



## Virginia Green Supporting Organizations Profile:



# Thriving Butterfly

4100 Wythe Avenue  
Richmond

"Your online eco boutique for home, family & lifestyle featuring everyday & luxury conscious designs. Take flight to a green life!"

**Green Statement:** "The health of our planet & our lives is up to us. The earth & all of life are counting on us to change our ways & return the earth to the pure condition in which we found it. When healing the earth, we are healing ourselves & both will thrive as one. At Thriving Butterfly, we believe that each one of us carries the responsibility of creating a positive environmental impact each day. Thriving Butterfly is a bronze level certified business through Green America. Recently completed initiatives: installation of water-efficient toilet, installation of rain barrel, reconfiguration of irrigation system, installation of energy-efficient windows & doors, installation of foam insulation to prevent hot & cold air loss etc"

### 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 say in/do business with Virginia Green or similarly-minded facilities.
- Send out an email or a mailer to our 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 our 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 our involvement in Virginia Green on our website and have a link to our 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 our conferences at a Virginia Green facility, and let the facility know that we 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 your 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 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, printer/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:

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

#### *Restrooms*

- Use bulk soap dispensers in public restrooms

#### *Office*

- Remove facility and staff names from junk mail lists when possible
- 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
- Have installed:
  - High efficiency dishwashers
  - Low flow faucets and showerheads (use less than 2.5 gallons per minute)
  - Low flow toilets (use 1.6 gallons per flush or less)
  - Use microfiber technology mops



*Activities outdoors*

- Have an effective landscape management plan that utilizes native species and minimizes lawn areas
- Have an effective stormwater management plan which includes rain gardens and minimization of impervious areas (paving, concrete, etc.)
- Have installed rain barrels
- Use a nutrient management plan that minimizes the use of fertilizers

**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
- Have had an energy audit to identify efficiency opportunities within the past 12 months
- Have established a numeric goal to reduce energy usage over time
- Calculate the environmental impacts of the facility's energy usage by using a pollution calculator
- Use ENERGY STAR's Portfolio Manager

*Heating and Cooling*

- Have installed ceiling fans
- Have installed ENERGY STAR-rated windows and doors
- Regularly perform preventative maintenance on HVAC systems
- Have installed high efficiency HVAC system
- Keep office doors and windows closed if HVAC system is on

*Lighting*

- Use natural lighting
- Have adopted a policy/practice to turn off lights in unoccupied rooms
- Have installed:
  - compact fluorescent light bulbs in all rooms and canned lighting
- Have installed:

- directional (downward-facing) lighting in parking areas and other outdoor areas

#### *Appliances and electronic devices*

- Use ENERGY STAR qualified appliances (commercial kitchens, heating and cooling, consumer electronics)
- 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

#### *Transportation-related energy use*

- Use alternative fuel, hybrid-electric, or electric vehicles

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For more information on Thriving Butterfly, see [www.thrivingbutterfly.com](http://www.thrivingbutterfly.com) or contact Anne Baird at [anne@thrivingbutterfly.com](mailto:anne@thrivingbutterfly.com) or 804-359-1402.

**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](http://www.deq.virginia.gov/p2/viriniagreen) or [www.viriniagreentravel.org](http://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.

