



Virginia Community Capital

100 West Franklin Street
Richmond

"Virginia Community Capital (VCC) is a multi-million dollar non-profit, community development financial institution (CDFI) and banking entity providing innovation loan and investment solutions for affordable housing and economic development projects in the Commonwealth of Virginia."

Green Statement: "Inherent in our mission is our belief and commitment to preserve and protect our natural resources. To that extent VCC has become a B-Corporation (Benefit Corporation), and as such its triple-bottom line mission incorporates environmental sustainability practices, both internal and external. VCC was recently named "Best For the World" among fellow B-Corps.

VCC has adopted a corporate sustainability policy, added environmental considerations to our loan underwriting guidelines, and is in the process of building loan programs around healthy foods initiatives and energy efficiency projects."

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.
- Make an official Virginia Green Endorsement of some kind through its Board or other Committee to support Virginia Green.
- 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.



VCC's entry, constructed of reclaimed wood

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 their conferences at a Virginia Green facility, and let the facility know that they 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 with recycled content

- Use disposable foodservice items that are recyclable (in your area!)
- 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, paper
- Also recycle: office paper, toner cartridges, cardboard, fluorescent lamps, 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
- 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

- 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
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles



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

Heating and Cooling

- Perform preventative maintenance on heating & air conditioning (HVAC) system
- Keep office doors and windows closed if HVAC system is on

Lighting

- Use natural lighting
- Use lighting sensors to turn on/off lights
- Have adopted a policy/practice to turn off lights in unoccupied rooms

- Have installed:
 - compact fluorescent light bulbs in all rooms and in canned lighting

Appliances and electronic devices

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

For more information on Virginia Community Capital, see www.vacommunitycapital.org or contact Paul Nolde at pnolde@vccva.org or 804.344.5484

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.

