

Oregon's Sustainable Business Challenge



Join Travel Oregon's Sustainable Travel Network: Take the Sustainable Business Challenge!

Is your company committed to environmentally sustainable and socially responsible practices? If so, you can bring special attention to your efforts by participating in Travel Oregon's **Sustainable Business Challenge** and become part of the Travel Oregon Forever network - a highly-esteemed network of pioneering companies and destinations working to make Oregon a better place to live and visit.

What is the Sustainable Business Challenge?

It's a recognition program for businesses that offer services or experiences to visitors. The program is designed to quantify and qualify the commitment Oregon's tourism and hospitality businesses are making to environmentally and socially responsible practices.

How Your Businesses can Participate

Go to **TravelOregonForever.com** and do one of two things:

- 1) Complete Travel Oregon's self-assessment, documenting your sustainability practices; **OR**

- 2) Demonstrate that you have a current second- or third-party verified certification by an accredited certification program recognized by Travel Oregon (see back for complete list)

Why Your Business Should Participate

By sharing your company's sustainability practices, you will demonstrate your commitment to improve community and environmental health - a powerful statement that will resonate with your customers. Additionally, when your company completes the Sustainable Business Challenge it will receive:

- Print and digital collateral to market the program and engage consumers
- A hand-crafted wooden Travel Oregon Forever award, window clings and stickers
- Prioritized business listings on **TravelOregon.com** with a Travel Oregon Forever designation
- Recognition in the official Travel Oregon Visitor Guide with annual print distribution of 300,000
- Inclusion in sustainable-travel itineraries and stories shared with consumers, industry partners and travel media, when applicable

Take the Sustainable Business Challenge: How to Participate



Tourism businesses demonstrate sustainable practices



Complete Travel Oregon's self-assessment documenting your sustainability practices



Demonstrate current 2nd or 3rd party verified certification, by a certification program recognized by Travel Oregon



Receive special recognition & increased marketing exposure for your sustainable practices

Travel Oregon Forever

Sustainable Business Certifications Recognized by Travel Oregon



**Audubon International
Cooperative Sanctuary**
Golf courses



**Audubon International
Green Lodging Program**
Lodging properties



**eRating Certification for
Sustainable Transportation**
Transportation



**Demeter Biodynamic
Certification**
Farms



EarthWISE Certification
Businesses in Marion County



Food Alliance Certification
Food producers and food products



Green Restaurant Association Certification
Restaurants



Green Seal
Lodging properties



**Leadership in Energy &
Environmental Design (LEED)**
Any facility - lodging, attractions, restaurants



Low Input Viticulture & Enology (LIVE)
Vineyards, wineries, wines



**Oregon Bed & Breakfast Guild's
Green Inspection Program**
Bed & breakfasts



Oregon Tilth Certified Organic
Farms, ranches, restaurants & food retailers



Council for Responsible Sport Certification
Sporting events



RE:think Business
Businesses in Lane County



Salmon Safe
*Vineyards, farms, corporate and university
campuses, parks systems and natural areas,
golf courses*



Sustainability at Work
Businesses in City of Portland



**Sustainable Tourism Education
Program Eco-Certification**
*Silver/Gold/Platinum Level
Any tourism-related business*



TripAdvisor GreenLeaders Program
*Silver/Gold/Platinum Level
Lodging properties*



**U.S. Department of Agriculture
National Organic Program**
Food and agricultural products

Travel Oregon Forever

The Sustainable Business Challenge is just one of the Travel Oregon Forever programs offered by Travel Oregon that supports businesses and destinations adopting sustainable practices. Other programs available for businesses include: the Oregon Travel Philanthropy Fund, eRating Vehicle Certification Program and the Bike Friendly Business Program. Learn more about these programs at TravelOregonForever.com.

If you have questions about Travel Oregon Forever programs or need help getting started, please contact Development@TravelOregon.com or (503) 967-1560.

