

SUSTAINABLE DESTINATION PROGRAM



Photo: Jack Affleck

January 17, 2019

Town of Vail



A LEGACY...



DESTINATION CONSULTANTS



SUSTAINABLE
TRAVEL INTERNATIONAL

ABOUT US ▾

OUR WORK ▾

PLACES ▾

OUR APPROACH ▾

NEWS ▾

GET INVOLVED ▾

DONATE

SUSTAINABLE TRAVEL
INTERNATIONAL: MAKING A
BETTER WORLD THE
DESTINATION



CERTIFIED SUSTAINABLE DESTINATIONS



EMPOWER THE BUSINESS COMMUNITY



- **Goal:** Train 50 businesses
- Bottom Up Approach

ACTIVELY GREEN SUSTAINABLE BUSINESS PROGRAM



**SWITCH NOW
& SAVE
GET A QUOTE**

YOUR RD HERE

  
I've got you Covered



More than 50 local organizations using Actively Green sustainable practices, is yours?



Ross Leonhart

November 28, 2017

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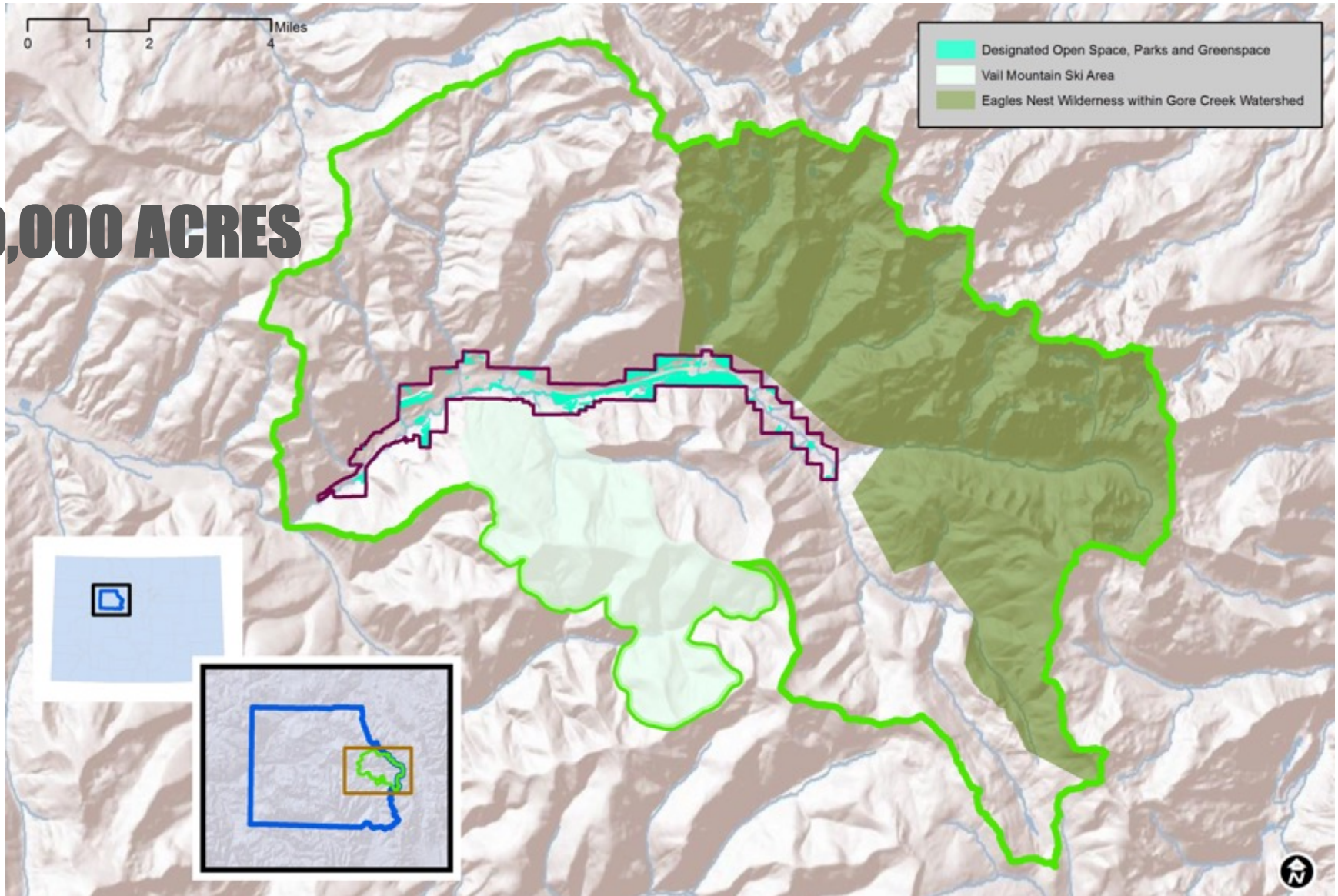


At the Actively Green Awards Party on Tuesday, Nov. 21, Walking Mountains Science Center awarded nine local businesses with its Actively Green certifications — making more than 50 in the Vail Valley.

To earn the Actively Green title, employees at businesses undergo sustainable business training to save money, engage employees, be an environmental steward, expand economic

VAIL DESTINATION BOUNDARY

70,000 ACRES



SUSTAINABLE DESTINATION CERTIFICATION PROCESS

United Nations formed the Global Sustainable Tourism Council to
create International Sustainability Standard

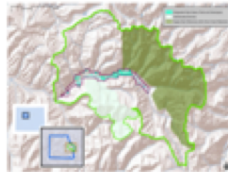


Who applied for certification?

A conglomerate known as
VAIL DESTINATION

Gore Creek Watershed

- Town of Vail
- Vail Mountain
- U.S. National Forest Service



Who assisted with verifications
for certification?

Certification can be
verified by:

- Earth Check
- Biosphere
- Green Destinations

Certification Consultant:



Who assisted with
gathering data?

**Destination Steering
Committee:**

- Town of Vail
- Vail Resorts
- Eagle River Water & Sanitation District
- Holy Cross Energy
- Walking Mountain Science Center
- Eagle County

Certifications the VAIL DESTINATION
received during this 3 year process

First in the United States to be certified
as a sustainable destination by the
Global Sustainable Tourism Council



and first in the world to be certified
under the Mountain Ideal Standard.



Selected as one of Green Destinations*
certified Top 100 Sustainable Destinations





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[SUSTAINABILITY PLAN](#)

[RESOURCES](#)

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Love VAIL

**Vail Is Already an
Exceptional Place. And We're
Making It Even Better.**

WELCOME TO VAIL

Vail is one of the most beautiful places on earth. Which is why those of us lucky enough to live, visit, and play here care about keeping our footprint small, our resources plentiful, and our contribution to sustainability top of mind. It's the least we can do for the place we all love.



Love VAIL

RECYCLE

**IF YOU LOVE IT HERE,
RECYCLE HERE.**

VAILGOV.COM/RECYCLING

PHOTO CREDIT: JACK APPLER



♻️ CARDBOARD

YES



Unopened Cardboard
Carton containers



Flattened Cardboard
Keep a trace of the carton
Carton de trace

NO



Aerosol Packaging
Containeurs à pression



Plastic or Foam
(not Cardboard)
Rigidware
Contenue en
matériau rigide de
plastique ou en mousse



Signatures
Appareils de
signature



Plastic Bags
Sacs en plastique

RECYCLING NOTES:

• Please Flatten Back Down Boxes



For more information on curbside pick up
visit us recycle today, or your hauler,
visit 1.800.445.2192 or call 970.476.2100



♻️ SKIS & SNOWBOARDS ONLY



ALL OTHER SKI EQUIPMENT

Please recycle through the S&A program at the following locations:

- Lionshead Vail Sports
- Burton at One Vail Place
- Vail Sports Rentals at the Arrabelle
- One Track Mind in Lionshead
- Burton at Arrabelle

For more information on the
Snow Sports Recycling Program,
please visit snowsports.org



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♻️ CO-MINGLE

YES



Household Glass Bottles
Bouteilles de verre
domestiques



Household Glass Bottles
Bouteilles de verre
domestiques



Household Glass Bottles
Bouteilles de verre
domestiques

NO



Plastic Bags
Sacs en plastique



Plastic Film
Bouteilles de
plastique en rouleau
Plastic Linings
Bouteilles de
plastique



Signatures
Appareils de
signature



Cardboard
Cartons



Light Bulbs
Lampes à incandescence

RECYCLING NOTES:

- Please Flatten Back Down Boxes
- Separate Lids



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A Little Wild Goes a Long Way.



Gore Creek—the clear, rocky mountain stream that runs through the heart of Vail—offers a peaceful respite for residents and visitors, important wildlife habitat, and a water supply for downstream communities.

But, the river's health is threatened by pollutants from urban runoff, drainage from pavement and rooftops, and the loss of streamside vegetation that filters pollutants and slows their drainage into creeks and streams.

Learn more about the challenges facing our favorite waterway, then find out how you can play a part in the solution.



The Town of Vail is committed to the stewardship and protection of our unique mountain environment

In consideration of both our local and global impacts and opportunities, our environmental vision is to demonstrate and promote:

- Waste Reduction
- Energy Conservation, Renewable Energy, and Green Building
- Ecosystem Health
- Social and Economic Development
- Public Education
- Alternative Transportation and Fuels.

SUSTAINABLE DESTINATION BENEFITS ACCOUNTABILITY



- 3RD Party Review
- Public Report Card
- Code of Conduct
- 8 month Reporting Requirements



SUSTAINABLE DESTINATION BENEFITS ACCOUNTABILITY



- **Snowmelt – Efficiency and GHG Emissions**
- **Wildlife**
- **Language Translation**
- **Broad Destination Management**



POLITICAL ACTION



VAIL JOINS:

- Colorado Communities for Climate Action (10k)
- Compact of Colorado Communities (2k)
- Climate Action Collaborative – Eagle County Climate Action Plan (15k)
- Compact of Mayors

PLEDGES TO:

- Reduce greenhouse gas emissions by 20% below 2006 levels by 2020
- Support the Paris Climate Agreement



PROGRAM HIGHLIGHTS



- **WASTE**

- 25% reduction in waste to landfill
- County compost facility, resident drop off and restaurant program
- On-site business audits and education

- **ENERGY**

- ~40% reduction in electricity
- Working with utility – 70% ↓ CO2 by 2030
- EnergySmart program – commercial/residential audits and double rebates

- **ECOSYSTEM HEALTH**

- Restore the Gore Program – increased macroinvertebrate scores
- 50% reduction in water use

- **TRANSPORTATION**

- LONO grant for electric buses
- Sole Power Challenge – green commuting program 47,000 miles/yr, 280,000 miles to date

LEVERAGING COMMUNICATIONS INSPIRING CULTURE



CONGRATULATIONS VAIL!



A COMMUNITY INITIATIVE BY



INTERNATIONAL EXPOSURE TOP 100 BEST OF THE AMERICAS – BERLIN



- Best Practices shared amongst top international resorts

WHAT'S NEXT?



- Focus on utility scale solar projects – snowmelt offset
- Fleet electrification with battery storage and solar integration
- Electric vehicle charging infrastructure plan
- Focus on wildlife education, biodiversity management, and habitat improvement projects
- Public education through public art and ongoing outreach





Thank You

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