

Challenge yourself to change the world: Take the Work and Travel Greenheart Challenge!

What is the Greenheart Challenge?

The Challenge offers Work and Travel participants the opportunity to help their place of employment and consequently their host community evaluate environmentally sound and sustainable business practices. Participants will spend the duration of their work program developing their Greenheart Challenge projects.



Why should I participate in the Challenge?

- **IMPROVE YOUR WORK EXPERIENCE!** Participating in the Challenge is a great way to add bonus experience to your resume or CV! All Challenge participants who submit a final project to CCI will receive a certificate naming them a Greenheart Ambassador.
- **EXPAND YOUR CULTURAL EXCHANGE EXPERIENCE!** "Going green" or developing awareness of environmentally friendly products, services and daily practices is becoming a component of U.S. culture. U.S. businesses, communities and people alike are making conscious efforts to create a sustainable lifestyle and to use resources wisely.

How do I participate?

1. **LET CCI KNOW THAT YOU ARE INTERESTED:** Log into your online CCI account, go into your application and indicate that you are interested in the Greenheart Challenge by clicking on the "Work/Volunteer" page of your application. Be sure to send a follow-up email to greenheartwork@cci-exchange.org so we can keep in touch with you!
2. **DETERMINE WHAT WILL BE THE FOCUS OF YOUR CHALLENGE:** Look around your place of employment to evaluate what changes could be made to make your workplace more "green" and environmentally friendly. Check out the project guides on the following pages that can give you some ideas.
3. **DECIDE HOW TO CRAFT YOUR FINAL PROJECT:** (CCI outlines what essential points you are to include). Final projects can include one of the following: a 1-3 page essay, photo essay, art project or a 2-3 minute video/photo montage that highlights your Greenheart Challenge experience.
4. **SUBMIT YOUR FINAL PROJECT TO CCI:** All participants who submit a final project to CCI will be named Greenheart Ambassadors and will receive a certificate. Projects received by **February 15 2010** will be automatically entered in to the Greenheart Challenge Contest for a chance to win a free Work and Travel program for the Winter 2010-2011 Work and Travel Season!

Greenheart Challenge Project Guide: Hotels

According to the U.S. Travel Data Center, 43 million US travelers are “ecologically concerned”. As growing numbers of Americans realize that they must protect the beauty of their favorite destinations, the demand for “green” travel experiences has grown. Ecotourism, by its traditional definition, is travel that honors the environment and has as little impact as possible. You can assess the environmental practices of your hotel with the below guide:



Recognizing environmental business practices

You may be able to recognize new ideas and techniques that could improve the sustainability of your hotel's operations.

Review the list below and then ask: **If you were in charge of the hotel, would you be able to implement any of these steps? Why or why not? If your employer is already doing some of the following, when did they begin doing so and why?**

- Offers a hotel linen program that gives guests the option to not change their sheets and towels every day
- Showers, toilets and sinks that utilize “low flow” hardware to decrease water waste
- Uses energy efficient light bulbs and appliances
- Uses motion detectors to automatically turn off lights that are not in use
- Offers recycling bins in guest rooms and common areas
- Environmental programs or events are listed on “things to do in the area” Guides
- Uses renewable energy sources, such as wind or solar power
- Composts food scraps and/or donates food leftovers
- Provides shuttles, bicycles, or promotes public transit to offer guests alternatives to driving
- Offers guests an option to offset their travel-related carbon emissions

Note that your “green” evaluation is not limited to this list. Do you have other ideas? Explain them in your project!

Greenheart Challenge Project Guide: Restaurants

Restaurants serve as centers of American culture and community. It comes as no surprise then that the growing U.S. environmental culture is also visible in restaurants. Serving meals can require large amounts of land, water, pesticides and packaging. The decisions of restaurants can influence environmental issues from global warming to water pollution. You have the opportunity to assess the environmental practices of your restaurant with the guide below.



Recognizing environmental business practices

You may be able to recognize new ideas and techniques that could improve the sustainability of your restaurant. Review the list below and ask: **Are you able to implement any of these steps? Why or why not? If your employer is already doing some of the following, when did they begin doing so and why? (Tips from dinegreen.org) The perfect “green” restaurant...**

- *Has “sustainable” items, such as organic and local foods, on the menu*
 - *Sustainable food products support the long-term maintenance of ecosystems and agriculture for future generations. Organic agriculture prohibits the use of toxic pesticides, fertilizers, and genetic engineering. Locally grown foods reduce the amount of pollution associated with transportation primarily by fossil fuels.*
- *Prioritizes energy & water efficiency and conservation*
 - *Restaurants can use energy efficient technologies and conservation practices for lighting, heating, appliances, office equipment, and transportation.*
- *Recycling services exist for waste products such as glass, plastic, metal, cardboard, mixed paper, grease, and ink and toner cartridges. Food waste can be diverted from landfills and made into nutrient-rich soil through the use of a composting service or an on-site system.*
- *Uses Sustainable Paper & Cleaning Products such as reusable silverware & flatware for in-house diners and “to-go” products that are made of recycled materials.*

Note that your “green” evaluation is not limited to this list. Do you have other ideas? Explain them in your project!

Greenheart Challenge Project Guide: Retail Stores



In many stores across the US, "going green" is already on the agenda. More and more consumers are starting to ask questions about the sustainability of the products they buy. The growth in popularity of organic foods, recycled packaging, and reusable bags is evidence of this shift!

Working at a store gives you a great opportunity to take advantage of this growing green movement, and recognize new and innovative ideas. Assess the environmental practices of your retail business.

Recognizing environmental business practices

You may be able to recognize new ideas and techniques that could improve the sustainability of your store's operations. Review the list below and then ask: **Are you able to implement any of these steps? Why or why not? If your employer is already doing some of the following, when did they begin doing so and why?**

- Offer reusable bags at check-out, or offers a discount for shoppers that bring their own bags
- Offer certified organic produce, dairy products and meat
- Allow shoppers to purchase purified water in reusable jugs, rather than disposable jugs
- Recycle or reuse packaging
- Offer recycling for store generated waste (paper, plastic, glass, etc.)
- Use renewable energy sources such as solar or wind power
- Use energy saving lighting and appliances throughout the store
- Work with suppliers to ensure products are packaged in recycled or minimally necessary materials
- Provides conservation tips to customers

Note that your "green" evaluation is not limited to this list. Do you have other ideas? Explain them in your project!