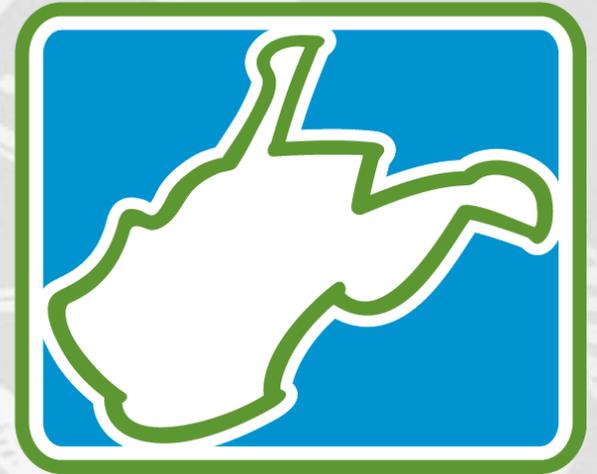


west virginia



department of environmental protection

We support a  
**Sustainable**  
West Virginia



**WEST VIRGINIA**

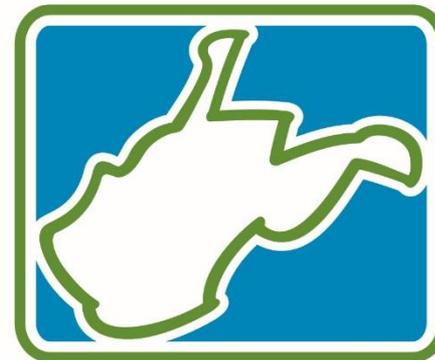
WILD, WONDERFUL

# What are we talking about?

**Sustainable Travel West Virginia** is a program that will benchmark, assess performance, and review results of tourism-related organizations that have made a commitment to continually enhance their operations to improve environmental, social and economic activities, products, processes, and services.

This voluntary program helps organizations evaluate their operations; set goals, objectives, and targets; establish programs; and take specific actions toward sustainability.

**Sustainable  
Travel**  
West Virginia



# What does it involve?

Campgrounds, parks, ski resorts, outfitters, hotels, etc.



# Green leaf ratings

The program employs a rating system to allow the public to learn how “sustainable” facilities such as tourism destinations are.



enviroIndex™  
Sustainability Rating:  
5-5.99 (Standard)



enviroIndex™  
Sustainability Rating:  
6-6.99 (Good)



enviroIndex™  
Sustainability Rating:  
7-7.99 (Very Good)



enviroIndex™  
Sustainability Rating:  
8.00-8.99 (Outstanding)



enviroIndex™  
Sustainability Rating:  
9.00-10.00 (Premier)



# How does it work?

**Participating facilities would be rated by the enviroIndex™ Sustainability Rating System on measures such as:**

- **Energy consumed**
- **Water used**
- **Waste material produced**
- **Recycled material produced**

**The index also uses secondary performance indicators:**

- **Inventories – how well the organization is operated and maintained to ensure long-term sustainability**



# Enviro-what?

<http://enviroindex.com/>

**enviroIndex™** is designed to be used by businesses and organizations in administration, retail, manufacturing, healthcare services, education, travel and tourism and government.

<http://www.enviroindex.com/login4admin.php>



# More on 'How does it work?'

**The enviroIndex™ Sustainability Rating System benchmarks and produces numerical indices that assess a range of key indicators.**

**Regular use of the system produces a ratings index that will provide an indication if the business or organization is running on sound principles and identifies areas where it may be wasting resources and increasing associated costs.**



# Still more on ‘How does it work?’

- **Participating facilities self-report the information and data they are rated on.**
- **Someone “in charge” must sign off on that information being true and accurate.**
- **The potential backlash from the public and to a facility’s image will be a deterrent for providing false information.**

# Even more on ‘How does it work?’

Members of the public can search for “sustainable” travel destinations – once those facilities are members of the program – here:

<http://tagis.dep.wv.gov/sustainablewv/>



# What next?

After they receive their ratings, participating facilities will be provided with logos and reports to use for marketing and promotion purposes.

- Art and information for websites
- Logos for windows/doors
- Plaques, signs for desks/walls



enviroIndex™  
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8.00-8.99 (Outstanding)



enviroIndex™  
Sustainability Rating:  
9.00-10.00 (Premier)



# enviroIndex™ Sustainability Rating Report

1/1/2015 - 1/1/2016

enviroIndex™ Sustainability Rating

Hole In One

enviroIndex™ sustainability **6.88**

Golf Course



- Premier (9.00 to 10.00)
- Outstanding (8.00 to 8.99)
- Very good (7.00 to 7.99)
- Good (6.00 to 6.99)
- Standard (5.00 to 5.99)

## enviroIndex™ Measures

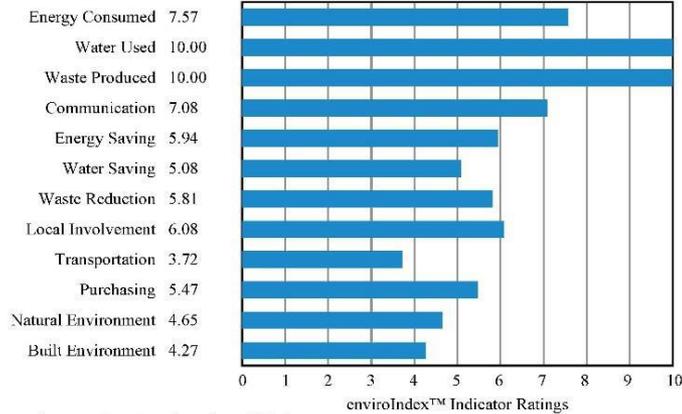
Energy Consumed = 13.865 kiloWatt hour (kWh) per guest night equivalent

Water Used = 2.714 gallon - US per guest night equivalent

Waste Material Produced = 0.005 cubic foot (ft<sup>3</sup>) per guest night equivalent

Recycle Material Produced 0.019 cubic foot (ft<sup>3</sup>) per guest night equivalent

## enviroIndex™ Indicators



## Estimated Greenhouse Gas Production (CO<sub>2</sub>)

	Over one year (long ton)	Per visitor and staff (long ton)
Produced from Energy Consumption	692.45	0.009
Produced from Water Use	3.125	0.000
Produced from Waste Disposal in Landfill	0.504	0.000
Avoided by Material Recycle	7.969	0.000

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# What next?



# What are the benefits for you – the participating facilities?

- **Good marketing/PR, including listing on state government and trade group websites**
- **Reduced operations and maintenance costs, which lead to increased profitability**
- **Boost in employee morale and engagement**
- **Promotion of best management practices**

# What are the benefits for the public?

- **Better planning**
- **Better education about the facilities they use and visit**
- **Feeling good about support of green/sustainable facilities**

# What are the benefits for state government?

- **Protects the beauty and vitality of our communities and landscapes**
- **Boost in employee morale and engagement**
- **Feeling good about protecting the environment**
- **Possible economic boost from tourists specifically looking for “green” destinations**
- **Good PR**



# There are other programs out there ...



# Why start our own?

- **Cost**
- **Credibility**
- **Consistency**



# Any interest from the public/consumers?

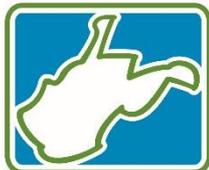
Absolutely!



Eco Friendly Beauty Finds



Sustainable Travel  
West Virginia



# What about from the service providers/businesses facilities? Again, absolutely!



businessGreen



# Promotion Strategy, Phase 1

**This summer, launch a pilot program (Aug. 1-Oct. 31) via:**

- **Outreach to you, the facilities**
- **Press releases**
- **Social media**



**Also:**

- **Make additional information/training available online and through webinars such as this**
- **Simultaneously, reach out to trade associations and others about helping us with promotion**

# Promotion strategy, Phase 2

If pilot is a success and we launch a full-scale program:

- Promote program through press releases, media pitches, social media – including social media advertising, website content, and ...
- Use traditional advertising to steer the public to the interactive map that includes information about member facilities.



# How can you help?

**Please join our pilot program!**

**Your feedback – on the logos, the promotion strategy and the program overall – will be extremely valuable to us in making this initiative a success!**

**You can help shape the future of this program and help get us on the path of a more sustainable/green tourism industry in West Virginia!**



# Overall goal

**If presented and promoted appropriately, this could encourage additional facilities to go green – thus helping preserve and protect our environment while enhancing local economies and communities.**





# How to Register and Enter Data

<http://enviroindex.com/>

**Need help? Contact:**

**Greg Adolfson, Sustainability Officer**

**304-926-0440**

**304-926-0499, Extension 1332**

[gregory.e.adolfson@wv.gov](mailto:gregory.e.adolfson@wv.gov)

**Or**

**Kelley Gillenwater, Chief Communications Officer**

**304-926-0440**

**304-926-0499, Extension 1331**

[kelley.j.Gillenwater@wv.gov](mailto:kelley.j.Gillenwater@wv.gov)

