



PROGRAM APPLICATION

GENERAL INFORMATION

Business Name: _____

Name of business owner or manager: _____

Name and title of contact person: _____

Principal business address: _____

Alaska address if based outside the state: _____

Telephone number: _____ Facsimile number: _____

Email address: _____

Website: _____

Number of full-time permanent employees: _____

Number of full-time seasonal employees: _____

Brief description of tourism business (lodging, fishing, hiking, boating, etc.):

BASIC CRITERIA

Please check each of the following to indicate that the business seeking certification meets AGA’s minimum standards of quality, safety, and sustainability:

- The business complies with U.S. environmental, consumer protection, and labor laws while operating within the State of Alaska or its territorial waters.
- The business has a two-year operating history in Alaska.
- The business is a member of a tourism or community trade association (the Alaska Wilderness Recreation & Tourism Association, convention & visitors bureau, Sustainable Travel International, etc.).

REFERENCES

Provide the name, email address, and telephone number for two references who can verify the quality, safety, and sustainability of your business (former client or customer, partnering business, trade association representative, etc.).

1. _____
2. _____

APPLICATION FEE

Certification is valid for two years from the date of issuance. Certified businesses may resubmit an application during the two-year period and seek a higher level of certification at no cost. The certification fee pays for the administration and marketing costs of certification. It is based on the business's number of full time equivalent (FTE) employees. (A permanent employee working full time is 1 FTE. Employees working half time or for only half the year should be counted as .5 FTEs.) Please contact AGA for more information.

1 to 2 FTEs	\$100
3 to 5 FTEs	\$150
6 to 10 FTEs	\$300
11 to 20 FTEs	\$400
21 to 50 FTEs	\$500
Over 50 FTEs	\$1,000

RENEWAL PROCESS

To renew certification, a business must submit a new application and application fee. In addition, a business must complete a final report showing what sustainable practices it has adopted since the previous application period. The final report must also state future goals in order for the business to demonstrate continuous improvement.

SUSTAINABILITY QUESTIONNAIRE

The questionnaire seeks information about the various ways in which a tourism business benefits the local economy, conserves the environment, and supports Alaska's communities, quality of life, and Native cultures.

One of the goals of AGA is to encourage all types of Alaska tourism businesses to seek certification. As a result, some of the questions in the application may not be relevant to your particular business. The questionnaire was designed to be as fair as possible, regardless of the nature or size of the tourism business seeking certification. To accommodate this balance, the application includes an extra credit section at the end of each category in which businesses may describe sustainable practices that are not covered by specific questions or highlight new and innovative strategies that further the goal of that category.

It is possible for a business to earn as many as 25 extra credit points per section for sustainable practices not otherwise recognized by the questionnaire. The certification level (Gold, Silver, or Bronze) depends on the number of points totaled at the end of the application.

LOCAL COMMUNITIES & ECONOMIES

Your Points

_____ 1. Do you maintain an office in Alaska? (Year Round = 10 points. Seasonal = 5 points)

Year Round Seasonal

_____ 2. Does your staff include Alaska Natives and other local residents of the communities in which you operate?

Yes No

If you answered "no," please skip ahead to Question 3.

If you answered "yes," how many of your staff are Alaska Natives or local residents? (2-10 points)

≤20% (2 points) 21-40% (4 points) 41-60% (6 points) 61-80% (8 points) ≥81% (10 points)

_____ 3. Do you have an Alaska business license? (3 points)

Yes No

_____ 4. Do you purchase food and other supplies from vendors in the communities in which you operate?

Yes No

If you answered "no," please skip ahead to Question 5.

If you answered “yes,” how much of your food, supplies, and support services are purchased locally? (2-10 points)

≤20% (2 points) 21-40% (4 points) 41-60% (6 points) 61-80% (8 points) ≥81 (10 points)

- _____ 5. Do you encourage your customers to visit local visitor centers, museums, and other attractions? (3 points)
- Yes No
- _____ 6. Do you encourage your customers to purchase local products and services? (5 points)
- Yes No
- _____ 7. Is your business a member of the local chamber of commerce or an equivalent organization in the communities in which you work? (3 points)
- Yes No
- _____ 8. Does your business support and participate in events in the communities in which you work? (3 points)
- Yes No
- _____ 9. Is a percentage of your revenue donated annually to conservation or humanitarian organizations? This could include donations of goods or services.
- Yes No
- If you answered "no," please skip ahead to Question 10.
- If you answered “yes,” what is that percentage? (4-12 points)
- <5% (4 points) 5-10% (8 points) >10% (12 points)
- _____ 10. Does the majority of those donations go to Alaska-based organizations? Please identify these organizations. (6 points)
- Yes No
- _____ 11. Does your business maintain commercial liability insurance? (3 points)
- Yes No
- _____ 12. Does your business maintain valid commercial use permits with the agencies managing public lands in your areas of operation? (5 points)
- Yes No

- _____ 13. Does your business have written customer service policies and procedures? Please refer to the FAQs at www.adventuregreenalaska.com for a definition and example of “customer service policies and procedures.” (5 points)
- Yes No
- _____ 14. Does your business have written safety policies and procedures? Please refer to the FAQs at www.adventuregreenalaska.com for a definition and example of “safety policies and procedures.” (5 points)
- Yes No
- _____ 15. Does your business have a written risk management plan? Please refer to the FAQs at www.adventuregreenalaska.com for a definition and example of a “risk management plan.” (7 points)
- Yes No
- _____ 16. Does your business have a written sustainability policy? Please refer to the FAQs at www.adventuregreenalaska.com for a definition and examples of a “sustainability policy.” (10 points)
- Yes No

EXTRA CREDIT: Does your business benefit local communities and economies in ways not described in Question 1-16? Please describe briefly and attach extra pages as necessary (up to 25 extra credit points).

LOCAL COMMUNITIES AND ECONOMIES POINTS SUBTOTAL = _____

THE ENVIRONMENT

The heart of sustainability is protecting the environment upon which Alaskans and Alaska tourism companies depend. To make the Environment section more relevant to the broad spectrum of tourism businesses, AGA offers two questionnaire “tracks,” one for accommodations and one for attractions and tour operators. Please choose the track that best describes your business and complete the questionnaire for that track only.

The Environment: Accommodations

Your Points

- _____ 1. Has your business had an energy efficiency audit? Please refer to the FAQs at www.adventuregreenalaska.org for a definition and example of an energy efficiency audit? (5 points)

Yes No

_____ 2. If so, does your business have a formal energy plan implementing the recommendations of that audit? (5 points)

Yes No

_____ 3. Has your business replaced incandescent lights with low-energy lights or compact fluorescent lights where feasible? (4 points)

Yes No

_____ 4. Does your business use timers or motion sensors for lights in low-traffic areas? (2 points)

Yes No

_____ 5. Does your business use timers to control thermostats in common areas? (2 points)

Yes No

_____ 6. Do guest rooms at your business have operable windows? (2 points)

Yes No

_____ 7. Does your business use Energy Star rated appliances? (4 points)

Yes No

_____ 8. Does your business use low-flow fixtures for showerheads, toilets, and faucets? (5 points)

Yes No

_____ 9. Has your business installed water-conserving dishwashers and washing machines? (4 points)

Yes No

_____ 10. Does your business give customers the option to reuse towels and sheets? (3 points)

Yes No

_____ 11. Does your business conduct annual preventative maintenance of water-using appliances such as washing machines and dishwashers? (3 points)

Yes No

_____ 12. Has your business caulked and installed weather stripping on doors and windows? (5 points)

Yes No

_____ 13. Does your business use renewable energy sources such as solar, wind, biomass, or thermal energy? (5 points)

Yes No

_____ 14. Does your business provide both employees and customers with opportunities to recycle whenever possible? (4 points)

Yes No

_____ 15. Does your business purchase paper products such as office paper and toilet paper with a minimum 30 percent post-consumer recycled content? (4 points)

Yes No.

_____ 16. Does your business use non-toxic, phosphate-free biodegradable laundry detergents and cleaning products? (5 points)

Yes No

_____ 17. Does your business compile and refer to Material Data Safety Sheets for all equipment? Please refer to the FAQs at www.adventuregreenalaska.org for information on Material Safety Sheets. (3 points)

Yes No

_____ 18. Does your business comply with the manufacturer's recommended maintenance schedule for all vehicles and equipment? (2 points)

Yes No

_____ 19. Does your business make low noise a priority in selecting machinery and equipment? (2 points)

Yes No

_____ 20. Does your business properly dispose of hazardous waste materials? (4 points)

Yes No

_____ 21. Does your business properly dispose of fluorescent bulbs? (3 points)

Yes No

_____ 22. Does your business use non-disposable or compostable items such as cutlery, plates, and cups? (4 points)

Yes No

- _____ 23. Does your business compile information about the ecology and natural history of Alaska as a standard part of staff training and orientation? (3 points)
- Yes No
- _____ 24. Do you provide customers with information about the ecology and natural history of Alaska? Information may be conveyed through the company website, signage, brochures, nature trails, libraries, trained naturalists, or other forms of communication. (3 points)
- Yes No
- _____ 25. Do you and/or your employees follow established guidelines or receive training for minimizing impacts to Alaska's wildlife and native plants (e.g., information about viewing distances and sensitive periods such as mating and nesting seasons)? (2 points)
- Yes No
- _____ 26. Has your business adopted written policies to avoid impacting Alaska's wildlife and native species, including threatened and endangered species? Please refer to the FAQs at www.adventuregreenalaska.org for examples of such policies. (2 points)
- Yes No
- _____ 27. Does your business help identify and control invasive species by adopting Early Detection and Rapid Response (EDRR) guidelines? Please refer to the FAQs at www.adventuregreenalaska.org for information on EDRR guidelines. (2 points)
- Yes No
- _____ 28. Do you inform your customers about the EDRR guidelines and the threats posed by invasive species? (Points awarded for providing customers with the Alaska Invasive Species Group's citizens' guide to identifying and reporting invasive plants.) Please refer to the FAQs at www.adventuregreenalaska.org for more information. (2 points)
- Yes No
- _____ 29. Does your business handle food, garbage, and yard waste in a manner that prevents the accidental feeding of wildlife and/or other environmental impacts? (3 points)
- Yes No
- _____ 30. Does your business receive Green Star's E-News and share the newsletter with your employees? See www.greenstarinc.org/enews (3 points)
- Yes No

EXTRA CREDIT: Not every question will be applicable to your business and you may use sustainable practices that are not addressed in Questions 1-30. Please describe briefly any ways in which your business helps conserve the environment that have not been covered by the previous questions and attach extra pages as necessary (up to 25 extra points). Specific examples of activities that may earn extra credit include:

- Using energy key cards in guest rooms
- Line drying towels and sheets instead of using dryers
- Installing thermal windows to reduce energy loss
- Using highly insulated wall and roof construction

THE ENVIRONMENT POINTS SUBTOTAL = _____

The Environment: Attractions and Tour Operators

Your Points

- _____ 1. Does your business compile information about the ecology and natural history of Alaska as a standard part of staff training and orientation? (5 points)
- Yes No
- _____ 2. Do you provide customers with information about the ecology and natural history of Alaska? Information may be conveyed through company website, signage, brochures, nature trails, libraries, trained naturalists, or other forms of communication. (7 points)
- Yes No
- _____ 3. Has your business adopted written policies to avoid impacting Alaska's wildlife and native plants, including threatened and endangered species? Please refer to the FAQs at www.adventuregreenalaska.com for examples of such policies. (5 points)
- Yes No
- _____ 4. Do you and/or your employees follow established guidelines or receive training for minimizing impacts to Alaska's wildlife and native plants (e.g., information about viewing distances and sensitive periods such as mating and nesting seasons)? (3 points)
- Yes No

- _____ 5. Are your employees and customers taught proper behavior in bear and/or moose country? Please refer to the FAQs at www.adventuregreenalaska.com for links to Alaska Department of Fish and Game guidelines (5 points)
- Yes No
- _____ 6. Does your business handle food and garbage in a manner that prevents the accidental feeding of wildlife and/or other environmental impacts? (5 points)
- Yes No
- _____ 7. When in the backcountry, do you pack out all food and garbage? (3 points)
- Yes No
- _____ 8. Does your business coordinate with wildlife management agencies and provide data concerning wildlife numbers, behavior, and/or human conflicts? (3 points)
- Yes No
- _____ 9. Does your business help identify and control invasive species by adopting Early Detection and Rapid Response (EDRR) guidelines? Please refer to the FAQs at www.adventuregreenalaska.com for information on EDRR guidelines (5 points)
- Yes No
- _____ 10. Do you inform your customers about the EDRR guidelines and the threats posed by invasive species? (Points awarded for providing customers with the Alaska Invasive Species Group's citizens' guide to identifying and reporting invasive plants.) Please refer to the FAQs at www.adventuregreenalaska.com for more information. (3 points)
- Yes No
- _____ 11. Does your business actively implement Leave No Trace practices? Please refer to the FAQs at www.adventuregreenalaska.com for more information. (5 points)
- Yes No
- _____ 12. Is your business a member of Leave No Trace Center for Outdoor Ethics? (3 points)
- Yes No
- _____ 13. Does your business make low noise a priority in selecting machinery and equipment? (1 point)
- Yes No
- _____ 14. Does your business properly dispose of hazardous waste materials? (3 points)
- Yes No

- _____ 15. Does your business use non-toxic, phosphate-free biodegradable laundry detergents and cleaning products? (1 point)
- Yes No
- _____ 16. When operating marine vessels, does your business use appropriate devices and practices to minimize and prevent petroleum products from being spilled or pumped into Alaska waters? (3 points)
- Yes No
- _____ 17. Does your business comply with the manufacturer's recommended maintenance schedule for all vehicles and equipment? (3 points)
- Yes No
- _____ 18. Does your business conduct annual preventative maintenance of water-using appliances such as washing machines and dishwashers? (3 points)
- Yes No
- _____ 19. Does your business provide both employees and customers with opportunities to recycle whenever possible? (7 points)
- Yes No
- _____ 20. Does your business receive Green Star's E-News and share the newsletter with your employees? See www.greenstarinc.org/enews (5 points)
- Yes No
- _____ 21. Does your business compost its food and yard waste? (3 points)
- Yes No
- _____ 22. Does your business purchase paper products such as office paper and toilet paper with a minimum 30 percent post-consumer recycled content? (3 points)
- Yes No
- _____ 23. Has your business replaced incandescent lights with low-energy lights or compact fluorescent lights where feasible? (3 points)
- Yes No
- _____ 24. Has your business had an energy efficiency audit? Please refer to the FAQs at www.adventuregreenalaska.com for a definition and example of an "energy efficiency audit." (5 points)
- Yes No

_____ 25. Does your business use renewable energy sources such as solar, wind, biomass, or thermal energy? (8 points)

Yes No

EXTRA CREDIT: Not every question will be applicable to your business and you may use sustainable practices that are not addressed in Questions 1-25. Please describe briefly any ways in which your business helps conserve the environment that have not been covered by the previous questions and attach extra pages as necessary (up to 25 extra points).

THE ENVIRONMENT POINTS SUBTOTAL = _____

CLIMATE CHANGE

Alaska, sometimes referred to as the “canary in the coal mine,” is already experiencing the effects of a changing climate. Thawing permafrost, increased storm activity, coastal erosion, and the spread of invasive species, among other impacts, threaten Alaska’s natural resources and basic transportation infrastructure. The same resources that have helped Alaska become a leading tourism destination are being impacted today by dramatic changes to our climate. Wildlife migration patterns are changing, affecting fishing and hunting seasons; transportation systems like roads and bridges are shifting under thawing permafrost; and increased flooding in communities has already created drastic impacts to our salmon-bearing rivers and streams. While these changes have a direct impact on Alaska’s visitor industry, tourism businesses can play an important role in adapting to climate change and educating the public about the impacts of climate change. One way businesses can help mitigate their own impact is by adopting sustainable businesses practices. The AGA program encourages these practices by promoting more eco-friendly vacation opportunities to travelers visiting Alaska.

Your Points

_____ 1. Does your business provide climate change education to your staff as a standard operating practice? (7 points)

Yes No

_____ 2. Do you inform your customers of the threat of climate change and the likely impacts on Alaska’s economy, environment, and quality of life? (7 points)

Yes No

_____ 3. Have you conducted or obtained a “climate change audit” in the specific regions in which you work? A climate change audit is an assessment (with the help of experts, if necessary) of the existing and likely environmental impacts of climate change in the specific regions in which you work. Please refer to the FAQs at

www.adventuregreenalaska.com for further explanation and an example of a climate change audit. (15 points)

Yes No

_____ 4. Does your company provide primarily non-motorized recreational activities? (5 points)

Yes No

_____ 5. Does your business organize staff carpooling? (5 points)

Yes No

_____ 6. Does your business provide incentives for your employees to use transportation other than gasoline-powered vehicles? (5 points)

Yes No

_____ 7. Does your business use hybrid-electric, ethanol, electric, or other non-gasoline powered vehicles? (5 points)

Yes No

_____ 8. Have you taken steps to improve fuel efficiency in general in your business operations? (5-15 points)

Yes No

If you've answered "yes," please describe:

_____ 9. Does your business offer discounts for in-state customers? (7 points)

Yes No

_____ 10. Does your business offer "slow travel" products (trips of 10 days or longer)? (5 points)

Yes No

_____ 11. Does your business offer your customers the opportunity to off-set their CO₂ emissions by providing information about purchasing carbon off-sets? (12 points)

Yes No

_____ 12. Does your business actively seek to be carbon neutral by purchasing carbon offsets? (12 points)

Yes No

EXTRA CREDIT: Does your business attempt to mitigate climate change impacts in Alaska in ways not described in Questions 1-12? Please describe briefly and attach extra pages as necessary (up to 25 extra credit points).

CLIMATE CHANGE POINTS SUBTOTAL = _____

ALASKA HISTORY & CULTURE

One of the guiding principles of AGA is that tourism in Alaska should both respect and be inspired by local history and culture. Educating visitors about local history and culture helps avoid tourism-related conflicts, encourages cultural sensitivity, and helps contribute positively to communities. Businesses that employ knowledgeable guides and highlight cultural events and traditions help preserve community identity while enhancing the experience of their clients.

Your Points

- _____ 1. Do your employees receive training about the history and cultures of the areas in which you work? (15 points)
- Yes No
- _____ 2. Do you provide information to your customers about the history and cultures of the areas in which you work? (10 points)
- Yes No
- _____ 3. In your daily business operations, are you and your customers consistently respectful and sensitive to local customs and Native cultures? (15 points)
- Yes No
- _____ 4. Do you provide your customers with the opportunity to purchase local arts and crafts? (10 points)
- Yes No
- _____ 5. Does your business employ a person trained in Alaska history and culture? (10 points)
- Yes No
- _____ 6. Do any of your itineraries include sites of historical or cultural significance (working in partnership and/or with permission from the private landowner)? (10 points)

Yes No

_____ 7. Does your business collaborate with private and public land managers to ensure that your operations do not harm sites of historic or cultural significance? (15 points)

Yes No

_____ 8. Do you communicate with local and/or Native leaders regarding your activities in order to minimize cultural and subsistence conflicts? (15 points)

Yes No

EXTRA CREDIT: Does your business provide Alaska cultural or historical experiences in ways not described in Questions 1-8? Please describe briefly and attach extra pages as necessary (up to 25 extra credit points).

ALASKA HISTORY & CULTURE POINTS SUBTOTAL = _____

POINTS

Add up your points from each section to calculate your final score.

Applicants who earn 360 or more points are eligible for Gold level certification.
Applicants who earn 320 or more points are eligible for Silver level certification.
Applicants who earn 280 or more points are eligible for Bronze level certification.

Local Communities & Economies _____

The Environment _____

Climate Change _____

Alaska History & Culture _____

TOTAL _____

I certify that the above information is correct and that my business is eligible for Adventure Green Alaska certification.

Applicant's printed name: _____

Applicant's signature: _____

Date: _____