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.
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.