

Great Waters “Doing Our Part” Campaign FAQ

The Eastern Upper Peninsula Nature Tourism Alliance (EUPNTA), in cooperation with Northern Initiatives and the Superior Watershed Partnership, is offering Eastern Upper Peninsula businesses an opportunity to join them in making a positive contribution to the area’s environment. By making small environment-conscious changes to their operations, these businesses will positively affect their bottom line and potentially attract like-minded visitors called “eco-tourists,” which is a growing trend in tourism.

What is the Doing Our Part Campaign?

The Great Waters Doing Our Part Campaign is an easy and voluntary program that supports and recognizes businesses that make a commitment to improve their operations in order to reduce their environmental impact.



As a member of the program, businesses get a complimentary first round of supplies, including table tents (above left) that educate visitors on the hotel’s linen reuse program, and pillow cards (above right), which visitors use to signify that they want to reuse their linens. The table tents are customized with the nearest Great Waters Trail (Superior, Michigan and Huron) to the business and designed to be used in individual guest rooms.

How do businesses benefit from becoming involved in the program?

Adopting even a portion of the measures below can result in a savings of up to 30% or more on energy costs. In addition, U.S. travelers prefer green businesses. According to the Travel Industry Association of American, 43 million people within the U.S. are self-proclaimed “eco-tourists” who are willing to pay 8.5% more to environmentally sensitive travel suppliers. Another survey found 87% would be more likely to stay at a “green business.”

How does a business become certified?

A business can become certified by completing a checklist and sending it to the Superior Watershed Partnership (1030 Wright Street, Marquette, MI 49855). The checklist contains criteria from 6 different sections, including:

- Information and Education
- Local community benefits
- Water Conservation and Wastewater Management
- Energy Efficiency, Conservation and Management
- Waste Reduction, Reuse and Recycling
- Landscape Conservation and Management

Businesses that commit to doing 20 steps will become certified. If the business hasn't already implemented one of the steps but plans to, they can fill in an expected date of completion and count that step in their 20 steps.



DOING OUR PART VOLUNTARY CHECKLIST

Great Waters "Doing Our Part" program is an easy and voluntary program recognizing businesses that have made a commitment to improve their operations in order to reduce their environmental impact. Adopting even a portion of the measures below can result in a savings of up to 30% or more on energy costs. In addition, US travelers prefer green businesses. According to the Travel Industry Association of America, 43 million people within the U.S. are self-proclaimed "eco-tourists" who are willing to pay 8.5% more to environmentally sensitive travel suppliers. Another survey of U.S. travelers found 67% would be more likely to stay at "green" properties. These statistics alone should be a good reason to adopt practices that lessen your carbon footprint and save your business money.

How does a business become certified?

A business can become certified by completing the checklist and sending it to the Superior Watershed Partnership office. Please check all boxes that your business has already implemented OR is making a commitment to implement. Businesses that commit to doing at least 20 steps will receive the Great Waters Conservation Program Certification. Please note that if your business commits to achieving a particular item (and has not already done so), the Expected Date of Completion MUST be filled in. The Expected Date of Completion must be within six months of submitting the certification form. Please feel free to write notes at the end of each section (or use additional sheets of paper) if necessary to explain a specific situation.

If your business currently uses or plans to use an approach not listed that meets the goals for that section, please list it in the Creative Best Practices space at the end of each section. An example of a Creative Best Practice might be if your business uses a local ink cartridge refilling dealer for printers instead of recycling cartridges which costs more to do and requires energy to transport the cartridge.

The checklist contains criteria for 6 different sections entitled:

- Information and Education
- Local Community Benefits
- Water Conservation and Wastewater Management
- Energy Efficiency, Conservation and Management
- Waste Reduction, Reuse and Recycling
- Landscape Conservation and Management

Information and Education (Customers, Employees and the Public)

It is important to educate and increase awareness of your customers, employees and public about simple actions they can take to help your business conserve energy and protect the environment. At the same time, letting your customers know about the ways you are greening your business will create market distinction. Customers will support businesses that have reduced their environmental footprint and will spread the word about their experiences. In addition, it is especially important to provide training and educational opportunities for your employees about the environmental improvements the business is making.

- The business provides training and educational opportunities to engage employees in the actions of the Great Waters Conservation Program.
Expected date of completion _____
- Literature is distributed about how the business is improving its environmental impact throughout the facility and/or community.
Expected date of completion _____
- Information about the company environmental policy is included on their website
Expected date of completion _____
- Information about the company environmental policy is included in advertising materials.
Expected date of completion _____
- Is there someone on staff to monitor energy consumption?
Expected date of completion _____
- Creative Best Practice

Expected date of completion _____

Notes: _____

How are businesses recognized for their involvement?

Certified businesses receive window decals to place in their entryways. Their decal will feature the nearest Great Waters Trail (either Superior, Michigan or Huron).



Where do I call with questions about the program?

You can call Natasha at the Superior Watershed Partnership at (906) 228-6095.