



# Adventure Green Alaska

An eco-sustainability program of the Alaska Travel Industry Association (ATIA)

Thank you for your interest in becoming AGA certified. We encourage you to put thought and consideration into all essay question responses to help us best understand your business and eco-sustainability practices. Please type all application responses. **Hand-written applications will not be accepted.** We encourage all applications to be submitted electronically to [AGA@AlaskaTIA.org](mailto:AGA@AlaskaTIA.org). For any questions on the AGA application please contact Tanya Carlson at [AGA@AlaskaTIA.org](mailto:AGA@AlaskaTIA.org) or 907.646.3304.

## Program Application

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### GENERAL INFORMATION

Business Name:

Contact Name & Title:

Mailing Address:

Mailing City, State, Zip:

Physical Address:

Physical City, State, Zip:

Website:

Email:

Telephone:

Number full-time equivalent (FTE)\* employees working in Alaska during peak season:

*\* FTE employee example: Your business employs 5 full-time employees and 2 part-time employees during your peak visitor season. The total number would be 6 FTE employees.*

Please provide two references outside of your business or organization along with contact information:

**ESSAY QUESTION:** Description of business (attach additional page if necessary):

### Application Fees\*

- 0-2 FTE employees: \$100
- 3-5 FTE employees: \$150
- 6-20 FTE employees: \$250
- 21-50 FTE employees: \$350
- 51 + FTE employees: \$500 +

\*If a business is not approved for certification, feedback will be provided with recommendations on ways to improve the application for resubmission. The initial application fee is valid for two years and there is no limit on the number of times businesses can reapply to achieve certification.

I hereby commit that my business meets the minimum legal standards of quality, safety, and sustainability and is compliant with applicable regulations and generally accepted business practices, including but not limited to:

- ~ Compliance with U.S. environmental, consumer protection, and labor laws, while operating within the state of Alaska or its territorial waters.
- ~ Business has a two-year operating history in Alaska.
- ~ Membership in a tourism or community trade association such as a CVB, Chamber of Commerce, or ATIA.
- ~ Commercial liability insurance policy.
- ~ Valid commercial use permits with agencies managing public lands in our areas of operation, if applicable.
- ~ Collaboration with private and public land managers to ensure that operation do not harm sites of cultural or historic significance.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*By signing this application, I acknowledge that the information presented is true to the best of my knowledge. Furthermore, I agree that payment must be received by ATIA in order for the application to be reviewed and processed.*

- ~ Please note that essay questions account for a sizable portion of application points and should be filled out in detail. **Minimum points needed for certification – 119 pts.**
- ~ Checks for the application fee should be made out to Alaska Travel Industry Association.

**Please submit payment to:**

Alaska Travel Industry Association  
ATTN: AGA Application  
610 E. 5<sup>th</sup> Ave., Ste. 200  
Anchorage, AK 99501

## Section A: Management

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1. Does your business actively encourage participation by in-state consumers?  
 Yes (3)       No (0)

If so, please provide a description here:

2. Does your business convey information about the ecology and natural history of Alaska as a standard part of staff training and orientation?  
 Yes (3)       No (0)
3. Do your employees receive training about the history and cultures of the areas in which you operate?  
 Yes (4)       No (0)
4. Does your business have written safety policies & procedures? Please refer to the FAQ section on [adventuregreenalaska.org](http://adventuregreenalaska.org) for an example.  
 Yes (5)       No (0)

## Section B: Local Communities & Economies

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1. Do you maintain an office in Alaska?  
 Seasonal (5)       Year- Round (10)       Do not have an Alaska-based office (0)
  
2. Does your staff include local residents of the communities in which you operate?  
 No     less than 20% (2)     21-40% (4)     41-60% (6)     61-80% (8)     81-100% (10)
  
3. Does your business work with other local businesses or suppliers for items such as food, equipment and services on regular basis?  
 Yes (5)       No (0)
  
4. Do you encourage your customers to visit local visitor centers, museums and other attractions?  
 Yes (4)       No (0)
  
5. Do you encourage customers to purchase local goods and services?  
 Yes (5)       No (0)
  
6. ESSAY QUESTION: Describe how your business benefits local communities and economies in ways not included above (outside of the tourism community)? Please attach extra pages as necessary (up to 25 points).

## Section C: The Environment

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1. Does your business have, and prominently display, a policy regarding your commitment to sustainable tourism on your website or promotional materials?  
 Yes (5)       No (0)  
If yes, please submit samples of promotional materials or enter link to view online:
  
2. Has your business replaced incandescent lights with low-energy lights or compact fluorescent lights where feasible?  
 Yes (4)       No (0)
  
3. Has your business caulked and installed weather stripping on doors and windows?  
 Yes (5)       No (0)
  
4. Does your business provide both employees and customers with opportunities to recycle whenever possible?  
 Yes (3)       No (0)
  
5. Does your business purchase paper products such as office paper and toilet paper with a minimum 30% post-consumer recycled content?  
 Yes (4)       No (0)
  
6. Does your business properly dispose of hazardous waste materials?  
 Yes (5)       No (0)
  
7. Does your business handle food, garbage and yard waste in a manner that prevents the accidental feeding of wildlife and/or other environmental impacts?  
 Yes (4)       No (0)
  
8. Does your business use non-toxic, phosphate-free biodegradable laundry detergents and cleaning products?  
 Yes (2)       No (0)

9. Do you promote the use of recyclable, compostable or biodegradable items such as paper products, packaging products and food service items, where possible?
- Yes (3)       No (0)

If so, please provide examples here:

10. ESSAY QUESTION: Has your business already taken steps to adopt sustainable practices such as improving fuel efficiency, following guidelines that minimize impacts to native plant and wildlife, promoting water conservation and/or investing in the use of alternative energy in your business operations?

If applicable, please provide a description here: (5-15 points)

11. ESSAY QUESTION: Not every question will be applicable to your business and you may use sustainable practices that are not addressed in this section. Please describe any ways in which your business helps to conserve the environment that have not been covered by the previous questions and attach extra pages as necessary (up to 25 points).

## Section D: Alaska History and Culture

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1. Do you convey information to your customers about the history and cultures of the areas in which you operate?  
 Yes (4)       No (0)
  
2. In your daily business operations, are you and your customers consistently respectful and sensitive to local customs and Native cultures?  
 Yes (4)       No (0)
  
3. **ESSAY QUESTION:** Describe how your business provides Alaska cultural or historical experiences in ways not described above? Please attach extra pages as necessary (up to 10 points).