



Virginia Green Supporting Organizations Profile:



Shenandoah County Tourism

600 North Main Street, Suite 101
Woodstock

"Shenandoah County Tourism is the official Destination Marketing Organization (DMO) and Visitor Information Center for Shenandoah County. Contact us to plan your next getaway!"

Green Statement: "Visitors travel to Shenandoah County from all over the world to enjoy our natural resources and scenery. It is important to our organization and Shenandoah County that we maintain these resources for current and future generations to enjoy. Shenandoah County Tourism supports local businesses whenever possible and encourages the use of locally produced products and supplies. We work to encourage locals and visitors to reduce their impact on the environment so that we conserve our local land and natural resources for future generations to enjoy"

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:

- Make double-sided photocopies and avoid making extra photocopies
- Use disposable foodservice items that are made with recycled content
- Use disposable foodservice items that are recyclable (in your area!)
- 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 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: steel cans, newspaper, office paper, toner cartridges, cardboard, fluorescent lamps, batteries, electronic equipment

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

Restrooms

- Use bulk soap dispensers instead of individual soaps
- 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
- 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

- Install carpet with sustainable or recycled content and low-VOC adhesives
- Use reused building materials or those from sustainable sources
- 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:

Activities indoors

- Perform preventative maintenance to stop drips and leaks
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- Have installed:
 - low flow restrictors on faucets and showerheads
 - low flow toilets

Activities outdoors

- Have an effective landscape management plan that utilizes native species
- Have an effective stormwater management plan that includes pervious pavement

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

Heating and Cooling

- Have individual thermostats for each room/area
- Perform preventative maintenance on heating & air conditioning (HVAC) system
- Keep office doors and windows closed if HVAC system is on

Lighting

- Have adopted a policy/practice to turn off lights in unoccupied rooms
- Have installed:
 - high efficiency fluorescent ballasts and lamps (T5s and T8s)
 - compact fluorescent light bulbs in all rooms and in canned lighting

Appliances and electronic devices

- Use ENERGY STAR qualified office equipment (computers, monitors, copiers, printers, etc.)
- Have adopted a policy/practice to turn off fans, computers, monitors and other devices in unoccupied rooms at the end of the workday or when otherwise not being used

For more information on Shenandoah County Tourism, see ShenandoahTravel.org or contact Jenna French at jfrench@shenandoahcountyva.us or 540-459-6227.

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/viriniagreeen 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.

