

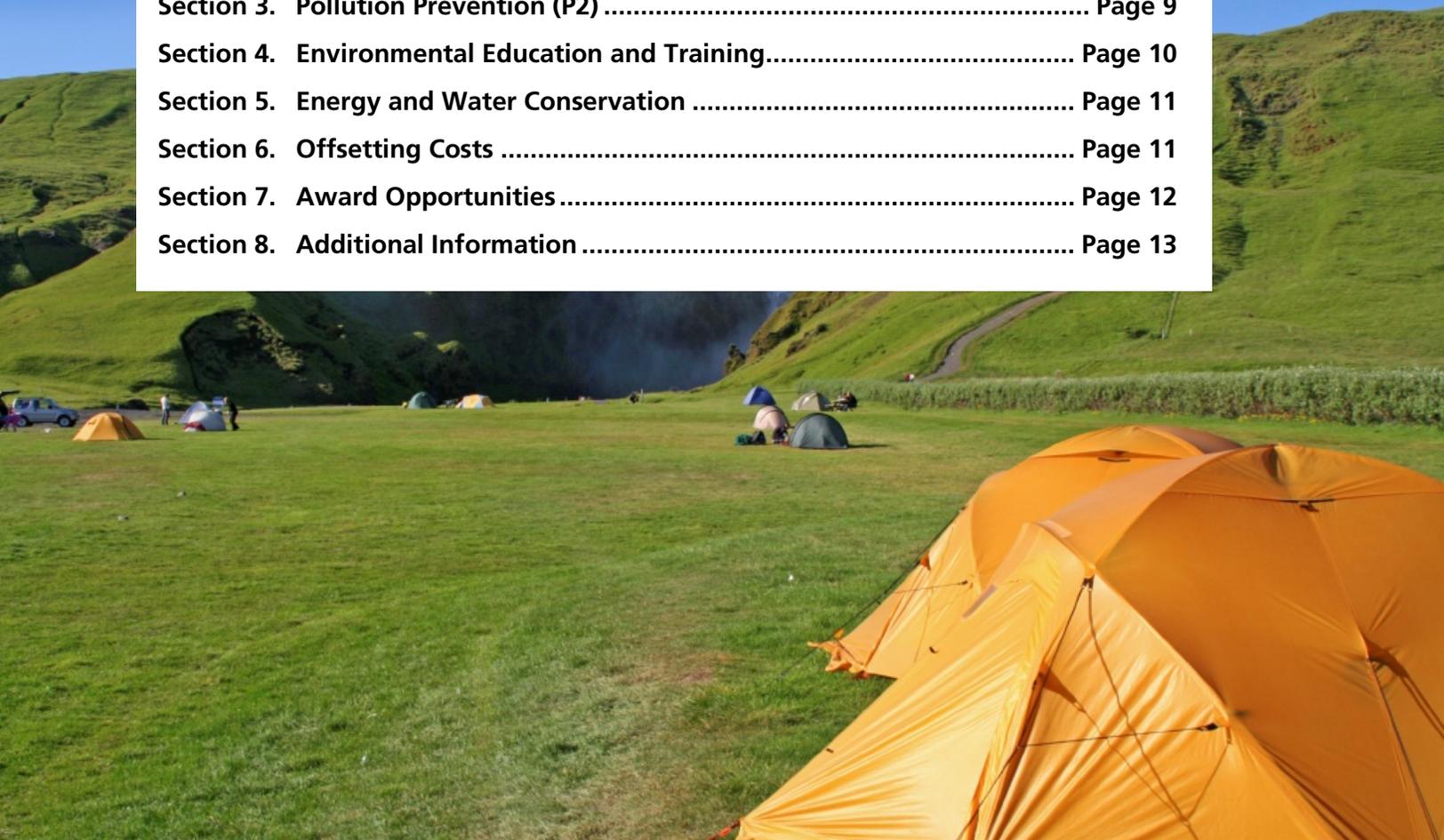


Greening Opportunities for Guides and Outfitters

Greening your business is a great idea – but it can be challenging to navigate through the maze of marketers’ claims of what is “green” while still meeting operational, financial, and visitor needs. This fact sheet provides ideas on greening opportunities that guides and outfitters can easily implement resources on where to find certain green products and services, and potential funding options for greening opportunities. There is also information on award programs to which guides and outfitters can apply to be recognized for their greening efforts.

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Section 1. Environmental Purchasing

What is it? Environmental purchasing (also known as “green procurement”) is the affirmative acquisition of environmentally preferable products and services. Your business has an opportunity to purchase products and services that are environmentally preferable to lessen or eliminate the impact your business has on the environment – the same environment in which you work. These products and services could be environmentally preferable or “green” either through their components (e.g., are made with recycled content, are non-toxic), packaging (e.g., use less or biodegradable packaging), production (e.g., use less energy or water in the manufacturing process), distribution (e.g., travel less distance), operation (e.g., require less energy to operate), or disposal (e.g., are biodegradable).

How can I evaluate if purchasing environmentally preferred products and services will benefit my business and the environment? Look around at the environmentally preferable products and services that are available and appropriate for your business. Test a new, environmentally preferable product or service on a small scale before making the decision to use it exclusively, as cost AND performance should be key considerations in your purchasing decisions. While some environmentally preferable products and services may cost more than their standard counterparts, many are priced competitively and/or perform better in the long-run – which can lead to cost-savings

ENVIRONMENTAL PURCHASING RESOURCES

General Resources

U. S. Environmental Protection Agency’s (EPA) Environmentally Preferable Purchasing (EPP) Program. EPA’s EPP program was designed for the Federal government; however, anyone can use the EPP website to learn more about environmentally preferable product criteria, brands, vendors, and language for specifying environmentally preferable products in contracts and policies. Purchase categories in the EPP program include cleaning supplies, electronics, food services, landscaping, paper, and others.

Website: <http://www.epa.gov/greenerproducts/environmentally-preferable-purchasing-program>



Green Seal. Green Seal is an independent, non-profit organization dedicated to safeguarding the environment and transforming the marketplace by promoting the manufacture, purchase, and use of environmentally responsible products and services. Examples include hand soaps and cleaners, household products, institutional cleaning products, paints, papers, food packaging, and others. Green Seal certifies products that meet their designated standards, and provides an online searchable database of these products and where they can be purchased.

Website: www.greenseal.org

Green Seal Standards: www.greenseal.org/GreenBusiness/Standards.aspx

Phone: (202) 872-6400



ENVIRONMENTAL PURCHASING RESOURCES

General Resources

ENERGY STAR®. ENERGY STAR helps businesses and individuals save energy and protect the environment through energy efficient products and practices. The ENERGY STAR label for products is an EPA/Department of Energy (DOE) designation that indicates a product is more energy efficient than its counterparts, without sacrificing performance or quality. Examples of ENERGY STAR labeled products include light bulbs and fixtures, computers, monitors, copiers, fax machines, exit signs, and more.



Website: www.energystar.gov

US Department of Agriculture (USDA) BioPreferred Program. Biobased products are made from renewable agricultural, marine, or forestry materials, as opposed to petroleum or synthetic ingredients. These products are generally safer for the environment and many are biodegradable or recyclable. Currently, only Federal agencies and contractors are required to purchase the biobased products included in this program; however, anyone can look at the biobased products list and database and use the same biobased products, such as fuel additives, janitorial supplies, animal care products, disposable cafeteria ware, and others.



Website: <http://www.biopreferred.gov/>

Phone: (919) 765-9969; Email: BioPreferred_Support@amecfw.com

SCS Global Services. SCS Global Services is a third-party provider of environmental, sustainability and food quality certification, auditing, testing and standards development. Certification programs managed include those for organic food, sustainable agriculture, and fair labor practices; manufactured goods such as building materials, carpet/flooring, paints/finishes, furniture, and cleaning products; forest conservation; and marine fisheries; and many others.



Website: www.scsglobalservices.com

Phone: (510) 452-8000

Email: info@SCSglobalservices.com

Product-Specific Resources

Food Certifications: Organic. USDA-certified organic foods are produced without using conventional pesticides, fertilizers made with synthetic ingredients or sewage sludge, bioengineering, or ionizing radiation. Organic meat, poultry, eggs, and dairy products come from animals that are given no antibiotics or growth hormones. Before a product can be labeled “organic,” a government-approved certifier inspects the farm where the food is grown to make sure the farmer is following all the rules necessary to meet USDA National Organic Program regulations.



Website: www.ams.usda.gov/nop

Phone: (202)720-3252

Food Certifications: Fair Trade. Fair trade food products are those grown and processed in a manner that ensures fair prices for farmers and laborers, and contribute to building a more equitable and sustainable model of international trade. In the United States, fair trade certification is available for coffee, tea, chocolate, honey, seafood, packaged foods, and others. Fair Trade USA is the only American organization that certifies fair trade foods, which are available from multiple venues.



Website: www.fairtradeusa.org

Phone: (510) 663-5260

Food Certifications: Shade-Grown Coffee. Shade-grown coffee is grown in biologically diverse habitat, primarily under the shade of larger trees. This method provides habitat for migratory birds and many other plants and animals. Most of today’s coffee, by contrast, grows in monocultures that consume large amounts of land and resources, accelerating soil erosion and pollution. The two programs based in the United States that certify shade grown coffee are: the Rainforest Alliance certification program, which works in partnership with a network of Latin American environmental organizations; and the Smithsonian Migratory Bird Center (SMBC), whose “Bird Friendly” seal is also linked to organic certification. SMBC-certified coffee is organic and meets strict requirements for both the amount of shade and the type of forest in which the coffee is grown. Rainforest Alliance standards for shade cover are less stringent than those of the SMBC.



Websites: <https://nationalzoo.si.edu/migratory-birds/bird-friendly-coffee> and <http://www.rainforest-alliance.org/articles/rainforest-alliance-certified-coffee>

Product-Specific Resources

Food: Community Supported Agriculture (CSA). CSA (also known as subscription farming) consists of individuals within a community who support a local farm operation, which typically uses organic or biodynamic farming methods. Usually members pledge to cover the anticipated operating budget of the farm including fertilizer, seeds, water, labor, and maintenance, keeping food dollars within the local community. In return, they receive allotted portions of the farm's produce throughout the growing season.



Website: www.localharvest.org/csa (informational resource on CSAs)

Local Harvest Phone: (831) 515-5602

Energy Certifications: Renewable. Green-e is an independent certification and verification program for renewable energy and carbon offset certification. By looking for the Green-e logo, consumers are assured that they are purchasing renewable energy from projects that meet specific Green-e standards, guidelines, and disclosures. The projects are also audited biannually to ensure they are living up to their advertising claims.



Website: www.green-e.org

Phone: (415) 561-2100

Email: energy@green-e.org

Wood and Paper Product Certifications: Sustainable. The Forest Stewardship Council (FSC) sets standards and promotes responsible forest management by certifying forest products that meet rigorous environmental and social standards. FSC offers Forest Management Certification to assess a landowner's forestry practices and a Chain of Custody Certification to track wood throughout the entire manufacturing process between tree and finished wood product (e.g., milling, manufacturing, distribution). FSC is supported by environmental groups such as The Nature Conservancy and the Sierra Club, as well as corporations such as The Home Depot and Lowe's.



Website: www.fscus.org

Phone: (612) 353-4511

Email: info@us.fscus.org

Carpet Certifications: Low-emitting. The Carpet and Rug Institute (CRI) developed the Green Label Plus program to assure customers that products with these labels are the lowest emitting carpet, adhesive, and cushion products on the market. Tests include annual laboratory testing to determine the total level of volatile organic compounds emitted, and testing for chemicals of concern.



Website: <http://www.carpet-rug.org/green-label-plus.html>

Phone: (706) 278-3176

Product-Specific Resources

Horse Feed Certifications: Weed Free. The Weed Free Forage certification program aims to prevent the spread of non-native weeds by designating forage certified through the program as meeting certain minimum standards. By eating feed that does not contain the propagating parts of weeds, pack and stock animals will not introduce non-native species to areas in which they travel. The North American Invasive Species Management Association (NAISMA) has developed minimum weed free certification standards, which have been accepted by a large number of states. Certain state and federal agencies have forage restrictions where weed free forage and gravel is required.



Website: <http://www.naisma.org/weed-free-forage>

Sample products

Here are some specific products and services that may be applicable to your operations. Be sure to ask your suppliers about any environmentally preferable products they carry, and voice your preference for such products!

- **Environmentally preferable bike cleaners and degreasers**, such as Finish Line's Citrus Degreaser (www.finishlineusa.com), Simple Green's Bike Cleaner Degreaser (www.simplegreen.com), or Pedro's Oranj Peelz and other biodegradable degreasers and cleaners (<http://pedros.com/products/clean-and-lube/>).
- **Environmentally preferable office supplies**, such as from Office Depot (www.officedepot.com/buygreen) and Staples (<https://www.staples.com/sbd/cre/marketing/sustainability-center/shop-green-products/index.html>).
- **Organic or recycled content clothing**, such as Patagonia's organic cotton clothing and recycled content fleeces, jackets, shirts, and shorts (www.patagonia.com).
- **Biodegradable plastic bags and toilet bags**, like those manufactured by BIOgroupUSA (www.biogroupusa.com).
- **Green power**, such as those listed on the EPA Green Power Partnership website (www.epa.gov/greenpower).

Section 2. Solid Waste Reduction

What is it? Solid waste reduction is the lessening of the amount of waste being generated through waste prevention techniques, recycling, or purchasing of recycled and environmentally preferable products. By generating less solid waste, your business also disposes of less solid waste. Solid waste reduction can equate to cost savings through reduced tipping fees or labor costs for managing smaller volumes of solid waste. It also benefits the environment by preserving landfill capacity, disposing of fewer potentially toxic chemicals into the environment, and using fewer and potentially less toxic virgin resources for packaging or new products.

How can I incorporate solid waste reduction techniques to help my business and the environment? Look first for creative ways to eliminate solid waste from your business operations. It can be as simple as bringing your own reusable bags to the store, or you can see if other businesses or

individuals from the local community need your “solid waste” (such as pig farmers taking in food waste to feed their animals). Then see if there are products that you can reuse rather than dispose. This may mean investing in reusable products that could potentially have higher capital or initial costs than non-reusable ones – but using the reusable products will pay for itself over time. The last step in solid waste reduction is to recycle. Find out what city and county recycling services and facilities are available, use other free recycling programs that are available, or consider recycling services which may be fee-based but could be less costly and better for the environment than solid waste disposal services.

SOLID WASTE REDUCTION RESOURCES AND IDEAS

General Resources

EPA WasteWise. WasteWise is a free partnership program with the U.S. Environmental Protection Agency that helps any organization eliminate solid waste to help benefit the pocketbook and the environment.

Website: www.epa.gov/smm/wastewise



Eliminating solid waste

- **Encourage customers to opt for electronic registration forms, confirmations, and information via email or on your website.** Many customers may already prefer sending and receiving information electronically. This can cut down on your paper usage, saving you money in the long run.
- **Buy only product quantities that you will use.** Make sure that the amounts you purchase will not expire before you use them and that you can store them properly so that they will not be damaged by temperature extremes or fluctuations, or by pests.
- **Buy items in bulk.** For those items that you use in larger quantities, packaging waste will be reduced if purchased in bulk.
- **Buy items in concentrate.** If possible, you can purchase items in concentrate which can save you money and time by reducing the number of times you need to stock up on a product. It also reduces the amount of packaging waste for the same type of product.
- **Consider whether documents need to be printed.** If something is electronic, it can be filed electronically rather than printed out in hard copy. This will save on paper costs and storage space.
- **Print double-sided.** Configure computers to print out documents double-sided if printing is needed.

Reusing

- **Reuse boxes and other packaging for shipping.** Sturdy boxes and packaging materials can be reused if you need to mail items to your customers. Or ask delivery services (e.g., FedEx, UPS) if they will take your packaging materials to reuse at their facilities
- **Purchase reusable flatware, silverware, and containers.** Instead of using disposable food service items, consider purchasing reusable ones. Keep in mind that they must be properly cleaned to ensure proper hygiene.
- **Provide reusable water bottles.** The proliferation of bottled water has also led to an abundance of disposable water bottles. Encourage customers to use reusable water bottles and stress the cleanliness of your well, city, or filtered water. You might even have reusable water bottles manufactured with your company logo that you could sell to customers.
- **Reuse items for other uses.** The back of printed paper can be used as scrap paper; old t-shirts or other materials can be used as cleaning rags; reuse old newspaper for packing material in boxes. The possibilities are endless!
- **Develop an employee swap program or post unwanted items on craigslist** (www.craigslist.org/about/sites). Craigslist is a website where anyone can post free classifieds. It is surprising what people want to take from you for free or a nominal fee.
- **Give food items to farmers.** Potentially, pig or other animal farmers in the area may want your leftover food to feed their animals.

| Recycling Resources | |
|---|---|
| <p>Find out what local recycling facilities and services exist. Contact your local solid waste management facility or Earth 911 to find out what can be recycled in your area. Remember to ask about hazardous waste cleanup days and whether your business can participate in them (e.g., disposal of waste cleaning chemicals or paints). If local facilities and services do not exist for certain items, consider some of the alternative programs</p> <p>Website: http://search.earth911.com/</p> |  |
| <p>Use the Rechargeable Battery Recycling Corporation (RBRC) program. RBRC's national rechargeable battery recycling program – Call2Recycle – helps recycle used portable rechargeable batteries and old cell phones. Their website can tell you the closest location to drop off your batteries.</p> <p>Website: www.call2recycle.org</p> <p>Phone: (877) 723-1297</p> |  |

| Recycling Resources | |
|---|---|
| <p>Recycle Uncommon Items for Charity. TERRACYCLE’s mission is to “eliminate the idea of waste,” by diverting what is traditionally thought of as waste from landfills and creating usable products. This process, known as “upcycling”, limits the amount of natural resources needed to make new products. For every item collected, a small donation is made to a nonprofit organization or school of your choice.</p> <p>Website: www.terracycle.net</p> <p>Phone: (866) 967-6766</p> |  |
| <p>Consider participating in the “Reuse-A-Shoe” community and environmental program. Although this is a Nike program, Reuse-A-Shoe takes in worn-out athletic shoes of any brand, and processes them for use in sports surfaces such as basketball and tennis courts for youth worldwide.</p> <p>Website: http://www.nike.com/us/en_us/c/innovation/grind</p> |  |
| <p>Consider paying a nominal fee for recycling batteries and other electronics. The Big Green Box and other similar companies offer a low cost, easy, and flexible way to recycle batteries and portable electronic devices. For example, with The Big Green Box, purchasers receive a box in which to deposit all types of batteries; all shipping, handling, and recycling fees are already paid for.</p> <p>Website: www.biggreenbox.com</p> <p>Phone: (877) 461-2345</p> <p>Email: info@biggreenbox.com</p> |  |
| <p>Get recycling bins. Having recycling bins can help advance your recycling program. The Coca-Cola/Keep America Beautiful Public Space Recycling Grant Program supports selected grant recipients with containers for collecting beverage container recyclables in public settings.</p> <p>Website: https://www.kab.org/coca-cola-recycling-grant/</p> <p>Phone: (203) 659-3000</p> |  |

Composting

Composting is the breakdown of organic materials through bacterial decomposition, which reduces the volume of organic waste and creates a usable soil amendment product, called compost. The compost can be used on gardens to help provide nutrients instead of using fertilizers in some cases.

| Composting Resources | |
|---|---|
| <p>Environmental Protection Agency (EPA). This EPA website includes general information on composting in addition to region-specific resources for composting.</p> <p>Website: https://www.epa.gov/sustainable-management-food</p> |  |
| <p>Natural Resources Conservation Service (NRCS). The local natural resources conservation service office or cooperative extension office may be able to provide specific information on composting – including composting animal waste such as horse manure.</p> <p>Website: www.nrcs.usda.gov</p> |  |
| <p>Compost Guide. The Compost Guide offers educational resources on composting in addition to products available for sale related to composting.</p> <p>Website: www.compostguide.com www.compostcouncil.org</p> |  |

Section 3. Pollution Prevention (P2)

What is it? Pollution prevention (P2) is reducing or eliminating waste at the source by modifying production processes, promoting the use of non-toxic or less-toxic substances, implementing conservation techniques, and re-using materials rather than putting them into the waste stream. Implementing P2 techniques can lower the risk of accidents and emergencies, reduce employee exposure to toxic chemicals, and increase environmental protection.

How can pollution prevention help my business and protect the environment? Publicizing your P2 activities in marketing materials and to current customers can help generate new business. Pollution prevention – including minimizing greenhouse gas emissions to prevent climate change – is a hot topic for consumers nowadays. The more you spread the word about your P2 activities, the better your chance of growing your business.

Pollution prevention resources and ideas

- **Low emissions boat engines**, such as Honda’s four-stroke engines (<http://marine.honda.com/why/four-stroke-advantages>) or Evinrude’s E-TEC G2 direct injected two-stroke engine (<http://www.evinrude.com/en-US/innovation-technology/g2.html>).
- **Environmentally preferable hunting products** including bio-based lubricants, such as those manufactured by Greenland Corporation (www.greenpluSlubes.com) and “green ammunition” (i.e., low- or non-toxic bullets), such as Sinter Fire’s lead-free bullets (www.sinterfire.com).

- **Lead-free fishing weights**, which will help prevent wildlife from being poisoned. Multiple retailers carry lead-free tackle (www.pca.state.mn.us/oea/reduce/sinkers.cfm).
- **Alternative fuels**, such as biodiesel (www.biodiesel.org) or ethanol-blended gasoline (www.ethanol.org). These fuels may be difficult to find in rural areas, but it pays to be on the lookout for their availability and determine whether these fuels could work in some of your equipment.
- **Green power**, which includes electricity produced from solar, wind, geothermal, biogas, eligible biomass, and low-impact small hydroelectric sources, can be purchased in certain areas to reduce your carbon footprint (<https://www.epa.gov/greenpower/what-green-power>).
- **Join the Climate Friendly Parks Program**. This national park program seeks to provide parks, regions, and visitors with management tools and resources to address climate change. Find out if your park is a member of this program; encourage your park to join if they haven't already (www.nps.gov/climatefriendlyparks).
- **Greenhouse gas offsets** can be purchased from many different organizations to help you become "carbon neutral." This means that the amount of carbon dioxide emitted from your business – primarily through energy use – is balanced or neutralized by an activity which absorbs carbon from the atmosphere. Offsets can be an inexpensive and excellent marketing tool. Some current providers include: Carbonfund (www.carbonfund.org), The Green Mountain Energy Company (www.greenmountainenergy.com), Terrapass (www.terrapass.com), Sterling Planet (www.sterlingplanet.com), Native Energy (www.nativeenergy.com), and Bonneville Environmental Foundation (<http://www.b-e-f.org/>).

Section 4. Environmental Education and Training

How can environmental education and training help my business and protect the environment?

Customers sign up for outdoor trips to relax – but learning new things in a fun way adds extra value to their trip. It also increases the chances that these same customers will tell their friends and family about your company, bringing extra business your way. Since the chances are that your employees love people and the outdoors – all it takes is educating your staff on some of the ways they can teach customers how to protect the environment and why it is important.

Education and Training Resources

Leave No Trace (LNT). LNT strives to educate people about the nature of non-motorized recreational impacts, and techniques to prevent and minimize such impacts. Employees can take "Trainer" courses, enabling them to educate customers on LNT ethics. Guide and outfitter organizations can also join LNT as a retailer partner for \$150 per year. This fee includes, but is not limited to, use of the LNT logo and guidelines, discounts on educational materials, and a link to the organization's website from the LNT website.

Website: www.lnt.org

Phone: (800) 332-4100, (303) 442-8222



Education and Training Resources

tread lightly![®] is a nonprofit educational program, whose purpose is to protect recreation access and opportunities – including motorized recreation – in the outdoors through ethics education and stewardship initiatives. Guide and outfitter organizations can become an Outfitter Member of tread lightly! for \$50 per year. This fee includes, but is not limited to, use of the tread lightly! logo, receipt of the biannual newsletter, and a link to the organization’s website from the tread lightly! website.



Website: www.treadlightly.org

Phone: (800) 966-9900

Email: treadlightly@treadlightly.org

Section 5. Energy and Water Conservation

How can energy and water conservation help my business and protect the environment? Using more energy and water than you need is money down the drain. Both energy and water are precious resources. By conserving energy and water, it helps your business save money in the long-term while protecting resources that are sometimes in short supply.

Energy and water conservation resources and ideas

- **Perform an energy audit.** Several electric utilities offer free energy audits; check with your electric utility company to see if this program is offered in your area. Otherwise, use The Home Energy Saver (<http://hes.lbl.gov/consumer/>) which is a web-based energy audit tool. The ENERGY STAR[®] (www.energystar.gov) program also offers ideas on how to conserve energy.
- **Perform a water audit.** Some water utilities offer free water audits; check with your water utility company to see if this program is offered in your area. Otherwise, refer to the WaterSense website (<https://www.epa.gov/watersense>) for information on how to save water in your operations.
- **Build and renovate to Leadership in Energy and Environmental Design (LEED) standards.** The LEED Green Building Rating System (<https://www.usgbc.org/>) is a standard to help buildings be constructed or renovated to become “green” buildings. LEED points are assigned in eight categories: location and planning, sustainable sites, water efficiency, energy & atmosphere, materials & resources, indoor environmental quality, innovation in design, and regional priority. Note that the 2006 NPS Management Policies indicate that all projects – including major visitor service facilities – should incorporate LEED standards to achieve a silver rating.
- **Purchase energy- and water-conserving products.** There are multiple websites that can assist in finding energy- and water-conserving products that actually work, including ENERGY STAR[®] (www.energystar.gov).

Section 6. Offsetting Costs

If you invest in capital expenditures now, you can realize cost savings in the long-term for operation and maintenance purposes, as well as increased revenue with more customers wanting to enjoy the outdoors with your business. However, there are multiple ways to offset capital expenditures in the short-term.

- **Take advantage of tax incentives.** The Tax Incentives Assistance Program (TIAP) provides information on how businesses can make use of federal income tax incentives for energy efficient products and technologies (www.energytaxincentives.org). Incentives may include deductions for new or renovated buildings that save in energy costs, use of high-efficiency light duty vehicles, and use of solar energy systems.
- **Stay apprised of special offers and rebates from ENERGY STAR partners.** To encourage customers to buy energy efficient products, ENERGY STAR partners occasionally sponsor special offers, such as sales tax exemptions or credits, or rebates on qualified products. Look for these by going to www.energystar.gov and searching for “Rebate Finder.”
- **Contact local and state utility companies for funding assistance.** Some energy and water utilities will pay for a portion of building capital upgrades to help save energy and water.
- **Consider using an Energy Service Company (ESCO).** An ESCO may perform a survey (usually free) to identify savings opportunities for building projects, and will arrange for financing, coordinate contractors, and perform all project management. These are often performance projects where the ESCO receives a portion of savings generated by the project. Contact the National Association of Energy Services Companies at www.naesco.org, info@naesco.org, or (202) 822-0950.
- **Check for other funding opportunities that are available.** Numerous funding opportunities are available for energy efficiency and green building at the national, state, and local levels:
 - Database of State Incentives for Renewables & Efficiency (DSIRE): www.dsireusa.org
 - **Department of Energy Federal Financing Programs for Clean Energy:** <https://energy.gov/downloads/federal-financing-programs-clean-energy>
 - **Environmental Protection Agency Environmental Finance Centers:** <https://www.epa.gov/waterfinancecenter/efcn>

Section 7. Award Opportunities

- **National Park Service Environmental Achievement Award:** This award recognizes NPS staff and partners who have made significant contributions to the National Park Service in environmental preservation, protection, and stewardship.
- Available to National Park Service concessioners – www.nps.gov/commercialservices/ea_awards_announcement.htm
- **Small Business Recognition Awards – Environmental Stewardship:** This award recognizes small businesses nationwide for their accomplishments in compliance, sustainability, advocacy, and collaboration. <https://nationalsbeap.org/content/2017-awards>
- **World Responsible Tourism Awards:** This award is open to tourism partners across the world who have worked to create more responsible forms of tourism which include environmental sustainability and green energy. <http://www.responsibletourismawards.com/about.html>

Section 8. Additional Information

General information on greening your business can be found here:

- <http://www.sustainablebusiness.com/>
- <https://www.epa.gov/smm>
- <http://www.coopamerica.org/pubs/greenpages>
- <http://www.epa.gov/smallbusiness>
- <https://www.epa.gov/fgc>

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