Creating a Greener Tourism Community:
Developing an Environmentally Friendly ASA
Conference as a Model for North Georgia as a Destination.

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Final Report Narrative

Name of Project: Creating a Greener Tourism Community: Developing an Environmentally Friendly ASA Conference as a Model for North Georgia as a Destination.

Grant Period: February 1, 2009 – June 30, 2010

Grantee Name: North Georgia College & State Univ
Project Director: Drs. Chuck Robertson & Michele Hill

Description of Project:
We worked with the organizing committee for the ASA conference to make sure that their conference attendees have information for supporting and experiencing a green North Georgia. We looked at media options for sharing programming, reducing the waste associated with food and breaks, and consuming as few resources as possible. We deployed the "Away from Home" recycling bins that the CLC helped acquire to recycle specifically for the conference. As we worked and learned on this project we shared and taught the ASA organizers how to replicate this work in the future.

Additionally, we worked with the community to organize their green assets and enable the recruitment of future conferences and meetings that may appeal to groups that are focused on our natural resources and an environmentally sound infrastructure.

Our goals for the 2009/10 Community Leadership Connection project were to create a greener ASA conference that can be easily replicated at any site in the future. Another larger goal was to work with groups such as the chamber of commerce and downtown development authority by developing their green friendly resources and enabling them to address these issues as they recruit and promote tourism/business/etc.

Activities:
Development of a dynamic green map.
Presentation of map at the ATP Conference.
Digital Poster Creation for the ATP Conference.
Presentation of map and other greening programs for and at the ASA conference:
  • reduce food waste
  • recycling
  • walkable conference sessions.

Project Outcomes:
OpenGreenMaps.org was used to create a green guide for tourist visiting North Georgia, specifically Dahlonega and Lumpkin County. The open green map was shared at the ASA conference and is embedded in several North Georgia University websites. Additionally, the local chamber site, dahlonega.org, is interested in adding the greenmap when we add sustainable businesses to the map. The map may be viewed here: [http://www.opengreenmap.org/greenmap/north-georgia-goes-green](http://www.opengreenmap.org/greenmap/north-georgia-goes-green). A presentation at the ASA was made to share the creation of green maps. After the presentation attendees had an
opportunity to play with the map and ask questions about development and how to use it in their communities. A copy of that presentation’s slides may be viewed here.

Below is the code to embed a widget of our map. Feel free to try it out on your site and learn more about Dahlonega, Ga.

<iframe width='100%' height='500' frameborder='0' scrolling='no' marginheight='0' marginwidth='0' src='http://www.opengreenmap.org/greenmap_widget/7991?LAT=34.530460&LON=-83.987904&ZOOM=11&TYPE=Hybrid'></iframe>

You can see the widget at work on the following website, Growing Sustainability @ North Georgia. (https://sites.google.com/a/northgeorgia.edu/recycle/) The following image will be live and interactive if you visit the site.

In addition, the Away from Home Recycling trailer was deployed at the ASA conference. A recycling trailer that was obtained with a grant as part of a previous North Georgia ATP project was deployed on campus to collect plastics and aluminum. Over 50 bags of recyclables were collected, rather than becoming waste and going to the local solid waste station. An image of the recycling bins contained in the trailer may be seen below.
Planning for the conference also involved the ATP participants. Students and project leaders worked to solve food waste problems. Rather than charging everyone for meals and breaks that may not be consumed, conference attendees paid for only the meals they wished to attend. Additionally, breaks were planned so that portable food (apples, bananas, etc.) could be taken with attendees. And finally, the Downtown Development Authority agreed to purchase water bottles for attendees. In turn, this reduced the number of plastic bottles of water that had to be purchased and disposed of through recycling.

**Problems Encountered:**
The cost of the opengreenmap.org service that allows for the most efficient and practical deployment of the green map. It costs almost $400 a year to have the site hosted.

**Program Continuation and Sustainability:**
The map has been a great success. We will continue to build upon the map and in the near future will be placing it on the websites of local organizations that will allow it to better serve its purpose, bringing tourism to North Georgia.

**Conclusions and Recommendations:**
We need to develop a comprehensive set of rules to determine what local businesses are sustainable and work toward getting them placed on the map. Furthermore, we need to get the map embedded into websites that will allow for tourists and potential tourists to use it.

**Attachments:**
URL for ATP presentation: [https://docs.google.com/fileview?id=0Bw2qZDO0TsZXMmVmZTFjNTUtNzYwMS00OGQ1LWJiOWQtZjQyZmEzZmRIZGFj&hl](https://docs.google.com/fileview?id=0Bw2qZDO0TsZXMmVmZTFjNTUtNzYwMS00OGQ1LWJiOWQtZjQyZmEzZmRIZGFj&hl)
URL for ASA presentation: [https://docs.google.com/fileview?id=0Bw2qZDO0TsZXODZhMTEzZTUtYTdiNi00ZTI5LWJmYzAtMmM0ZjY1YjY0Mjc3&hl=en](https://docs.google.com/fileview?id=0Bw2qZDO0TsZXODZhMTEzZTUtYTdiNi00ZTI5LWJmYzAtMmM0ZjY1YjY0Mjc3&hl=en)