Program Overview:

**GATLINBURG GOES GREEN!** is a voluntary educational program that recognizes Member businesses that have made a commitment to continuously improve their operations in order to reduce their environmental impact. This program allows Member businesses to evaluate their operations, set goals, and take specific actions towards environmental, social, and economic sustainability.

The "GATLINBURG GOES GREEN!" program is the product of a group of concerned business owners and citizens of the City of Gatlinburg who are dedicated to keep Gatlinburg a Great Place to Live, Work and Visit. With Great Smoky Mountains National Park, an International Biosphere, as our backyard that millions of guests visit each year it is important that the environmental impact from humans is as small as possible. This program in its initial conception is a first step towards making a green difference.

The Gatlinburg Chamber of Commerce along with the Green Workgroup will continue to educate Chamber Members on the progressive steps necessary for improving their business’ environmental impact.

**How Does a Business Participate?** Any Gatlinburg Chamber of Commerce Member in good standing may participate. Members wishing to participate must complete the Program Participation Agreement, either online or on paper, and then complete this Check List to be evaluated.

**Program Participation Agreement** Asks for business contact information. Signing the Agreement makes the business a "pledged" member of the program.

**Checklist:** Provides nine fields in which the participating evaluates current efforts that the business has taken to improve its impact on the environment. Points are awarded in each and will be used by the Gatlinburg Chamber of Commerce to recognize Member businesses that are making a difference. Check lists will be completed on a yearly basis with participating Member businesses commitment forms. However, should a business make improvements during the year they are welcome to submit an updated checklist.

**Note:** Please answer questions and statements with a "yes" (y) or "no" (n), unless you believe the question or statement does not apply.

**How Does a Business Renew Its Commitment?** A business that wishes to be reevaluated can contact the Chamber for a new checklist at any time.

**Can a Business Be Removed From the Program?** GATLINBURG GOES GREEN! is a voluntary program. It is the responsibility of the business to assure all program requirements are met. If a business is unable or unwilling to meet the responsibilities and program requirements, all GATLINBURG GOES GREEN! promotional materials must be returned to the Gatlinburg Chamber of Commerce and the business will refrain from further identification with GATLINBURG GOES GREEN! through name or use of the GATLINBURG GOES GREEN! Logo.

**Green Point Structure:** Each example listed is valued at one (1) point unless otherwise indicated. Please check all of the boxes that the business has already implemented. If the business currently utilizes or plans to utilize an approach not listed that meets the goals of the section, please list this approach in the "Innovative Best Practice" space at the end of each section. Attach additional sheets if needed. One (1) point will be awarded to each "Innovative Best Practice" listed.

**Fields where Green Points can be obtained.**
- A. Communication and Education
- B. Waste Reduction, Reuse, and Recycle
- C. Energy Efficiency, Conservation and Management
- D. Water Conservation and Wastewater Management
- E. Air Quality
- F. Wildlife and Landscape Conservation and Management
- G. Transportation
- H. Purchasing
- I. Local Community Benefits

**Gatlinburg Goes Green Activities:**

**Swap Shop:** The Swap Shop is a materials exchange site for members to trade unused and unwanted items. Anything from electronics to craft materials to leftover paint can be posted and exchanged. Go online to: [Gatlinburg.com/SwapShop](http://Gatlinburg.com/SwapShop)

**Earth Day Festival:** Public event held annually the Tuesday the week of April 22 (Earth Day) each year.

**Educational Events:** Educational meetings, luncheons, ceremonies or seminars will be held throughout the year.
GATLINBURG GOES GREEN!
REGISTRATION

CONTACT INFORMATION

BUSINESS NAME:___________________________

CONTACT PERSON:_________________________

POSITION:________________________________

EMAIL:__________________________________

PHONE:__________________________________

FAX:____________________________________

WEB SITE:________________________________

ADDRESS:________________________________

CITY:___________________________________

STATE:_________________  ZIP:_____________

NUMBER OF EMPLOYEES ____________________

GATLINBURG GOES GREEN!
COMMITMENT

By signing below I acknowledge as representative for the business listed to the left to join GATLINBURG GOES GREEN!:

We will use the GATLINBURG GOES GREEN! Program to (1) analyze our present impact on the environment and (2) identify, plan and implement changes that will demonstrate our environmental awareness and responsibility.

This is a free, voluntary program run through the Gatlinburg Chamber of Commerce Foundation to educate the member businesses.

________________________________  Print Name

________________________________  Title

________________________________  Signature

________________________________  Date
**SECTION A: Communication and Education (Students, Employees, Public)**

**Why is this important?** It is important to educate and increase the awareness of your customer, employee, and the public about actions they can take to help your business improve its environmental impact. At the same time, letting your customers know about the ways you are greening your operations will create market distinction. Customers can support businesses that have reduced their impact on the environment 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 improvement actions the business is taking.

1. _____ The school provides training and educational opportunities to engage employees in the actions and plans of Gatlinburg Goes Green program.

2. _____ Signs are posted listing steps the school is taking to improve their environmental impact.

3. _____ Does your school have a website (circle one) [Y / N]? If yes, is information about the school’s environmental policy included on that website?

4. _____ Does the school advertise (circle one [Y / N])? If yes, is information about school’s environmental policy included in advertising materials?

5. _____ Verbal communication is used about the school’s environmental improvement projects (for example, speak about the school’s environmental policies at a community function).

6. _____ Regular staff meetings are held to keep employees involved in the school’s environmental improvement progress.

7. _____ Interpretation and/or educational opportunities are provided for visitor/customers.

8. _____ (2 points) Staff is encouraged (formally or informally) to uphold sustainable practices by including an evaluation of these practices in performance appraisals

9. _____ The Gatlinburg Goes Green! Logo is displayed (please specify where):

Innovative Best Practice (1 point awarded for each practice until further review) If the school has other ways it is achieving the goals of Section A: Communication and Education, please describe this here:

10. _____ Freecycling is used at the school. Freecycling is where individuals offer and receive

**SECTION A Subtotal**

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**SECTION B: Waste Reduction, Reuse, and Recycling.**

**Why is this important?** By minimizing the amount of waste that goes to landfills, or the Sevier Solid Waste Composting Facility you can help reduce negative environmental impacts.

1. _____ A recycling program is in place at the school which involves the participation of both employees and customers. The program must include placing recycling bins and signs in places that make it easy for employees and customers to recycle. The school must also educate staff and customers about the recycling program and involve them in the program.

2. _____ Fluorescent tube and/or compact fluorescent bulbs are properly recycled at the end of their useful life.

3. _____ The school identifies and properly disposes of hazardous chemicals and avoids disposing hazardous chemicals into the sink and toilet.

4. _____ Reusable goods are used instead of disposable ones. For example: refillable soap and shampoo dispensers, glass instead of plastic water glasses, purchasing products in reusable/returnable containers, reusable food service items (cutlery, plates, cups), cloth napkins and tablecloths. Please describe ways your school is using reusable items:

5. _____ Products are purchased in bulk/concentrate (especially cleaning products). Please list products:

6. _____ Printers and copiers are set to print on 2 sides by default.

7. _____ Office paper, toilet tissues, paper towels, and paper napkins that are purchased are minimum 30 percent post-consumer recycled content. (For more information on buying other recycled paper products see: www.epa.gov/epaoswer/non-hw/procure/pdf/paper.pdf)

8. _____ Advertising, educational, and promotional pieces such as brochures are printed on recycled stock. Please list recycled content:

9. _____ Excess food, toiletry items, linens, furniture, and/or other items are donated to local charities and shelters, where available.

10. _____ Freecycling is used at the school. Freecycling is where individuals offer and receive
### Gatlinburg Goes Green! - Registration Form, Check List and Commitment Form

**Category: Schools**

Items for free (usually via an online forum) for reuse. Examples can be found at: [www.freecycling.org](http://www.freecycling.org).

11. _____ (3 points) Biodegradable plastic bags are used in the school.

   ____ Innovative Best Practice (1 point awarded for each practice until further review) If the school has other ways it is achieving the goals of Section B: Waste reduction, Reuse, and Recycling, please describe this here: ________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________
   ___________________________________________________________________

**Section B Subtotal**

### Section C: Energy Efficiency, Conservation and Management.

**Why is this important?** Conserving energy means reducing consumption. Conserving energy reduces operating expenses.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>_____ (5 points) A subscriber of Green Power.</td>
</tr>
<tr>
<td>2.</td>
<td>_____ (5 points) Has had an energy audit done. If not, please contact Lucas Harkleroad at (865) 774-6264 to schedule an energy audit.</td>
</tr>
<tr>
<td>3.</td>
<td>_____ Existing light bulbs and/or incandescent lighting are replaced with compact fluorescents. Please indicate percentage that have been replaced.</td>
</tr>
<tr>
<td>4.</td>
<td>_____ ENERGY STAR qualified light fixtures are in place or on a replacement schedule.</td>
</tr>
<tr>
<td>5.</td>
<td>_____ Exit signs are replaced with long-lasting, low-energy LED (light-emitting diode) exit signs.</td>
</tr>
<tr>
<td>6.</td>
<td>_____ Lights are set to timed/movement sensors in low traffic areas.</td>
</tr>
<tr>
<td>7.</td>
<td>_____ HVAC is set to timed/movement sensors in low traffic areas.</td>
</tr>
<tr>
<td>8.</td>
<td>_____ Does the school own the property? Circle one (Y / N) If yes, is HVAC on at least an annual regular preventative maintenance schedule to prevent and fix problems which may reduce efficiency?</td>
</tr>
<tr>
<td>9.</td>
<td>_____ Do you plan to install or do you already have low-reflective glass to conserve heat/cool air in rooms.</td>
</tr>
<tr>
<td>10.</td>
<td>_____ ENERGY STAR qualified windows are in place or are on a replacement schedule.</td>
</tr>
<tr>
<td>11.</td>
<td>_____ Insulation is used on pipes to improve energy efficiency.</td>
</tr>
<tr>
<td>12.</td>
<td>_____ Insulation is used on equipment such as hot water heaters to improve energy efficiency.</td>
</tr>
<tr>
<td>13.</td>
<td>_____ When appliances and equipment are replaced, the school makes the commitment to purchase or lease them with ENERGY STAR rated appliances and equipment (for example computers, appliances, and heating and cooling equipment). (For more information: <a href="http://www.energystar.gov">www.energystar.gov</a>).</td>
</tr>
<tr>
<td>14.</td>
<td>_____ A programmable setback thermostat is used. [Note: In the winter, slightly lower the temperature (i.e. 68 degrees F) and in the summer raise the temperature slightly (78 degrees F)].</td>
</tr>
<tr>
<td>15.</td>
<td>_____ Weather stripping is installed and maintained. Please note location of weather stripping: ________________________________________________________________</td>
</tr>
<tr>
<td>16.</td>
<td>_____ Computers, monitors, printers, photocopiers, and other small appliances such as coffee machines and/or power strips are turned off when not in use and at night.</td>
</tr>
<tr>
<td>17.</td>
<td>_____ Entry areas are designed with air locks and gust preventers, and/or revolving doors.</td>
</tr>
<tr>
<td>18.</td>
<td>_____ (BONUS- 3 points) Buildings designed to incorporate passive solar heating (including orientation, south glazing/floor area ration, orientation specific low-e tuning, summer shading, and thermal mass design). For more information on green building please visit <a href="http://www.greenbuilthome.org">www.greenbuilthome.org</a>.</td>
</tr>
<tr>
<td>19.</td>
<td>_____ (BONUS- 3 points) Buildings designed to incorporate cooling (including orientation, summer shading, thermal mass, attic ventilation, additional ceiling fans, heat recovery ventilation and natural ventilation design). For more information on green building please visit <a href="http://www.greenbuilthome.org">www.greenbuilthome.org</a>.</td>
</tr>
<tr>
<td>20.</td>
<td>_____ Windows are opened (when possible) instead of running air conditioners.</td>
</tr>
<tr>
<td>21.</td>
<td>_____ Visitors are informed of energy conservation practices and provided with energy saving tips.</td>
</tr>
<tr>
<td>22.</td>
<td>_____ (BONUS- 3 points) Use of renewable energy sources (such as solar, wind, biomass, thermal). (For more information: <a href="http://www.focusonenergy.com">www.focusonenergy.com</a>) Please list the renewable energy source(s) and indicate the percentage of total energy consumed that this accounts for: ____________________________________________</td>
</tr>
</tbody>
</table>

____ Innovative Best Practice (1 point awarded for each practice until further review) If the school has other ways it is achieving the goals of Section C: Energy
GATLINBURG GOES GREEN! - REGISTRATION FORM, CHECK LIST AND COMMITMENT FORM

CATEGORY: SCHOOLS

Efficiency, Conservation, and Management, please describe this here:

_____________________________________________
_____________________________________________
_____________________________________________

SECTION C Subtotal

Section D: Water Conservation and Wastewater Management

Why is this important? Conserving water means reducing consumption and conserves a precious resource. Reducing the consumption of water your school uses will reduce your operating costs.

1. _____ Low-flow fixtures are in place or on a replacement schedule (with gpm or gpf less than code). Indicate the number of low-flow fixtures in place: ____________________________________

2. _____ (BONUS- 3 points) Wastewater is reduced at your school. Please describe how your facility reduces wastewater:

_________________________________________
_________________________________________
_________________________________________

3. _____ (BONUS- 3 points) Reclaimed water is used for such things as irrigation, laundry, toilets, and/or cooling towers for example. Please list what reclaimed water is used for:

_________________________________________
_________________________________________
_________________________________________

4. _____ Large areas such as sidewalks/drives and parking lots are not washed down (sweep or vacuum instead).

5. _____ Water-using appliances and equipment, such as cooling towers, ice machines, hot water heaters, dishwashers, and washing machines are on a preventative maintenance schedule to ensure maximum efficiency.

6. _____ Dishwashers and/or washing machines are filled to recommended capacity for each cycle and the most energy-efficient recommended water temperature is used.

7. _____ A regular maintenance schedule is in place to find and repair leaky faucets, toilets, showerheads and pipes.

8. _____ Non-toxic, phosphate-free biodegradable cleaning products are used. Please list names of products used:

_________________________________________
_________________________________________
_________________________________________

9. _____ Dishwashing detergents that are biodegradable and do not contain nitritotriacetic acid or chlorine bleach are used. Please list names of products used:

_________________________________________
_________________________________________
_________________________________________

_____ Innovative Best Practice (1 point awarded for each practice until further review) If the school has other ways it is achieving the goals of Section D: Water Conservation, please describe this here:

_________________________________________
_________________________________________
_________________________________________

SECTION D Subtotal

Section E: Air Quality

Why is this important? Good air quality (including indoor) is important to human health and the environment. Air pollutants can indirectly and directly affect our health.

1. _____ Exhaust fans are vented outside and not to the attic.

2. _____ Dehumidifiers are in use. (Dehumidifiers will reduce mold buildup within dry-wall structures. This helps to ensure a healthy air environment inside the building)

3. _____ Environmentally preferable High Efficiency Particulate Air (HEPA) filters are in use.

4. _____ HVAC system is checked at least annually for mold and bacteria as well as obstructions to air flow. All air handler units and coils are cleaned following a regular preventive maintenance schedule (at least annually) and the school keeps a record of these activities.

5. _____ School refrains from using deodorizers to mask smells.

6. _____ School prohibits smoking inside all buildings.

7. _____ High moisture areas such as the kitchen and laundry rooms are well ventilated.

8. _____ Is the school responsible for painting/repainting the business? circle one [ Y / N ]
   a. If yes, are low-VOC paints and finishes used( 1 point)?
   b. Are no-VOC paints and finishes used(2 points)?

(For more information on No-VOC paints:
www.nontoxica.com or www.HealthyHome.com)
Gatlinburg Goes Green! - Registration Form, Check List and Commitment Form

Category: Schools

9. _____ School tests for gases such as carbon monoxide and radon and materials such as lead paint and asbestos. Please list the hazardous materials and gases that your facility tests for to ensure healthy air quality.

10. _____ Does the school have refrigeration/freezer units on premises? circle one [ Y / N ] If yes, are ozone-depleting chlorofluorocarbons (CFCs) such as refrigerant and aerosols avoided and/or existing CFCs recovered, recycled and properly disposed?

_____ Innovative Best Practice (1 point awarded for each practice until further review) If the school has other ways it is achieving the goals of Section E: Air Quality, please describe this here:

Section F: Wildlife and Landscape Conservation and Management

Why is this important? Tourism schools can help protect biodiversity, endangered species, habitat, waters, and landscape by raising awareness of these issues among customers and employees.

1. _____ Does school have outside landscaping? circle one [ Y / N ] If yes, does school landscape with native plants? (Landscape with native plants minimizes the need for excess watering and fertilization).

2. _____ If YES to Section F, Question 1 (above), watering, when necessary, takes place in the early morning or at night to minimize evaporation.

3. _____ If YES to Section F, Question 1 (above), are soaker hoses or drip irrigation systems used to water plants? In addition, mulch is used to help retain water.

4. _____ The school securely stores food and trash in order to avoid accidentally feeding animals.

5. _____ Wildlife observation is done from a remote distance and avoided during sensitive times of the year such as during mating season.

6. _____ Organic fertilizers and products are used in landscaping.

7. _____ Does school own property? Circle one ( Y / N ) If yes, is an integrated pest management system* used to reduce or eliminate the need for toxic insecticides and pesticides?

*Integrated Pest Management (IPM) is an effective and environmentally sensitive approach to pest management that relies on a combination of common-sense practices. IPM programs use current, comprehensive information on the life cycles of pests and their interaction with the environment. This information, in combination with available pest control methods, is used to manage pest damage by the most economical means, and with the least possible hazard to people, property, and the environment. (source: http://www.epa.gov/pesticides/factsheets/ipm.htm)

8. _____ Does school have outside landscaping? circle one [ Y / N ] If yes, is rainwater/stormwater collected onsite (for example through use of rain gardens, rain barrels, etc.)? Please indicate the size or capacity of collection method:

9. _____(3 points) Leave No Trace principles are promoted to students and staff. Please see www.int.org for the seven steps in detail which are:
   a. Plan ahead and prepare
   b. Travel and camp on durable surfaces
   c. Dispose of waste properly
   d. Leave what you find
   e. Minimize campfire impacts
   f. Respect wildlife
   g. Be considerate of other visitors

10. _____ (2 points) Publications are provided offering information on native plants and wildlife.

11. _____ Does school have outside lighting? Circle one [ Y / N ] If yes, are motion detector lights used instead of constant outdoor lighting?

12. _____ Low reflective glass, hawk silhouette decals, or other animal-safe deterrents are used to prevent bird strikes.

13. _____ The school helps to conserve and preserve natural resources and habitat, such as wetlands, forests, farmlands and other environmentally sensitive areas (for example, through charitable giving to conservation organizations/nonprofit). Please explain:

_____ Innovative Best Practice (1 point awarded for each practice until further review) If the school has other ways it is achieving the goals of Section F: Wildlife and Landscape Conservation and Management, please describe this here:

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SECTION F Subtotal

Section G: Transportation

Why is this important? Ground and air transportation are one of the largest contributors of greenhouse gas emissions that affect global climate change.

1. _____ Walking, bicycling and taking the trolley are encouraged through posting of trolley schedules, and maps.

2. _____ (2 points) Does the school have private vehicle(s)? circle one [ Y / N ] If yes, are company vehicles hybrid-electric, biodiesel, E85 (Ethanol), electric or other non-petroleum gasoline or diesel based vehicles?

3. _____ Staff carpools are organized.

4. _____ (BONUS- 5 points) School off-sets CO₂ emissions and is working towards being climate neutral by purchasing carbon credits or green tags from nonprofits that purchase these credits for your school. The offsets you purchase from these organizations support reforestation projects or renewable energy (i.e. wind farm) projects for example. (For information about these programs visit Green-e at www.green-e.org.

_____ Innovative Best Practice (1 point awarded for each practice until further review) If the school has other ways it is achieving the goals of Section G: Transportation, please describe this here:

____________________________________________
____________________________________________
____________________________________________

SECTION G Subtotal

Section H: Purchasing

Why is this important? Responsible purchasing is a powerful vote with your dollars and your school can help make the world (Gatlinburg) a better place to live, work and visit.

1. _____ Organic food products are purchased. Please list product names:

____________________________________________
____________________________________________
____________________________________________

2. _____ Local food products are purchased. Please list product names:

____________________________________________
____________________________________________
____________________________________________

3. _____ Fair trade* products are purchased. Please list product names:

____________________________________________
____________________________________________
____________________________________________

4. _____ Reusable and durable products are purchased. Please list product names:

____________________________________________
____________________________________________
____________________________________________

5. _____ Recycled products are purchased. Please list product names:

____________________________________________
____________________________________________
____________________________________________

6. _____ The school chooses suppliers that provide and take back reusable packaging materials and shipping pallets. If the packaging is not reusable, it should be recyclable and minimized as much as possible.

7. _____ The school chooses suppliers that are environmentally and socially responsible (for example a green builder, alternative fuel taxis, organic food supplier, bicycle rentals etc.).

8. _____ The school practices socially responsible practices by making sure that contractual agreements and hiring practices are not exploitive. School and vendors do not discriminate based on race, sex, religion, or political affiliations.

9. _____ School's printed materials such as brochures are printed using soy ink and high recycled paper content (at least 30%). Please list recycled content:

____________________________________________
____________________________________________
____________________________________________

*Fair trade is an organized social movement and market-based approach to empowering developing producers and promoting sustainability. The movement advocates the payment of a fair price as well as social and environmental standards in areas related to the production of a wide variety of goods. It focuses in particular on exports from developing countries to developed countries, most notably handicrafts, coffee, cocoa, sugar, tea, bananas, honey, cotton, wine, fresh fruit and flowers. (source: http://en.wikipedia.org/wiki/Fair_trade)
**Section I: Local Community Benefits**

**Why is this important?** Tourism is what supports community development in Gatlinburg including providing jobs, educational and professional training opportunities, and environmental stewardship. In Part, economic sustainability is achieved when schools actively contribute to the economic well being of the local communities where they operate.

1. _____ The school’s staff consists of local people when possible. Please indicate number of staff:
   
   __________________________________________

2. _____ Local crafts, products, and/or services are purchased for use or display within the school and/or are available for sale to guests. Please list products:
   
   __________________________________________
   __________________________________________
   __________________________________________

3. _____ School is a member of the local organizations such as the Chamber of Commerce, conservation organization, and/or historical society, etc. Please list memberships here:
   
   __________________________________________
   __________________________________________
   __________________________________________

4. _____ School contributes to the community’s well-being by supporting and participating in community activities (for example, cash or in-kind investments are made to local organizations, events, and projects). Please list these activities here:
   
   __________________________________________
   __________________________________________
   __________________________________________

5. _____ (BONUS- 3 points) The school allows the use of their property or facility for community events.

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**SECTION H Subtotal __________**

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**SECTION I Subtotal __________**
Points:

SECTION A subtotal
SECTION B subtotal
SECTION C subtotal
SECTION D subtotal
SECTION E subtotal
SECTION F subtotal
SECTION G subtotal
SECTION H subtotal
SECTION I subtotal
TOTAL POINTS

I certify that the preceding information is complete and accurate.

________________________________________________
School Name (please print)

________________________________________________
Name of Contact Person (please print)

________________________________________________
Title of Contact Person (please print)

Signature ___________________________ date

WHITE: 0% - 39%
BRONZE: 40% - 69%
SILVER: 70% - 89%
GOLD: 90% - 100%