



## Virginia Green Supporting Organizations Profile:

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### NLG USA, Inc. 1 Columbus Center Virginia Beach

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"Global airline and tourism representative, working as a General Sales Agent (GSA) on behalf of their customers."

**Green Statement:** "Business and the environment are closely linked. Some more than others. I have three kids. I want the world that I know for them. If I teach them how to recycle, then is our commitment to improve the environment performance in the office. The more we communicate , the best result for future generations."

#### **CORE ACTIVITIES for Green Supporting Organizations**

- Support Virginia Green.** Pledge to promote the efforts of Virginia Green to your clients, members, and staff and encourage them to join or do business with Virginia Green participants. This supporting 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.
  - Establish a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
  - Send out an email or a mailer to its membership about Virginia Green.
  - Make an official Virginia Green Endorsement of some kind through its Board or other Committee to support Virginia Green.
  - Set a goal for the recruitment of its member facilities to join Virginia Green.
  - Include a Virginia Green feature in its newsletter or other publication.
  - Display its Virginia Green certificate prominently in its facility / offices and use the Virginia Green window decals.
  - Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in its facility.
  - Highlight its involvement in Virginia Green on its website and have a link to its Virginia Green facility profile.
  
- Green Meetings and Conferences.** Provide recycling and make an effort to reduce the use of disposables at meetings and conferences. This partner pledges that they:
  - Have their conferences at a Virginia Green facility, and let the facility know that they want a "green event!"
  - Make double-sided photocopies and avoid making extra photocopies
  - Do not use any disposable containers, dishware, cutlery, or cups
  - Use disposable foodservice items that are made from bio-based, renewable materials (corn, bamboo, potato starch, sugarcane, etc.)
  - Use disposable foodservice items that are made with recycled content
  - Use disposable foodservice items that are recyclable (in your area!)

- Use compostable food service items and direct this material to available composting operations in their area
- Use cloth napkins
- Use reusable coffee filters
- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc., in bulk
- Use water pitchers to minimize the use of single-use bottles
- Avoid box lunches by purchasing trays/platters of food instead.

**This association leases its office or retail space and has met with the landlord to advise that environmental issues are important to the organization. The association has informed the landlord about Virginia Green and the potential costs and environmental benefits.**

- Recycling.** Virginia Green Travel Association must have highly-visible locations/containers that provide the opportunity for guests to recycle aluminum cans, plastic and glass bottles, or other disposable products purchased at the facility. Recycling of cardboard, plastic, paper, and composting of waste foods is highly encouraged as well. This facility pledges that they:
  - Offer the opportunity for guests to recycle: glass bottles, plastic bottles, aluminum cans
  - Also recycle: steel cans, newspaper, office paper, toner cartridges, cardboard, fluorescent lamps, batteries

- Reduce solid waste.** The facility must be actively working to reduce its solid waste generation. This facility pledges that they:
  - Track overall waste bills
  - Have numeric goal to reduce overall materials that go to the landfill

#### *Restrooms*

- Use bulk soap dispensers instead of individual soaps
- Use high-efficiency hand-dryers
- Purchase recycled content paper towels and toilet paper

#### *Office*

- Remove facility and staff names from junk mail lists
- Reuse scrap paper for notes
- Reuse or donate shipping and packing supplies
- Use refillable pens and toner cartridges
- Purchase recycled paper with a high-percentage recycled content
- Make double-sided photocopies and avoid making extra photocopies
- Use electronic correspondence and forms when possible

#### *Buildings and grounds*

- Use green cleaning products that are dispensed in bulk
- Install carpet with sustainable or recycled content and low-VOC adhesives
- Use reused building materials or those from sustainable sources
- Use latex low or no-VOC paints
- Re-use paint thinners
- Properly recycle and/or dispose of thinners and solvents (required by law)
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use integrated pest management (IPM)
- Minimize use of pesticides and herbicides in landscaping

**Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time

*Activities indoors*

- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have installed:
  - high efficiency dishwashers
  - low flow restrictors on faucets and showerheads
  - low flow toilets
  - composting toilets
  - automatic faucets or toilets in public restrooms

*Activities outdoors*

- Have an effective landscape management plan that minimizes lawn areas
- Have an effective stormwater management plan that includes rain gardens, and the minimization of impervious areas (paving, concrete, etc)
- Have installed a rain garden
- Have installed cisterns and rain barrels

**Energy Conservation.** The facility must have a plan in place that encourages energy conservation and efficiency.

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For more information on NLG USA, Inc., see [www.nlg.aero](http://www.nlg.aero) or contact V. Schenone at [vschenone@hotmail.com](mailto:vschenone@hotmail.com) or 757-687-8198.

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Supporting Organizations** pledged to minimize their impacts on the environment. This organization has met the established "core activities" for **Green Supporting Organizations** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see [www.viriniagreentravel.org](http://www.viriniagreentravel.org) or <http://staging.deq.virginia.gov/Programs/PollutionPrevention/VirginiaGreen.aspx>.



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

