



Outdoor Adventure Social Club Charlottesville, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

Virginia Green Partners are primarily committing to help support *Virginia Green* and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

Outdoor Adventure Social Club

"We provide professional guides, instruction and equipment for outdoor adventures to mountain tops, rock cliffs, caves, waterfalls, natural rock waterslides, swimming holes, lakes, rivers, and streams."



Green Statement: "We do all that we can to ensure that the beautiful wilderness and natural areas we visit will be just as beautiful forever into the future."



CORE ACTIVITIES for all *Virginia Green Partner Organizations*

Support Virginia Green. Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:

- Send out emails or mailers to their membership about Virginia Green.
- Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
- Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

Green Meetings and Conferences. When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:

- Minimize copying and always make 2-sided copies
- Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs
- Use silverware instead of plastic utensils
- Serve water in pitchers and glassware instead of bottles; serve bulk sodas, etc.
- Avoid box lunches – trays/platters of food are much less wasteful

Recycling and Waste Reduction. Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: glass, aluminum cans, steel cans, food waste (composting), grease, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, phone books, magazines, metals other than aluminum cans, plastic bags as well as bottles/containers,

- Have compost bin
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms

Water Conservation. Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Perform preventative maintenance to stop drips and leaks
- Have:
 - low flow restrictors on faucets and showerheads
 - low flow toilets
- Discourage water-based cleanup (sweeping first) and use microfiber technology mops

Energy Efficiency. Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Use:
 - compact fluorescent light bulbs in all rooms and in canned lighting
 - ceiling fans
- Perform preventative maintenance on HVAC system
- Use natural lighting
- Purchase ENERGY STAR computers, copiers, and appliances
- Use fuel efficient vehicles or hybrid vehicles



For more information on **Outdoor Adventure Social Club**, see www.outdoorsocial.com/groupoutings.htm

For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to www.viriniagreentravel.org.



Virginia Green is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

