



Virginia Green Supporting Organizations Profile:



Downtown Norfolk Council

201 Granby Street
Norfolk

"The Downtown Norfolk Council is committed to effectively serving its members, the Downtown Improvement District Ratepayers, the City and the region. The organization is recognized as a leader, an advocate and a resource in assuring that Downtown is a safe, clean, attractive and vital place."

Green Statement: "The Downtown Norfolk Council is working with the City of Norfolk to encourage visitors, residents and businesses to recycle and reduce waste Downtown. One of our many goals to achieve a more "Green Downtown" is to facilitate recycling bins in high traffic areas in Downtown for our guests.

As part of our commitment to sustainability Downtown, we are educating our Public Service Ambassadors, Clean Team Ambassadors and our administrative staff on ways to reduce their carbon footprint. We have enacted an in office recycling program and we are working with the City of Norfolk with the collection of our recyclables.

We are also promoting Virginia Green to our businesses and members of the Downtown Norfolk Council—to help increase awareness on recycling, reducing waste, water and energy efficiency. This promotion will be done through our email communications, website and social media campaigns.

We will also strive to be conscious of ordering office products that are environmentally friendly, including recycled printing paper."

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.
 - 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:

- 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 with recycled content
- Provide condiments, cream and sugar, etc., in bulk
- Use water pitchers to minimize the use of single-use bottles

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, batteries

Reduce solid waste. The facility must be actively working to reduce its solid waste generation. This facility pledges that they:

- Have numeric goal to reduce overall materials that go to the landfill

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



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

- Have a numeric goal to reduce water consumption over time

Activities indoors

- Perform preventative maintenance to stop drips and leaks

Energy Conservation. The facility must have a plan in place that encourages energy conservation and efficiency. This facility pledges that they:

- Track overall energy bills

For more information on Downtown Norfolk Council, see www.downtownnorfolk.org or contact Mary Miller at Mmiller@downtownnorfolk.org or 757-623-1757.

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 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.

