



## Hotel Roanoke & Conference Center

"The Harnessing Innovation for Energy Efficient Construction conference is an event to promote communication between industry and education on the topic of innovation in energy-efficient products, processes and systems. The two-day event in Roanoke, Virginia will include leading-edge speakers, presentations, panels and workshops by product developers, companies, innovators, and educators in building and energy efficiency. Some workshops will qualify for continuing education credit units\*."

**Green Statement:** "To practice what we are preaching!"

### CORE ACTIVITIES for Green Events

- Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:
  - Glass bottles, aluminum cans, plastic bottles
- Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling / composting of food service items disposed of on the premises. This facility pledges that they:
  - Do not use any disposable containers, dishware, cutlery, or cups
- Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies – and quantities should be minimized whenever possible! The organizers of this event pledge that they:
  - Use electronic registration, correspondence and forms
  - Print brochures and other printed items on recycled content paper with soy-based inks, and print all documents double-sided
- Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:
  - Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting

*Food service*

- Donate excess food from events
- Use water pitchers to minimize the use of single-use bottles

*Logistics*

- Encourage the use of mass-transit and/or carpooling to the event

**Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on its website to the Virginia Green Events webpage
- Have a green event section on its event’s webpage highlighting all of its green activities
- Have signs at the event registration which list all of its green activities

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For more information on Harnessing Innovation for Energy Efficient Construction, see <http://www.cpe.vt.edu/hieec/> or contact Jackie Pontious at [jpontious@chpc2.org](mailto:jpontious@chpc2.org) or 540-267-4737.

**Virginia Green** is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize their impacts on the environment. This event has met the established “core activities” for **Green Events** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/virginiagreen](http://www.deq.virginia.gov/p2/virginiagreen) or [www.virginiagreentravel.org](http://www.virginiagreentravel.org).



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

