



The **Richmond Metropolitan Convention & Visitors Bureau** (RMCVB) is a destination marketing organization that promotes the Richmond Region to visitors. The RMCVB is located in the Richmond Convention Center, a Virginia Green member, and operates the Richmond Region Visitor Center, also a Virginia Green member. RMCVB is committed to supporting the Virginia Green program and environmental stewardship.

### GREEN ACTIVITIES

- 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.
  - Send out emails or mailers to their membership about Virginia Green.
  - Include a Virginia Green feature in their newsletter or other publication.
  - Display the Virginia Green certificate prominently in their facility or 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:
  - Have conferences at a Virginia Green lodging facility, and let the facility know that they want a "green event"
  - Minimize copying and always make two-sided copies

For more information on the **RMCVB**, visit [www.visitrichmondva.com](http://www.visitrichmondva.com) or contact **Katherine O'Donnell** at [kodonnell@richmondva.org](mailto:kodonnell@richmondva.org).

**Virginia Green** is the Commonwealth of Virginia's campaign to promote 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. The program has established "core activities" specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts

in all aspects of their operations. **Virginia Green Partners** are committing to help support the program 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. For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).

