



SouthEast Expeditions

Cape Charles, 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!

SouthEast Expeditions

"We provide guided kayak tours all over the Eastern Shore, as well as kayak and kite boarding rentals and lessons. We also have a shop stocked with kayaking, kite boarding, and skate boarding gear. Sea kayaking is a key draw for the Chesapeake Bay and Eastern Shore tourism. Kayaking enthusiasts travel from around the world to explore the marshes and waterways of the Shore."

Green Statement: "It just makes sense to us, as a part of the Eastern Shore's ecotourism industry, that we can as a business protect this ecosystem and our planet as a whole."



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:
 - Encourage clients who are in the tourism industry to join Virginia Green.
 - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
 - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
 - 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.
- 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, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment
- Track overall waste bills
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Use electronic correspondence and forms
- Purchase durable equipment and furniture
- Properly recycle/dispose of thinners and solvents



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:

- Track overall water usage and wastewater
- Perform preventative maintenance to stop drips and leaks
- Discourage water-based cleanup (sweeping first)

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:

- Track overall energy bills
- Use natural lighting

For more information on **SouthEast Expeditions**, see www.southeastexpeditions.net or contact **David Burden** at sekayak@yahoo.com or **757-331-2680**.

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.

