental Program Managers and "Green Teams" at each site. The result has been improved energy and water conservation strategies, enhanced recycling programs, and greater use of environmentally preferable materials.

As its GreenPath program matured, DNPS decided to apply for ISO 14001 registration to ensure consistency in environmental management throughout the company. The complex and demanding process required three separate audits performed by an independent auditor selected by the ISO registrar. The audits ranged from a review of the documented EMP policy and procedures manual and relevant environmental documents, to on-site audits where an auditor inspected facilities, analyzed environmental programs, and interviewed employees to determine their awareness of the EMP and their environmental responsibilities.

All three DNPS locations in the NPS, plus two other facilities, passed their ISO audits and received registration certificates in late 2001. Yet these audits are not the end of the ISO process. Each location is audited once each year to make sure that GreenPath continues to conform to ISO standards. Should DNPS fail an audit, its ISO registration could be jeopardized.



Ahwahnee Hotel at Yosemite National Park, CA

DNPS believes that ISO registration strongly demonstrates its commitment to environmental excellence. The company plans to maintain registration of its EMP at all of its national park facilities and work toward registration at new operations.

**Only 1,500 United States companies have attained the ISO 14001 standard.**

ISO registration is one approach to developing an integrated environmental management system. Readers should understand that the registration process is complex and costly. For

more information about the ISO process, contact John Huey at 209/574-0585, or [jhuey@dninc.com](mailto:jhuey@dninc.com).

**RESOURCE:** [www.iso.ch](http://www.iso.ch)

## Clean Marinas = Clean Water

**By Kay Munford,**  
**Seven Crown Resorts, Inc.**

"Clean marinas equal clean water," said David A. Ohanesian, president of Seven Crown Resorts, Inc. as he launched the "SEVEN CROWN RESORTS CLEAN MARINA PROGRAM" in March 2002. "We are very much aware of the environmental issues facing us today. Clean water is definitely a priority."

Seven Crown Resorts, one of the largest houseboat rental/resort-marina companies in the United States, saw an opportunity to make a positive impact on the quality of the waters on which it operates. The company developed a self-analysis program to make sure a continuous effort would be applied in complying with all environmental laws and issues associated with water quality and marina operations.

*(continued on next page)*

## Small Concessioner—Big EMP

By Jim Albert, Brooks Lodge Manager, Katmailand, Inc.

Famous for its volcanoes, brown bears, and fish, Katmai National Park and Preserve in Alaska attracts visitors to its rugged wilderness. Katmailand, Inc. operates both Grosvenor Lodge and Brooks Lodge in the park, and was one of the first concessioners to sign a new NPS concession contract requiring a documented Environmental Management Program (EMP).

At first, Katmailand management felt intimidated in developing an EMP because of its small size. Guest accommodations at Brooks Lodge consist of 16 modern rooms with showers, private toilet facilities, heat, and electricity. Grosvenor Lodge can accommodate six guests at a time in three cabins, which have heat and electricity. Another challenge facing Katmailand management is its remote location. The lodges are 300 miles away from Anchorage, and everything going in (such as food, supplies, and guests) and out (such as solid waste and recyclables) must be transported by small float planes.

Despite these perceived difficulties, Katmailand rolled up its sleeves and drafted an EMP that meets NPS concession contract requirements and also reflects the pledge made by the founder of Brooks Lodge in 1950: a commitment

to protect and preserve the environment. While the thought of looking at the new concession contract language for writing an EMP seemed somewhat daunting, Katmailand discovered that it was very doable, even for a small concessioner like itself.

As a result, some environmental policies and standard operating procedures now in place because of the EMP include:

1. Placing written materials about Katmailand's environmental commitment in guestrooms.
2. Installing low-flow water fixtures when replacing old fixtures.
3. Replacing incandescent light with compact fluorescent lights.
4. Converting ethylene glycol antifreeze systems to propylene glycol-based products.
5. Recycling aluminum cans.
6. Educating staff and guests on Leave No Trace and Tread Lightly! principles.
7. Using green procurement principles when purchasing cleaning and office materials.
8. Developing a hazard communication program.

Since Katmailand only operates 3 1/2 months out of the year, the 2002 season will be its first year of EMP implementa-

tion. Management plans to review their environmental performance against the written EMP goals and objectives they identified. If necessary, changes will be made because continuous improvement is essential to a successful EMP.

As the saying goes, "size doesn't matter," even when developing an EMP. Concessioners need to tailor their EMP to address services provided to Park visitors and their real and potential environmental impacts. Katmailand has demonstrated that a small remotely located concessioner can develop and implement an effective EMP and utilize it to improve overall management of the concession operation.



Brooks Lodge in Katmai National Park and Preserve, AK

## Clean Marinas = Clean Water *(continued from previous page)*

*The president of Seven Crown Resorts has emphasized participation in the "CLEAN MARINA PROGRAM" not because it is required, but because the company cares.*

This in-house program was created by David Merrill, safety/environmental manager at Echo Bay Resort Marina, Seven Crown Resorts' conces-

sion at Lake Mead National Recreation Area (NRA). Using the Lake Mead NRA's Best Management Practices Guide, and information from other states and agencies, Merrill crafted a compliant and functional program. Specifically, a numeric environmental checklist is used to evaluate existing procedures, produce an action plan, and review

the marina's progress. The written environmental report contains hundreds of illustrations that grab the attention and commitment of those who read it.

Staff at the Echo Bay Resort Marina has planned several special events for the coming season to promote the "CLEAN MARINA PROGRAM." One event features setting up booths at Lake Mead to distribute information on waterway protection to houseboaters, moorage customers, and visitors. Boating safety and spill prevention will also be highlighted during the season at these informational booths and in brochures.

Once the "CLEAN MARINA PROGRAM" is fully implemented at Echo Bay Resort, Merrill will introduce it to other Seven Crown Resorts' properties located on Lake Mohave, Lake Shasta, and the California Delta.



David A. Ohanesian with a copy of Seven Crown Resorts' "CLEAN MARINA PROGRAM"



# Be Environmentally Healthy— Reduce Concessioner Waste!

Landfills are reaching their capacity with all the solid waste being fed to them. Solid waste incinerators, while they can burn solid waste to produce energy, still generate environmental and human health problems from air pollution emissions. It is time to put landfills and solid waste incinerators on a low-intake diet to help protect the environment!

An effective, systematic way in which to attack the solid waste reduction challenge is by implementing strategies found in the *NPS' Solid Waste Management Handbook* and in the *NPS Intermountain Region's Tool Kit for Solid Waste Management*. Both Handbooks contain the tools and information you will need to build an effective solid waste management program, including solid waste collection, landfilling, recycling, reuse, education, and waste prevention components. They specifically address nonhazardous solid waste only – so they do not cover potential hazardous wastes such as leftover or forgotten cleaners, paints, and other chemicals.

The first step in developing a program is to identify how much trash is generated, and what makes up the trash. There are a number of ways to do this. Contractors may be able to provide weight estimates, or employees can weigh a representative sample of trash bags. To find out trash composition, sometimes sim-

ply digging in (carefully!) with protective gloves is the best way to determine what is in concessioner garbage cans. Or, one could rely on employee estimates. You should classify these materials and their percent composition of concessioner trash in order to calculate an estimate of the annual solid waste generation rate. Some good classifications include biodegradables (e.g., food, yard trimmings), paper (e.g., white paper, mixed paper), cardboard, plastics (e.g., PET, HDPE), and metals (e.g., aluminum, steel).

The next step involves setting solid waste reduction goals and using the three Rs – reduce, reuse, and recycle. Waste prevention, which means any change in the design, manufacture, purchase, or use of materials or products (including packaging) to reduce the amount or toxicity before they are discarded, should be considered and emphasized as a first strategy. Waste prevention also refers to the reuse of products, so if a product can be reused rather than throwing it out (e.g., donating used blankets to a homeless shelter), so much the better! And if customers demand having soda out of cans and glasses, consider establishing a recycling program rather than having those containers tossed in the trash! Remember that reducing trash volume will also result in reduced collection and landfilling costs!

Another strategy for reducing solid waste is composting. Composting reduces the amount of waste that is thrown out and also converts potential trash into a product that is useful for gardening, landscaping, trails, and restoration projects. Materials that could be composted include food waste, grass clippings, flowers/plants, newspaper, mixed paper, and horse manure.

Finally, an easily forgotten, but all too important component to a successful solid waste program is visitor and park communication. To minimize park visitor confusion on what to do with trash and recyclables, concessioners may be able to partner with parks in developing a park-wide solid waste management program or adopt the park program. Concessioner staff can be trained to educate visitors on where or how to recycle or dispose of trash properly. Posters, signs, and clearly labeled containers in a number of different languages can educate park visitors from all corners of the globe on what to do with their trash and can teach them the importance of “doing their share” to help protect the environment.

## RESOURCES:

- **NPS Solid Waste Management Handbook (1996)**
- **Tool Kit for Solid Waste Management, Intermountain Region, National Park Service (1999)**



REDUCE



REUSE



RECYCLE



COMPOST



**YOU  
Can Do  
It Too!**



# Do You Buy Green?

Think about the types of products you frequently purchase for your operations: copier paper, cleaning supplies, office equipment, toilet tissue, toner cartridges, light bulbs . . . and the list goes on.

While you may want to buy recycled or environmentally preferable products, you may not have the time to research which products are acceptable and where to find them. To make it easier to buy green products, here is a listing of some of the organizations that establish standards and identify resources that could be useful when deciding what products or materials to purchase.

## Paper



### Conservatree

[www.conservatree.com](http://www.conservatree.com), 415/721-4230

This non-profit organization identifies types and brands of environmentally preferable paper and provides product specifications as well as information on where and how to purchase.

## Cleaning Products



### Western Region Pollution Prevention (P2) Network

[www.westp2net.org/janitorial/commentaries.htm](http://www.westp2net.org/janitorial/commentaries.htm)

Provides product information as well as ideas for setting up an Environmentally Preferable Purchasing (EPP) program and has links to other state and local government agencies.

## Office Equipment



### Environmental Protection Agency (EPA)

[www.epa.gov/nrgystar/purchasing](http://www.epa.gov/nrgystar/purchasing)

Offers the ENERGY STAR Purchasing Tool Kit, which identifies energy-efficient products.

## Other Products



### Green Seal

[www.greenseal.org](http://www.greenseal.org), 202/872-6400

This non-profit organization offers product standards and recommendations for a number of items including compact fluorescent lights, lawn equipment, paper, quick serve food packaging, and general purpose cleaners.

### Environmental Protection Agency (EPA)

[www.epa.gov/opptintr/epp](http://www.epa.gov/opptintr/epp)

Offers purchasing guides for food serviceware, copiers, cleaners, carpets, and electronics

### Environmental Protection Agency (EPA)

[www.epa.gov/cpg/products.htm](http://www.epa.gov/cpg/products.htm)

Summarizes information on designated products and recycled-content recommendations

### Environmentally Preferable Purchasing (EPP)

Database: [www.epa.gov/opptintr/epp/tools/database.htm](http://www.epa.gov/opptintr/epp/tools/database.htm)

RCRA hotline: 1-800-424-9346, press 1 for EPA general information. Sponsored by the Environmental Protection Agency.

Offers environmental standards and guidelines on selected products and examples of contract language and specifications.



Virgin River in Zion National Park, UT

## Improve Your Outdoor Skills

During the upcoming months, concessioners will have an opportunity to participate in Leave No Trace (LNT) programs at several different national park sites, including Yellowstone, Zion, Acadia, Badlands, Sequoia/Kings Canyon, Cape Cod, Assateague, and Apostle Islands.

Trainers from the national non-profit organization, Leave No Trace, will present specific LNT skills and ethics in a flexible time frame of one hour to two days. LNT builds awareness, appreciation, and respect for our wild lands. For more information concerning dates and locations, go to [www.travelingtrainers.org](http://www.travelingtrainers.org) and click on the NPS logo at the bottom of the home page, or call them toll-free at 1-800-332-4100.

## Upcoming Events

### 21<sup>st</sup> Annual National Recycling Coalition

Congress and Exposition, September 8 – 11, 2002, Austin, TX. The conference will provide technical information, education, and training on conserving resources **and** environmental protection. For more information, go to [www.nrc-recycle.org](http://www.nrc-recycle.org) or contact the National Recycling Coalition Inc. at 703/685-9025.

### U.S. Green Building Council International Conference and Exposition

November 13 – 15, 2002, Austin, TX. The first annual conference is designed to be a meeting place for members of the green building industry. An exhibition will showcase green technologies from throughout the world. Participants also will learn about strategies to reduce the environmental impact of buildings through site location and development, water use, energy, materials, indoor environmental quality, health, and productivity. For more information, go to [www.usgbc.org](http://www.usgbc.org) or contact the U.S. Green Building Council at 202/82-USGBC (828-7422).

## Inside:

Natural Capitalism in America's National Parks .....	1
Emergency Response Plan .....	3
Concessioner Highlights .....	4-5
Be Environmentally Healthy—Reduce Concessioner Waste! .....	6
Do You Buy Green? ..	7
Improve Your Outdoor Skills .....	7
Upcoming Events .....	7

## GreenLine Assistance

If you require technical assistance on environmental issues or want to know more about the Concession Environmental Management Program (CoEMP), contact us by phone or email:

GreenLine Number:  
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## Getting the Word Out about Being Green

Many park visitors choose to frequent a store or company because of its commitment to the environment. Concessioners can capitalize on these consumer preferences by promoting their environmentally-preferable practices.

For instance, after receiving green certification by an environmental organization, post the certificate in a public area and mention it in brochures, websites, and the like. Many marina concessioners are located in states, such as Maryland, Virginia, Texas, and Florida, that already have a “Clean Marina” certifying organization. The NPS also has a Green Marina Program for the National Capital Region and is in the process of expanding it to a national level within the next year. These organizations not only certify qualifying marinas as “green marinas,” but also educate marinas on how they can continue to improve their environmental practices. Some organizations may also provide marketing tools to publicize a marina’s “green” status.

Hotels are another concession service type that can obtain a “green” hotel and/or lodging designation from existing certification organizations. For example, the Green Hotel Association ([www.greenhotels.com](http://www.greenhotels.com)) and Green Seal ([www.greenseal.org](http://www.greenseal.org)) have various certification programs and resources.

Even though a business sector may not currently have an environmental certification organization or program, there are still a number of opportunities that exist to demonstrate a company’s commitment to the environment. Joining environmental organizations, adhering to their standards and practices, and publicizing these deeds can be just as good as being environmentally “certified.” For example, guides and other back country types of concessioners can refer to Leave No Trace ([www.lnt.org](http://www.lnt.org)) or Tread Lightly! ([www.treadlightly.org](http://www.treadlightly.org)) for helpful environmental information and resources that can be used in their operations. The Coalition for Environmentally Responsible Economies (CERES) ([www.ceres.org](http://www.ceres.org)) is another organization that provides environmental information. It has developed a 10-point code of environmental conduct that companies endorse in order to achieve environmental improvement.

A successful environmental management program depends on communicating and promoting the program. Think about how you can sell your environmental program and make it sell for you!

