



Travel Industry Symposium

January 21, 2009

**Green Tourism,
Bringing Results**



- greenover is a green consulting company that guides each client through their process of “going green”
- Philosophy
 - “greenover your life . one step at a time”
 - Simple steps can significantly reduce an individual’s impact on the environment
- Project Examples
 - Market research for an eco-clothing boutique
 - Explored LEED Certification for a local hotel

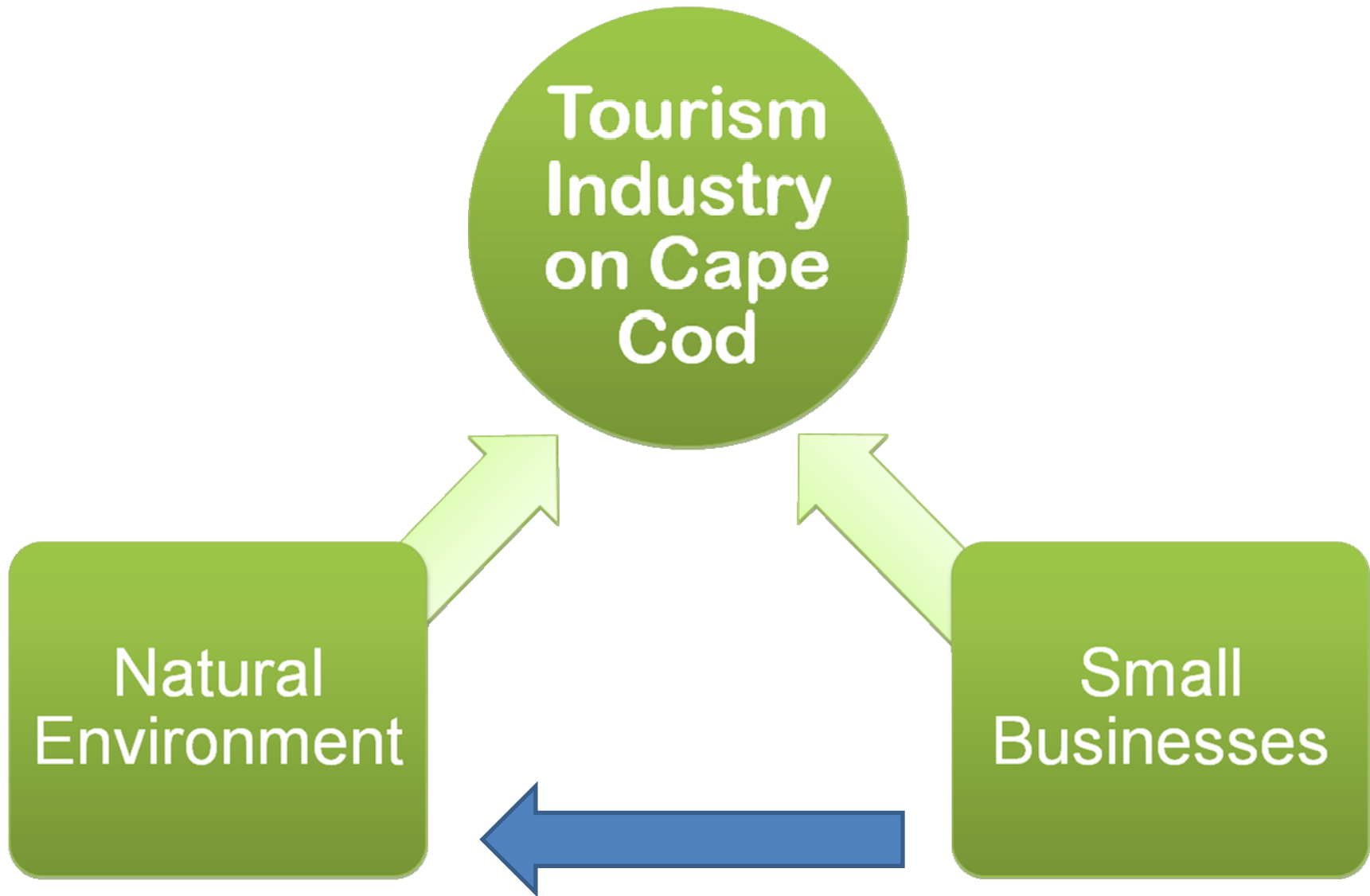
Hyannis Area Chamber of Commerce Annual Dinner



- Invitations were printed on recycled paper using soy based inks
- Amended by-laws were sent to members electronically rather than in the mail
- Chicken was organic and the vegetables were locally grown
- Nametags have been reused repeatedly
- A limited number of programs were printed
- Centerpieces were native plants borrowed from Hyannis Country Garden

Sponsors were asked to keep giveaways a minimum





HACC

Green Practices for Members Program

- Be a resource for funding options and existing resources (i.e. Cape Light Compact's energy audit)
- Develop a checklist that will provide an assessment of what members can do tailored to their particular industry
- Show members where they can save money and an estimate of how much
- Provide members with information on how employees can be educated on new green practices
- Members will be shown how to develop green purchasing policies
- Pilot Program will begin with restaurants





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