



## Registration Form

### General Information

Business Name:

Name of business owner or manager:

Name and title of contact person:

Principal business address:

City:  State:  Zip Code:

Alaska address if based outside AK:

City:  State:  Zip Code:

Telephone number:  Facsimile number:   
*enter as 9075551212* *enter as 9075551212*

E-mail 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.).
- 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.).

Reference 1:

Reference 2:

**Application Fee**

Certification is valid for a one-year period from the date of issuance. 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 an annual report showing what sustainable practices it has adopted since the previous application period. The annual 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 and also to 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 included in the other categories of the application. 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 work?  
 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)  
 >80% (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 work?  
 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)  
 >80% (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? (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? (5 points)

- Yes    No

14. Does your business have written safety policies and procedures? (5 points)  
 Yes       No

15. Does your business have a written risk management plan? (7 points)  
 Yes       No

16. Does your business have a written management plan which includes a sustainability vision? (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

#### 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. Does your business employ a trained naturalist(s) to educate customers about Alaska's wildlife and native plants? (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? (5 points)  
 Yes       No

4. Do your employees receive guidelines or training on responsibly viewing wildlife (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? (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. Do you talk with your customers about threats posed by invasive species? (3 points)  
 Yes       No
10. Does your business actively prevent the introduction and transportation of invasive species by inspecting and cleaning boots, clothes, and equipment? (5 points)  
 Yes       No
11. Does your business actively implement Leave No Trace practices? (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 fluorescents? (3 points)  
 Yes       No
24. Has your business had 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).

**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 talk with your customers about 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. (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 7 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).

**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 trained cultural interpreter? (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.

<b>Local Communities &amp; Economies</b>	<input style="width: 100%; height: 20px;" type="text"/>
<b>The Environment</b>	<input style="width: 100%; height: 20px;" type="text"/>
<b>Climate Change</b>	<input style="width: 100%; height: 20px;" type="text"/>
<b>Alaska History &amp; Culture</b>	<input style="width: 100%; height: 20px;" type="text"/>
<b>TOTAL</b>	<input style="width: 100%; height: 20px;" type="text"/>

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: