



**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.):

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\_\_\_\_\_

**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](http://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](http://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](http://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](http://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).

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**LOCAL COMMUNITIES AND ECONOMIES POINTS SUBTOTAL = \_\_\_\_\_**

#### THE ENVIRONMENT

##### Your Points

\_\_\_\_\_ 1. Do your employees receive information about the ecology and natural history of Alaska’s wildlife and native plants as a standard part of staff training/orientation? (5 points)

Yes       No

\_\_\_\_\_ 2. Do you provide your customers with information about the ecology and natural history of Alaska’s wildlife and native plants? Information may be conveyed by informational kiosks, nature trails, natural history libraries, or trained naturalists. (7 points)

Yes       No

- \_\_\_\_\_ 3. Has your business adopted written policies to avoid impacting Alaska's wildlife and native plants, including those that are threatened and endangered species? Please refer to the FAQs at [www.adventuregreenalaska.com](http://www.adventuregreenalaska.com) for an example of such a policy. (5 points)
- Yes       No
- \_\_\_\_\_ 4. Do your employees receive guidelines or training on avoiding impacts to Alaska's wildlife and native plants (e.g. information about viewing distances and sensitive seasons such as mating and nesting)? (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](http://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? (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 locate and control invasive species by adopting Early Detection and Rapid Response (EDRR) guidelines? Please refer to the FAQs at [www.adventuregreenalaska.com](http://www.adventuregreenalaska.com) for information on EDRR guidelines (5 points)
- Yes       No
- \_\_\_\_\_ 10. Do you inform your customers of the threats posed by invasive species and of the EDRR guidelines? (Full points 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](http://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](http://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 emission a priority in selecting machinery and equipment? (1 point)
- Yes       No
- \_\_\_\_\_ 14. Does your business properly identify and 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 gasoline-powered vehicles and equipment? (3 points)
- Yes       No
- \_\_\_\_\_ 18. Does your business conduct annual preventative maintenance of all water-using appliances such as washing machines, dishwashers, and toilets? (3 points)
- Yes       No
- \_\_\_\_\_ 19. Does your business involve both your employees and customers in a recycling program? (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](http://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 such as office paper and toilet paper with a minimum of 30 percent post-consumer recycled content? (3 points)
- Yes             No
- \_\_\_\_\_ 23. Has your business replaced all incandescent lights with compact fluorescent lights in all standard light fixtures? (3 points)
- Yes             No
- \_\_\_\_\_ 24. Has your business had an energy efficiency audit? Please refer to the FAQs at [www.adventuregreenalaska.com](http://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:** Does your business conserve the environment in ways not described in Questions 1-25? Please describe briefly and attach extra pages as necessary (up to 25 extra credit points).

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**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](http://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:

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- \_\_\_\_\_ 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 CO<sub>2</sub> 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).

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**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).

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**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: \_\_\_\_\_