

# MSIA Sustainability Certification Program Application for Shops, Reps and Associate Members

The document, in hard copy or email, must be sent to MSIA. Email to: [info@goskimichigan.com](mailto:info@goskimichigan.com) Mail to: MSIA, 7164 Deer Lake Court, Clarkston, MI 48346 for certification.

MSIA created its Sustainability Certification Program to enable our members to take part in ski industry sustainability efforts. MSIA’s Sustainability Certification Program is designed to be a map for its members to achieve sustainability success down the trail that is right for them. All MSIA members – Ski Areas, Ski Retailers, Ski Industry Manufacturers Reps and Associate members – can become Sustainability Certified because we have created categories for ski area members and non-ski area members.

- **Applications are accepted annually and must be completed by April 1 each year.** The results will be for the prior winter season. As an example, applications received by April 1, 2024, will be valid to receive the certification for the 2023/24 winter. However, you don’t have to wait until April to submit your application. We’ll accept them anytime you’re ready.
- **Member properties receiving 30 points or higher receive certification. Those receiving 45 points or more are Black Diamond certified.**

**Company:** \_\_\_\_\_

**Person completing application:** \_\_\_\_\_

**Signature of person completing application:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Date Submitted:** \_\_\_\_\_

## Category 1: General

Possible Points		Points Earned
3	Yearly renewal of your Sustainability Certification through MSIA	_____
2	Establish a system for tracking your Greenhouse Gas Emissions	_____
1	Designate a person as the point person for your sustainability efforts	_____
4	Define a new reduction project your business took on for the year (Projects cannot be used more than once and it must have been completed in the recent year)	_____

Description:

## Category 2: Energy Efficiency – Facilities and General

3	Schedule an energy audit through your energy provider	_____
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- 3 Utilize occupancy and light sensors, timers and natural lighting. (1-3 points, 100% of facilities = 3, 0% of facilities = 0) \_\_\_\_\_
- 3 Utilize energy efficient or Energy Star, appliances (1-3 points: 100%=3, 50%=2, any Energy Star appliances= 1) \_\_\_\_\_
- 5 Lighting converted to LED (1-5 points: 100%=5, 75%=4, 50%=3, 25%=2, any=1) \_\_\_\_\_
- 5 Invest in renewable energy through on-site projects, power purchase agreements, or purchasing Renewable Energy Credits that cover a measurable percentage of your energy use. (1-5 points: 100%=5, 75%=4, 50%=3, 25%=2 any=1) \_\_\_\_\_

Description:

- 1 Create closing process to ensure lights and select appliances are turned off as opposed to sleep mode. \_\_\_\_\_

Description:

### Category 3: Managing Waste

- 2 Establish a comprehensive recycling program (plastic, aluminum, glass, paper, cardboard) \_\_\_\_\_
- 2 Implement a composting program \_\_\_\_\_
- 1 Conduct a waste audit to see where waste could be reduced. \_\_\_\_\_
- 1 Develop a waste reduction plan and set reduction targets. Consider purchasing policies, operational practices and reuse programs. \_\_\_\_\_

Description:

- 1 Change purchases from single-use products to bulk. Examples: large containers of shampoo in hotel bathrooms, large pump bottles for soap, sanitizer in restrooms. \_\_\_\_\_
- 1 Adopt business/office policies that are waste conscious, including adjusting printer settings to default to two-sided, offering emailed receipts, filing documents electronically \_\_\_\_\_

Description:

- 1 Discontinue use of non-biodegradable single-use products, such as polystyrene, K-cups, plastic straws, plastic bags, etc. \_\_\_\_\_
- 1 Create a program to properly dispose of hazardous materials (batteries, fluorescent light bulbs, oil, chemicals, installation of an oil/water separator etc.) \_\_\_\_\_

## Category 4: Environmental Protection

- 1 Commit to prioritizing buying local when the opportunity is viable. Establish a program to purchase products and services from local Michigan companies whenever possible \_\_\_\_\_
- 2 Conduct a water audit, and then institute a water management program that focuses on water savings. This may include any or all the following: glasses of water only upon request at restaurants, installing efficient flush toilets/urinals/shower heads/faucets, drought-tolerant plantings, annual analysis, and maintenance of septic system (if you have a septic system), replace water pipes (for irrigation, hotel use etc.) that leak or are too small for energy efficiency, etc. 1pt - conducted audit, 2pts - implementing \_\_\_\_\_
- 2 Invest in new projects or improvements that integrate storm management practices to improve stormwater runoff quality and/or develop a system to collect precipitation to use for irrigation. \_\_\_\_\_

## Category 5: Transportation

- 3 Install electric charging station(s), if viable for your business \_\_\_\_\_
- 2 Integrate electric vehicles into your fleet, whether through piloting EV vehicles or upgrading your current fleet. (1pt - pilot vehicles, 2pts - upgrade at least 20% of fleet.) \_\_\_\_\_

## Category 6: Educate/Advocate/Lead

- 1 Integrate your environmental/sustainability program and goals in your brand message. \_\_\_\_\_
- 1 Promote environmental issues internally by creating and establishing employee Sustainability training opportunities/activities that empower them to implement and devise Sustainability practices in their own departments and roles. \_\_\_\_\_
- 2 Tap employee interest, educational backgrounds, and expertise in sustainability by forming a green team for learning from and sharing with others within the business. \_\_\_\_\_
- 1 Encourage employee environmental community volunteer days and provide acknowledgment for their service. \_\_\_\_\_
- 1 Post signage to educate customers about sustainability efforts and to encourage their participation. Examples: building efficiencies, paper or no straw use, room towel reuse (in lodging facilities), glasses and water upon request (in restaurants) recycling/ Composting/reusing programs at your facility. \_\_\_\_\_
- 2 Contact your legislators about issues that deal with sustainability. \_\_\_\_\_
- 1 Join and/or support environmental/sustainability organizations that align with your goals \_\_\_\_\_

- 1 Encourage employees and customers to embrace sustainability by making it easy for them to participate. Examples: bike racks, bike commuter shower, water bottle refill station, etc. \_\_\_\_\_

**Total Points Earned** \_\_\_\_\_

**Once finished, return completed form to: [info@goskimichigan.com](mailto:info@goskimichigan.com)**

**Or mail to:**

**MSIA**

**7164 Deer Lake Court**

**Clarkston, MI 48346**