



Logical SEO Charlottesville

"Logical is an internet marketing company that utilizes data to create digital marketing solutions to build brands, develop site influence, and generate sales."

Green Statement: "We've always had an interest in environmental issues, and how they will shape the future. We limit our electricity use by turning off computers, lights, and fans...and we often run without A/C!"

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.
- 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:
 - Limit use of disposable containers, dishware, cutlery, or cups.
 - Use disposable foodservice items that are made with recycled content.
 - Use disposable foodservice items that are recyclable.
 - Avoid box lunches by purchasing trays/platters of food instead.

This association has office or retail space and is required to address the basic Virginia Green elements in its facility:

- 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: newspaper, office paper, cardboard.
- Reduce solid waste.** The facility must be actively working to reduce its solid waste generation. This facility pledges that they:
 - Donate unused items to Goodwill or other local businesses.
 - Use reusable mugs, avoiding disposable cups.
 - Use tap water instead of bottled water.

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

Activities indoors

- Have installed:
 - Low flow restrictors on faucets and showerheads.
 - Low flow toilets.

Activities outdoors

- Minimizes lawn areas.

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

Heating and Cooling

- Have individual thermostats for each room; ensure they are correctly adjusted.

Lighting

- Use natural lighting.

For more information on Logical SEO, see www.logicalseo.net or contact Toshi Penny at info@logicalseo.net or 434-409-4794.

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.deq.virginia.gov/p2/viriniagreen or www.viriniagreentravel.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.



VIRGINIA IS FOR LOVERS