



FOREVER EARTH
IT'S EASY BEING GREEN
or at Least Chartreuse

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Forever Resorts Background

- Privately held based in Scottsdale, Arizona
- Since 1981 operating in national parks, national forests, state parks & recreation areas
- Expertise in lodging, food & beverage, retail, conference/events, river rafting, boat rentals, marine, boat manufacturing
- Today, Forever Resorts include 70 destinations world wide – Europe & South Africa

Signal Mountain Lodge

Grand Teton National Park, Wyoming

Southfork Ranch & Hotel, Dallas, Texas

Southfork Ranch, Dallas, Texas

Black Canyon River Adventures, Nevada

Lake Crescent Lodge

Olympic National Park, Washington

Mad River Boat Trips, Wyoming

Mormon Lake Lodge

Steakhouse & Mobile Catering, Arizona

Forever Luxury Houseboat Rentals

Environmental Accomplishments

- Operations in National Parks using sound business practices – doing the right things for 20+ years
- Necessitated the creation of an Environmental Management System (EMS)
- Forever Earth

Environmental Accomplishments

- **Forever Earth certified to ISO14001:2004 at all domestic Forever Resorts locations**
 - International Standards for Environmental Management
 - Audited by third party
 - Senior Management commitment
 - Clear responsibilities & reporting systems for environmental management
- **Environmental Leaders – going above and beyond compliance**
- **25 Forever Resorts locations – including corporate headquarters**
 - 1st Lodging/Hospitality Company in Colorado to hold membership
 - 1st two in Nevada; 1st Boat Manufacturers
 - One of the first lodges in Wyoming to become a member



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Internal Environmental Auditor

- Travels to each Forever Resorts domestic operation auditing Forever Safety & Forever Earth environmental programs for effectiveness

- Promotes environmental values and reduces carbon footprint by driving a Hybrid vehicle displaying signs in support of Forever Resorts and our environmental partnerships

Colorado Environmental Leaders

Green Restaurant Association

& Green Hotel Association

W.O.W. on the Water

- Partnering with the National Park Service, Nevada Department of Fish & Wildlife, Forever Resorts' Callville Bay Marina held the first Wonderful Outdoor World on the Water Program designed to bring the magic and fun of water recreation to urban youth

Forever Earth – Floating Laboratory

Forever Partnerships

Department of the Interior

Bureau of Reclamation

National Park Service

United States Forest Service

United States Coast Guard

Bureau of Land Management

US Fish and Wildlife Service

American Boat and Yacht Council

American Recreation Coalition

EPA Energy Star Program

EPA Green Power Partnership

EPA Waste Wise Program

EPA National Environmental Performance Track Program

EPA Green Power Partnership

Green Seal

Green Restaurant Association

Green Hotel Association

Leave No Trace

Americans Outdoors

Take Pride In America

Chefs Collaborative

Monterrey Bay Seafood Watch



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What is a Green Meeting/Event?

- A green meeting or event incorporates environmental considerations to minimize its negative impact on the environment

Myths of Green Meetings

- **Green Meetings are a hassle**
 - Ask for local, organic, vegetarian options for meals
 - Print collateral on both sides of post consumer content paper with vegetable based inks
 - Using recycling and energy efficiency – turn off lights

Myths of Green Meetings

- **Green meetings are expensive**
 - Reduce amount of waste produced from meeting activities; volume of printed materials
 - Provide locally grown food
 - Designing re-usable signage/badges
 - Serving condiments in bulk vs. individual serving packages (bulk cream is 60% cheaper; sugar 50%)

Myths of Green Meetings

- **Green meetings reduce the quality of the meeting experience**
 - Unless the theme of meeting is “green” most environmental activities go unnoticed by attendees
 - More healthy alternatives for meals
 - Preference to digital vs. handouts
 - Many recycle at home

What is a Green Meeting by 2020?

- **Has zero net environmental effect**
- **Achieves integration of environmental responsibility into return on investment for the global meetings industry**
- **Meets minimum green meeting practices as set by the Green Meetings Industry Council**

Benefit of Green Meetings?

- **To the environmental bottom line**
 - Using recycled materials, recycling materials used, reusing items and reducing materials can significantly lessen the environmental impact of an event
- **To the economical bottom line**
 - Many of the minimum recommended guidelines can save \$



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Green Meetings Make

Good Business Sense - \$\$\$\$

- Saves money by conserving resources
- Creates and enhances competitive advantage and reputation
- Opens up new or niche markets
- Presents opportunities for marketing, improves public relations & demonstrates commitment to corporate responsibility

Greening and You

- **Establish a commitment to greening**
 - How will greening your meetings fit into your company or client's mission and values?
 - Environmental commitment may already exist
 - Ensure you have support to the commitment of environmental practices

Green Guidelines

- **Develop minimum guidelines**
 - **Convention Industry Council Green Meetings Report**
 - **www.conventionindustry.org**
 - Offers 8 areas of meeting management
 - Criteria created for all vendors used
 - Include your guidelines in the RFP
 - Makes negotiating and implementation of practices easier

Negotiating Green Practices

- What practices are easily implemented and cost-saving to you and your supplier?
- Most green practices are actually cost-neutral or saving to the suppliers –
 - linen reuse; consumable amenities not replaced; bulk cream & sugar
- Environmental practices included in contracts

Communicate - Communicate

- **Begin with clear communication with your company**
 - New policies established for green meetings/events and in place
 - Why they are important
 - How you plan to implement them
 - **SHARE WITH EVERYONE!!**
 - Inform attendees
 - Market your green efforts; Media



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Measure Your Results

- **Tracking provides the ability to quantify results**
 - Waste recycled or diverted from landfill?
 - Reduction in energy or waste?
 - Money saved from eliminating mailings vs. online registration?
 - Feedback from attendees?
 - Suggestions for improvement?

Publish Your Results

- **Use data for next meeting**
- **Share results with your suppliers**
- **Include in press release to media**
 - GreenBiz.com; E Magazine; Greenline (NPS); EPA; BlueGreenMeetings.org;
 - Sharing results challenges others to do more

Green-eze

- **Alternative Energy: Renewable energy sources - biomass, small hydro, solar, wind, geothermal, tidal energy and photovoltaic conversion systems. It excludes fossil fuels.**
- **Carbon Offset: A way of counteracting the carbon emitted when the use of fossil fuel causes greenhouse gas emissions. Offsets commonly involve investing in projects such as renewable energy, tree planting and energy efficient projects.**
- **Chlorine Free: Paper bleached with Oxygen or Hydrogen Peroxide (PCF), and not with Chlorine Dioxide (ECF). Chlorine will create Dioxins and poison our fish and pollute our water. When buying computer or typing paper look for paper that's Processed Chlorine Free (PCF) and contains at least 30% recycled content. This paper is an affordable environmentally friendly alternative to virgin, chlorine-bleached paper.**
- **Climate Neutral: Products or services that reduce and offset the greenhouse gases generated at each stage of their life-cycle on a cradle-to-cradle basis: The sourcing of their materials, their manufacturing or production, their distribution, use, and ultimate end-of-life disposition.**

L.E.E.D. Certification

- **Leadership in Energy and Environmental Design**
A Green Building Rating System® is a voluntary, consensus-based national standard for developing high-performance, sustainable buildings developed by the US Green Building Council



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Leaving an Environmental Legacy

- A Green Meeting provides an opportunity to promote your efforts, heighten awareness and enhance the community;
- Green initiatives set a higher standard for an environmental legacy long after your event is over;
- Both participants and organizers will be more aware of the environmental improvements they can make for the future

Green Meetings Can Foster High Visibility

- **Consider involving community groups and schools in the environmental effort.**
 - Poster contests can be excellent way to develop interest & enthusiasm about the environment
 - Donation of excess office supplies, goods from sponsors, gifts to non-profit groups or schools
 - Building of partnerships – civic, environment, business and government groups working on the cooperation developed through the meeting

Green Meeting Suppliers/Vendors

- Establish detailed environmental policies and a strategy to implement them. Communicate the policies in various ways to engage all employees, clients, members and visitors;
- Survey environmental programs & services offered or established;
- Environmentally friendly purchasing policy including Energy Star® equipment; low VOC supplies; remanufactured toner; post consumer paper; recyclable plastics

Green Meeting Suppliers

- Compile information in database of Green Programs
- Make staff aware of the efforts
- Use information to help organizers make supplier decisions
- Use information to recommend hotels & venues with EMS or locations minimized by travel

Green Meeting Suppliers

- **Forever Earth Suggestions:**
Environmental questionnaire announcing your adherence to high environmental standards
Recycling; Solid Waste; Transit; EMS; Waste, Water & Energy Reduction; Environmental Initiatives

Green Meetings - Exhibitors

- Addition of Environmental Policy for meeting to RFP to all suppliers
- Requiring environmental commitments from vendors and suppliers for green procurement for meeting
- Advising exhibitors in advance about waste reduction on site and environmental efforts



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Green Procurement

- **Acquisition**
 - Complete list of ingredients available?
 - Product free of substances requiring special handling and waste disposal?
 - Is product less polluting than other competing products? Biodegradable?
 - Is product more energy efficient or water efficient than other products?

Green Retail Procurement Program

- Increase the number of vendors supplying environmentally friendly retail products for our gift stores
- Demonstration of environmental leadership through best management practices

Green Retail Procurement Program

- **CRITERIA**
 - Environmentally responsible processes in the development of merchandise
 - Product labeling describing recycled or reclaimed content & encourages protection of natural resources
 - Reusable product packaging
 - Efficient delivery methods of vendor

Retail Consumer Education

- Merchandise promoting conservation – reusable mugs; tote bags with signage describing why to use these items instead
- Signage encouraging Reuse; Recycling; Reduction and Conservation of Resources
- Reuse of vendor's packing materials to re-ship purchases

Green Retail Consumer Education

Forever Green Vendors

- **2002 = 285 Vendors;**
- **Normalizing factor .42;**
- **Normalized quantities 678.57**

- **2004 = 683 Vendors;**
- **Normalizing factor 1.0;**
- **Normalized quantities 683.00**
- **140% increase in 2 years**



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Green Glass – Retail Vendor

- Green Glass takes old wine bottles from the waste stream and turns them into vases, candle holders, tumblers, and its signature item, drinking goblets which we as gift items in our stores.
- All supplies used for their products come from the waste stream and are sorted and supplied by recycling companies. Since Green Glass' inception they have never bought brand new glass.

Environmental Orientation

Environmental Commitment

- What other business operates in a location that provides more inspiration to help protect the environment?
- Set the standard for environmentally responsible operations
- Protect and preserve the park for current and future generations of visitors and staff
- Provide a healthy work environment for our staff
- Continually improve our programs to ensure we are using the best in environmentally responsible technology
- Impact our visitors, staff, and local community through our educational and interactive programs

Environmental Policy

Environmental Objectives

Forever Earth Program

- Green Procurement
- Water and Energy Conservation
- Pollution Prevention
- Integrated Wildlife and Pest Management
- Recycling Program
- Hazardous/Universal Waste Management
- Community Education
- Training
- Clean Marina



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Green Procurement

Examples of Green Procurement Efforts Include:

- Environmentally responsible chemicals
- Recycled decking
- Recycled paper and office supplies
- Recycled content paper products - toilet paper, paper towels, napkins
- Corn starch straws and to-go utensils
- Environmentally responsible to-go containers
- Soy based inks
- Recycled content products
- Organic foods for consumption and resale
- Regional suppliers
- Wind power
- Reusable vacuum bags
- Bulk purchases

Green Retail Sales

- Nearly 300 environmentally responsible products or services for sale...IT'S YOUR CHOICE!
- Examples include:
 - Scenic Sailboat Tours
 - Menu Options
 - Organic Beer
 - Organic Wine
 - Employee Dining Room Food
 - Recycled Content Gift Items
 - Environmentally Responsible Retail Cleaning Products
 - E-10 Blended Fuel
 - Environmentally responsible retail paper products
 - Organic foods
 - Organic snack foods & candy
 - Organic sodas and juices
 - Organic, Shade Grown, Bird Friendly Coffee (even in guest rooms)
 - Biodegradable fishing lures
 - Reusable, non-Styrofoam coolers
 - Natural personal care products
 - Bulk dispensing sales of Natural Shampoos and Soaps



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Water Conservation

Examples of Efforts Include:

- * Waterless Urinals
- * Low Flow Fixtures
- * High Pressure Dish Machine Sprayers
- * Sweeping of Walkways and Drives
- * Natural Landscaping requires little watering
- * Filling all washers and dishwashers to capacity

Energy Conservation

- Examples of efforts include:
 - Retrofitting of nearly 100% of lighting with T-8 and compact fluorescent bulbs and ballasts
 - Purchasing of Energy Star labeled equipment
 - Implementation of photo and motion sensors
 - Expansion of our propane gas use

Pollution Prevention

- Examples of efforts include:
 - Hybrid vehicle
 - Wind power
 - E-10 Fuel
 - E-Tech Boat Motors
 - Emergency Release Procedures and Equipment for Gasoline Spills
 - 0 VOC Paints
 - All Natural Stains
 - Environmentally Responsible Cleaning Products
 - Environmentally Responsible Maintenance Products
 - 75% reduction in Hazardous Materials

Wildlife and Pest Management

- Bear Awareness and Management
 - Forever Resorts is committed to ensuring no bear attractants are left out
- Leave No Trace Principles
- Exclusion Practices
- Noxious Weed Program
- Bird Netting

Recycling Program

- Signal has implemented recycling receptacles at each trash receptacle, to force staff and visitors to make a conscious decision when discarding waste



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Hazardous & Universal Waste

- Hazardous Waste Generated
 - Contaminated Spill Pads
 - Contaminated Fuel
 - Residual Maintenance Chemicals
 - Items collected from staff housing & campgrounds
- Universal Waste
 - Fluorescent Lights
 - Ni Cad Batteries
 - Electronic Equipment
- All waste is properly stored in the maintenance paint room
- Disposed of through Household Hazardous Waste Facility at the Recycling Center

Training

- Orientation
- Departmental Specific Training
- Manuals
- Special Departmental Training

Clean Marina Program

- Involves both operations and Guest behavior
- Designed from California's Clean Marina Program
- Designed with fuel release prevention as our main concern
- Emergency preparation for containment of accidental spills

Certifications Memberships & Awards

- ISO 14001:2004 Certified
- Green Seal Certified
- Green Star Award
- EPA Performance Track Members
- EPA Green Power Partnership Members
- EPA Waste Wise Members
- Green Restaurant Certified
- Green Hotel Association Members
- Leave No Trace Partners
- Tread Lightly Members
- 2003 NPS Environmental Achievement Award
- 2003 Department of the Interior Environmental Achievement Award



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ISO 14001:2004

- Forever Earth is certified to meet the International Standards Organization's standards for operating an environmental management system (EMS)
- Ensures we meet all regulatory and voluntary requirements
- Ensures continual improvement of our EMS and our performance
- Ensures we have identified possible impacts to the environment and implemented programs to minimize these impacts

Reduce & Reuse

- Bill of Reuse Program
- No disposable cups in the EDR
- Reuse of goods through staff housing or other departments
- Office paper procedures
- Trash and Treasure Table
- Catalog mailings monitoring
- Beer draft system
- Stock rotation
- Retail packaging materials
- Dry Erase boards
- Campground Map Reuse Program
- Bulk Soap Dispensers in Guest Units

Education Program

- Lobby Displays
- Restaurant Displays
- Convenience Store Displays
- In-Room Guest Binders
- Staff Handbooks
- Staff Training
- Restaurant Menus
- Retail Bags
- Retail Display Cards
- Bill of Reuse Program
- Web Site
- Staff/Guest Interaction
- Marina Rental Checklists
- Facility Postings
- Vendor and Contractor Mailings
- Retail Shipping Decals
- Door Decals
- Newsletters
- If our visitors are not exposed to these practices in the National Park, where else could they expect to be?



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Staff Responsibilities to Forever Earth

- Procedures outlined in departmental training are job requirements
- Recycling is not an option; it's a mandatory part of living and working at Forever Resorts
- Report all program violations or incidents to management
- Help us conserve our natural resources.
 - Turn off heat, lights, and electronics when leaving your work area or room.
 - Wash clothes with cold water.
- Provide feedback and suggestions for improvement.

Environmental Suggestions

- \$ bonus
- Must be submitted in writing via the suggestion box located in the Employee Dining Room
- Previous winners include:
 - Mint Dispenser
 - Cloth EDR Napkins
 - Linen Bags for Recycling Receptacles
 - Etch-A-Sketch Games for Restaurant

**Sustainable Tourism - Forever
It Does Matter – You be the Difference!**

Darla Cook

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