



## Glossary of Terms:

- **Environmentally Preferable Products (EPP)** - Products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. This comparison may consider raw materials acquisition, production, manufacturing, packaging, distribution, reuse, operation, maintenance or disposal of the product or service
- **FTC Green Guide** - An attempt by the Federal Trade Commission to place regulations on green marketing practices to decrease "Greenwashing" practices
- **Green Certification** - Green certification has applications across many disciplines but can also be a way for tourism businesses to market their sustainable attributes. Several states have their own green certifications for travel and tourism, as well as larger travel organizations (AAA). There are also certifications for green buildings (LEED), food (USDA Organic, Fair Trade), and products. The key is finding a certification program that helps your business increase sustainable practices as well as market your business
- **Green Consumer** - People who generally avoid products which are likely to:
  - endanger the health of the consumer or of others
  - cause significant damage to the environment during manufacture, use or disposal
  - consume a disproportionate amount of energy during manufacture, use or disposal
  - cause unnecessary waste, either because of over packaging or because of an unduly short useful life
  - use materials derived from threatened species or from threatened environments
  - involve the unnecessary use, or cruelty to, animals, whether this be for toxicity testing or for other purposes-
  - adversely affect other countries, particularly in the Third World
- **Green Marketing**- a business practice that takes into account consumer concerns about promoting preservation and conservation of the natural environment. Green marketing campaigns highlight the superior environmental protection characteristics of a company's products and services
- **Greenwashing**- The process by which a company publicly and misleadingly exaggerates or embellishes the environmental attributes of itself or its products, while participating in environmentally- or socially-irresponsible practices.
- **Seven Sins of Greenwashing (From terrachoice)**
  - The Sin of Hidden Tradeoff - Promoting a single green factor of a product without any attention to other important issues.
  - The Sin of No Proof - Unsubstantiated claims. For example, claiming a product was not tested on animals, but with no third party certification.
  - Sin of Vagueness - Poorly defined or overly broad claims, such as "chemical free."
  - Sin of Worshipping False Labels - Product gives impression of third-party endorsement when no such endorsement exists
  - Sin of Irrelevance - A claim that may be true, but is either unimportant or otherwise irrelevant. For example, claiming that a product is "CFC free" is irrelevant because CFCs have been outlawed since the late 1980s.
  - Sin of Fibbing - Claims of certification that are false.
  - Sin of the Lesser of Two Evils - A claim that may be true, but distracts from greater environmental impacts
- **Incentives** - Incentives are a useful tool to market renewable energy and energy efficiency. Offering discount, free tickets, partnerships, ect to customers that participate in green programs will help increase awareness of your sustainable energy actions as well as increase energy savings.
- **Lifestyles of Health and Sustainability (LOHAS)** - a market segment focused on health and fitness, the environment, personal development, sustainable living, and social justice. This is a great target audience for green marketing efforts.
- **"Shades of Green"** - Green consumers can be broken down in to three different "shades" based on their purchasing history and personal values. It is important to understand these different green consumers when developing a green marketing strategy. Here are the different "shades" according to the Roper Organization.
  - **True-Blue Greens** -- the most environmentally active segment of society (11% of the U.S. population).
  - **Greenback Greens** -- those most willing to pay the highest premium for green products (8%).
  - **Sprouts** -- fence-sitters who have embraced environmentalism more slowly (33%).
  - **Grouzers** -- uninvolved or disinterested in environmental issues, who feel the issues are too big for them to solve (14%).
  - **Apathetics** -- the least engaged group who believe that environmental indifference is mainstream (33%).
- **Transparency in Marketing** - Implies openness, communication, and accountability. It is a metaphorical extension of the meaning a "transparent" object is one that can be seen through. Transparent procedures include open meetings, financial disclosure statements, freedom of information legislation, budgetary review, audits, etc. This is very important in avoiding the sins of Greenwashing by giving your customers full disclosure of a companies environmental practices and procedures.



## Examples of Green Marketing in Tourism

- [Grand Father Mountain](#)
- [Hotel Terra, Jackson Hole](#)
- [Outer Banks Brewing Station](#)
- [New Belgium Brewing Company](#)
- [Aspen Skiing Company](#)
- [Travel Oregon](#)
- [Proximity Hotel](#)
- [Canadian Mountain Holidays](#)
- [Sacred Rides, Mountain bike Tours](#)
- [Big Cedar Lodge](#)
- [The Ambrose Hotel, Santa Monica](#)
- [Boulder Outlook Hotel](#)
- [Xanterra Parks and Resorts](#)
- [San Francisco Convention and Visitors Bureau](#)

## Websites for Green Marketing Reference

- [California Sustainable Tourism Marketing Handbook](#): Contains information for sustainable tourism marketing, including examples, best practices, and other resources.
- [Federal Trade Commission's Green Guides](#): Link to the Green Guides provided by the FTC. These guides are designed to help businesses avoid the Seven Sins of Greenwashing.
- [GreenBiz.com](#): Contains news and resources centered around green business. Has a special section just on green marketing resources
- [Practical Steps For Sustainable Tourism Marketing](#): Handbook containing the basics of marketing for sustainable tourism destinations and businesses.
- [PGAV Destinations Research](#): Research and reports focused on green marketing of destinations and how to better reach the green consumer.
- [The Seven Sins of Greenwashing](#): Website dedicated to the seven sins of greenwashing, with information on what they are and how to best avoid them.
- [Sustainable Life Media](#): Information on connecting your business to the sustainable consumer.
- [ECU's Center For Sustainable Tourism](#): Provides resources and links for businesses. Links to many online resources, tip sheets, industry partners, and much more.
- [RETI website](#): The home page for the Renewable Energy in Tourism Initiative. Provides links to previous webinar recordings as well as supplemental materials